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ARTS & SCIENCES



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**THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
ANNOUNCES WINNERS OF
THE 33rd ANNUAL SPORTS EMMY® AWARDS**

Jack Whitaker Honored with Lifetime Achievement Award

New York, NY - April 30, 2012 - The National Academy of Television Arts and Sciences (NATAS) announced the winners of the 33rd Annual Sports Emmy® Awards at a special ceremony tonight at Frederick P. Rose Hall, Home of Jazz at Lincoln Center in New York City. Winners in 33 categories including Outstanding Live Sports Special, Live Series, Sports Documentary, Studio Show, Promotional Announcements, Play-by-Play Personality and Studio Analyst were honored.

The awards were presented by a distinguished group of sports figures and television personalities including **Cris Collinsworth** (sports analyst for NBC's "Sunday Night Football"); **Harold Reynolds** (MLB Network studio analyst); **Michele Tafoya** (sideline reporter, NBC's "Sunday Night Football"); **Al Leiter** (studio analyst, MLB Network); **Mike Mayock** (game analyst, NFL Network); **Melissa Stark** (reporter, NFL Network); **Shaquille O'Neal** (studio analyst, "Inside the NBA on TNT"); **Joe Buck** (sportscaster, FOX Sports); **Curt Menefee** (sportscaster and host, "FOX NFL Sunday"); **Tracy Wolfson** (sportscaster, CBS Sports); **Gary Danielson** (commentator, CBS Sports); **Mary Carillo** (correspondent, HBO's "Real Sports with Bryant Gumbel"); **Sage Steele** (anchor, ESPN's "SportsCenter"); **Bob Papa** (HBO Sports Broadcaster); **Ernie Johnson** (host of "Inside the NBA on TNT"); **Chris McKendry** (co-anchor, ESPN's "SportsCenter"); and **Steve Levy** (journalist, ESPN's "SportsCenter").

One of the highlights of the evening was the presentation of the Lifetime Achievement Award to **Jack Whitaker**, sports commentator and essayist, by **Jim Nantz**, play-by-play announcer of "The NFL on CBS," NCAA college basketball and golf on CBS.

"We are honored to be presenting Jack Whitaker with our Lifetime Achievement Award," said Malachy Wienges, Chairman, NATAS. "I had the pleasure of working with Jack for eighteen years at CBS, and Jack is a sports icon and a class act."

In addition, NFL commissioner, Roger Goodell was honored with the Chairman's Award representing the networks and their patriotic coverage of the historic 10 year anniversary of September 11th last year.

The Sports Emmy® Award recipients were chosen by a Blue Ribbon Panel of industry peers. The awards recognize outstanding achievement by individuals and programs broadcast throughout the 2011 calendar year.

American Airlines is the official airline sponsor of the 33rd Annual Sports Emmy® Awards. *Street & Smith's Sports Business Journal* is the exclusive magazine partner. *Definition 6* is the official post production facility of NATAS and *Vermont Spirits* is one of the pre-show sponsors for the event.

For Official Sports Emmy Awards photography, visit: <http://www.bryan-brown.com>

A detailed listing of all awards is below as compiled by the independent accountancy firm of Lutz and Carr, LLP. A list of winners for the 33rd Annual Sports Emmy Awards is also available on the National Television Academy's website at www.emmyonline.tv.

About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Primetime Emmy® Awards are given out by our sister organization, the Academy of Television Arts & Sciences (ATAS). Regional Emmy® Awards are given in 19 regions across the United States. NATAS also presents the National Academy of Television Arts and Sciences Global Media Awards™ which recognizes excellence in the world-wide intersection of digital entertainment and technology. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv For more information, please contact: Paul Pillitteri, Director, Communication, ppillitteri@emmyonline.tv



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America's Cup Wins Sports Emmy Award

Graphic LiveLine Technology Makes Competitive Sailing Exciting to TV Audiences

San Francisco, April 30, 2012– America's Cup groundbreaking use of LiveLine, the technology that makes competitive sailing exciting to home viewers worldwide, has been awarded an Emmy for extraordinary technical innovation. LiveLine technology, which is used for American football and NASCAR car racing broadcasts, is being recognized for making the sport understandable to new fans while assisting race management to run races.

"We're honored by this award. At the core, this team's efforts are driven by a passion for sports and connecting people to sports they otherwise might not have the opportunity to view," said Stephen Barclay, interim CEO, America's Cup Event Authority. "Stan Honey (America's Cup Director of Technology) and the rest of the team are to be commended for their role in helping new fans and veteran racers enjoy a spectacular visual experience in a way never before imagined."

America's Cup organizers have invested in constantly improving the spectator experience. LiveLine superimposes graphics on live pictures as a technical aid for viewers. Spectators will recognize the technology from other Sportvision products, like the yellow first-down line use in the NFL and the Race/FX tracking and highlighting system used in NASCAR.

Driven by a GPS system that can track the America's Cup catamarans to within a two-centimeter accuracy on the race course, event organizers leverage the system for on-the-water management of the sport. Telemetering of the course allows for rapid movement of marks and controlling course limits, while use of real-time overlap and zone-entry determinations enable umpires to make the most accurate decisions ever possible.

The team that developed the technology is made up of Director of Technology Stan Honey, LiveLine Project Manager Ken Milnes, Onboard Media Manager Mark Sheffield, and key America's Cup management personnel including Denis Harvey, Richard Worth, Gary Lovejoy and Tim Heidmann; and Sportvision team members Jim McGuffin and Alan Trimble.

The George Wensel Technical Achievement Award from the National Academy of Television Arts and Sciences was presented on Monday, April 30, 2012 at the Frederick P. Rose Hall at the Lincoln Center in New York City. Others considered for the award included Hot Trax/Hot Spot, used by the Fox network for NASCAR and baseball

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telecasts, the Diamond Platform, used by baseball's MLB Network, and ESPN's 3-D coverage of the Masters golf tournament.

About the America's Cup

One of the most fiercely competitive and sought after trophies in all of sport, the America's Cup was first raced in 1851, 45 years before the modern Olympics. The U.S. yacht *America* won, giving the international sailing competition its name.

The next Louis Vuitton Cup (July-August 2013) and America's Cup Match (September 2013) will be held for the first time in San Francisco Bay, a natural sailing arena where more than one million spectators are expected. The entry deadline is June 1, 2012.

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