



NEWS RELEASE

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NSIC & Midcontinent Communications Join Forces to Air 36 Live Events in 2009-10

St. Paul, Minn. - NSIC Commissioner Butch Raymond announced today that the Northern Sun Intercollegiate Conference (NSIC) and Midcontinent Communications (based out of Sioux Falls, S.D.) have agreed on terms to broadcast 36 live NSIC events in the upcoming year. The agreement will include two football games, four volleyball matches as well as 30 men's & women's basketball games. Midcontinent will produce all the events as well as work with the visiting team's cable company to broadcast the events locally for the traveling teams.



"The NSIC is pleased to begin this new relationship with Midcontinent Communications, which will help showcase the NSIC athlete throughout the region. The emergence of the NSIC on the national scene in NCAA Division II, with three defending National Champions, will add plenty of excitement for all viewers", commented Raymond.

The first NSIC event will be the Upper Iowa University Peacocks at the Augustana College Vikings football game on October 17, 2009. The game will be played at the newly build Kirkeby-Over Stadium on the campus of Augustana College. All 14 NSIC institutions will be featured in at least one event over the year. Subscribers to Midcontinent can watch the games on the Midcontinent Channel.

Midcontinent Communications is the Upper Midwest's leading provider of cable television, local and long distance telephone service, broadband Internet access, and cable advertising services. Midcontinent's service area includes over 240 communities with over 200,000 customers in North and South Dakota and in Minnesota.

(Full Schedule of Events on Page 2)

The NSIC is a 14-team, 17-sport, NCAA Division II Conference with teams located in Iowa, Minnesota, Nebraska, North Dakota and South Dakota.

Augustana College • Bemidji State • Concordia - St. Paul • University of Mary • Minnesota, Crookston • Minnesota Duluth • Minnesota State University, Mankato • MSU Moorhead • Northern State • Southwest Minnesota State • St. Cloud State • Upper Iowa • Wayne State • Winona State



2009-10 NSIC / Midcontinent Communications Event Schedule

Date	Sport	Home Team	Visiting team
09/05/09	FB	Augustana	Emporia State
10/17/09	FB	Augustana	Upper Iowa
10/23/09	VB	Augustana	SMSU
10/24/09	VB	Augustana	Minnesota State
10/30/09	VB	SMSU	Minnesota Duluth
10/31/09	VB	SMSU	Bemidji State
11/28/09	MBB (Hoopfest)	Northern State	Minnesota State
11/28/09	WBB (Hoopfest)	Northern State	Minnesota State
11/28/09	MBB (Hoopfest)	Augustana	Concordia St Paul
11/28/09	WBB (Hoopfest)	Augustana	Concordia St Paul
11/29/09	MBB (Hoopfest)	Northern State	Minnesota, Crookston
11/29/09	WBB (Hoopfest)	Northern State	Minnesota, Crookston
11/29/09	MBB (Hoopfest)	Augustana	St. Cloud State
11/29/09	WBB (Hoopfest)	Augustana	St. Cloud State
12/04/09	MBB	Augustana	U-Mary
12/04/09	WBB	Augustana	U-Mary
12/05/09	MBB	Augustana	Northern State
12/05/09	WBB	Augustana	Northern State
12/12/09	MBB	SMSU	U-Mary
12/12/09	WBB	SMSU	U-Mary
01/02/10	MBB	Northern State	Winona State
01/02/10	WBB	Northern State	Winona State
01/03/10	MBB	Northern State	Upper Iowa
01/03/10	WBB	Northern State	Upper Iowa
01/22/10	MBB	Augustana	SMSU
01/22/10	WBB	Augustana	SMSU
02/05/10	MBB	SMSU	MSUMoorhead
02/05/10	WBB	SMSU	MSU Moorhead
02/06/10	MBB	SMSU	Minnesota, Crookston
02/06/10	WBB	SMSU	Minnesota, Crookston
02/19/10	MBB	Northern State	Wayne State
02/19/10	WBB	Northern State	Wayne State
02/20/10	MBB	Northern State	Augustana
02/20/10	WBB	Northern State	Augustana
02/27/10	MBB	Augustana	Minnesota Duluth
02/27/10	WBB	Augustana	Minnesota Duluth

SMSU = Southwest Minnesota State University
 HoopsFest = NSIC Holiday HoopsFest held in Souix Falls, S.D.

