January 15, 2004

TO: Fans, Friends, and Supporters of LSU Athletics

FROM: Skip Bertman, LSU Athletics Director

As LSU and all of its supporters continue to bask in the glow of a football national championship, let me take this opportunity to thank each and every one of you for the role you play, everyday, in making LSU the great institution that it is. Without the resources provided by a strong fan base, this national championship would not be possible.

With both of our basketball teams off to a great start and most of our other sports preparing to begin their respective seasons, many of which are highly ranked in pre-season polls, this year is shaping up to be one of the greatest athletics years in Tiger sports history.

CHAMPIONSHIP CELEBRATION

January 24 has been designated as the day for Tiger fans to officially celebrate LSU’s national championship. The day begins at noon when both LSU and Southern University will participate in a “Parade of Champions” in downtown Baton Rouge. The parade will begin at the corner of Spanish Town Road and North Fourth Street, then will proceed south on North Fourth Street, turn right at North Boulevard, then roll north on Third Street. The parade will conclude with a ceremony at the State Capitol.

Afterward, join us in Tiger Stadium for a celebration commemorating the national championship starting at 3:30 p.m. The National Championship Celebration at Tiger Stadium will include the presentation of bowl game and championship trophies to the LSU football team, video highlights of the football season, performances by the Tiger Marching Band and comments from University officials, head coach Nick Saban and Tiger players.

The day will conclude with the hoisting of a new National Championship flag to fly over Tiger Stadium.

Please be aware that, due to the expected large attendance, this event is not intended to be an autograph opportunity. We encourage you to bring still and video cameras to record this event for your remembrance of the occasion.

MERCHANDISE OPPORTUNITIES

In the ensuing days after the Sugar Bowl, hundreds of items have gone on sale commemorating this great Tiger football season. Many have you have written to ask just where to get official LSU items and how to know which items are legitimate and which are not. LSU is represented by the Collegiate Licensing Company (CLC) which
authenticates merchandise that is officially licensed. These are items in which LSU shares revenue and approves each product. Please look for the square CLC Hologram Label on merchandise to ensure that it is officially licensed.

Also, we encourage you to consider these Official Products to commemorate the 2003 national championship season:

**OFFICIAL BOOK**
“Return to Glory: LSU’s Championship Season”
By The Times-Picayune
8.5” x 11” soft cover, 160 pages

This book commemorates the LSU football team’s run to the national championship game. This 160 page collector’s item, produced by the sports department of the Times-Picayune of New Orleans, is the definitive look at LSU’s championship season. You’ll enjoy more than 100 color photos plus complete coverage of every game of the Tigers’ championship year – including 24 pages of coverage from the 2004 Nokia Sugar Bowl. You’ll also get profiles of head coach Nick Saban and star LSU players; a tribute to late Tiger coaching great Charlie McClendon; and a special look back at LSU’s 1958 championship season.

Price: $29.95 Hard Cover or $19.95 Soft Cover
Order Toll Free: 1-877-424-2665
Order Online: LSUsports.net or www.SportsPublishingLLC.com
Also available at local bookstores

**OFFICIAL VIDEO COMMEMORATING THE SEASON**
“Victory for LSU”
DVD or VHS tape

Don’t miss out on this exciting recap of LSU’s national championship season, available on both DVD and VHS tape. “Victory for LSU” includes highlights of every game from the 2003 season, including the SEC Championship Game and Nokia Sugar Bowl. Re-live the most exciting moments of the season, and enjoy behind the scenes interviews with LSU players and coaches as they recall their memories from LSU’s greatest season in 45 years. Order now. Available for shipment in late-February.

Price: $19.95
Order Toll Free: 1-800-324-3875
Order Online: LSUsports.net
Order by mail: LSU Championship Video, 100 Pine Avenue, Holmes, PA 19043 (include $6 for shipping)

**LSU FOOTBALL SEASON TICKET STOCK**
This reproduction of the season ticket sheet from LSU’s 2003 home games in Tiger Stadium is the perfect souvenir of the Tigers’ national championship season. Suitable for
framing, these tickets have been reprinted with a special panel commemorating LSU’s National Championship. Buy blank sheets for only $10 each, or season ticket holders can have them personalized with their seat location and name for just $20. (Note: all orders for personalized tickets must be received by March 31.)

Price: $10 blank; $20 personalized
Order Toll Free: 1-800-960-8587
Order Online: LSUsports.net (Available this weekend)

Other National Championship Merchandise Available at LSUsports.net:
- Short-Sleeve T-Shirt - $16.00
- License Plate - $8.00
- Hat (Khaki, Gold or White) - $15.00
- Nike “Locker Room” Hat - $22.00
- Purple Car Flag - $12.00
- Engraved Wooden Football (Limited Edition) - $49.99
- T-shirt with score - $17.00
- 2004 LSU Sugar Bowl Media Guide - $20.00
- 2004 LSU Sugar Bowl Team Photo - $20.00

Also, LSU has established a website, www.lsu.net, for fans to view a sampling of unique products and promotions that have been approved by the University to commemorate the 2003 football national championship.

Thanks for taking a look at these items. All of them are officially licensed, which means that LSU shares in the revenue from the sale of these items. This revenue will go back into the LSU Athletics Program so that our student-athletes, coaches and fans can continue to enjoy great success.