



Athletic Communications

FSN Northwest To Televis 24th Annual Windermere Cup

This year's feature events to showcase Oxford, Syracuse and UW on Saturday, May 1

SEATTLE (April 19, 2010) – Regional sports network FSN Northwest, 950 KJR AM, Tri-Film Productions, Inc. and Windermere Real Estate will produce and televise a one-hour special featuring the 24th annual Windermere Cup. The event is scheduled for Saturday, May 1 at 10:20 a.m. on the Montlake Cut, between Lake Union and Lake Washington adjacent to the University of Washington campus.

The telecast will debut on FSN Northwest Saturday, May 1 at 7:30 p.m. with additional airings throughout the week. The event will also feature a live stream through the subscription-based Dawg Channel All-Access on GoHuskies.com and a separate broadcast will air live on the radio throughout the Puget Sound by 950 KJR AM.

"Windermere Real Estate has been champions among the rowing community in the Pacific Northwest for almost a quarter century," said men's coach Michael Callahan, who rowed in the Windermere Cup as a UW student-athlete in the mid 1990's. "We're excited that this partnership is now able to showcase one of the most unique sporting events in the world to a broader audience on television."

Windermere Cup activities will begin initially feature races between local club crews throughout the Puget Sound region. The marquee matchups, featuring the Washington men's and women's varsity eights, start at 11:25 a.m. and will also feature Syracuse and Oxford University, who will be making their first trips to Seattle.

Parking will be available on a paid basis with fans encouraged to park in lot E-1, next to the Husky soccer and baseball stadiums. Sound Transit Light Rail construction has eliminated most of the parking in lots E-11, E-12 & E-17 south of Husky Stadium.

The Windermere Cup began in 1987 as part of the community's effort to highlight the unique racing venue the Montlake Cut offers rowing. The event is attended by tens of thousands of spectators both on land and in boats along the Montlake Cut and Lake Washington. The Opening Day Regatta has been a part of yachting season in Seattle since 1970 and is the preliminary event to the annual yacht club parade.

"The Windermere Cup is one of the premier events in the entire world for rowing," said women's coach and rowing director Bob Ernst. "This is such a treat for the people here in the Pacific Northwest. This event is most certainly a Seattle icon."

Jill Jacobi-Wood, president of Windermere Real Estate added, "Windermere Cup is a reflection of our company's commitment to community and lasting relationships. We are honored to be able to put on the regatta each year and to enjoy it alongside friends from the neighborhoods we serve."

About Windermere Real Estate: Windermere Real Estate is ranked as the largest independent real estate company in the West, with over 300 offices and 8,000 agents serving communities in Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Wyoming, Washington and British Columbia. The Windermere family has a proud heritage of serving our neighbors via the Windermere Foundation which funds services for low-income and homeless families. Since 1989, the Windermere Foundation has contributed more than 21 million dollars towards improving lives in the communities where we live and work. For more information, visit www.windermere.com.

About FSN Northwest: FSN Northwest is the cable home of the Seattle Mariners, Seattle Seahawks, Seattle Storm, Portland Beavers, Portland Timbers, Washington Huskies, Washington State Cougars, Oregon State Beavers and Gonzaga Bulldogs. The network delivers more than 350 live events each year - all of which are also available in high definition on FSN HD - to more than 3.4 million cable and satellite homes in Washington, Oregon, Idaho, Montana and Alaska. FSN Northwest is based in Bellevue, WA, and is a subsidiary of DIRECTV Sports Networks, which also operates the regional sports networks FSN Pittsburgh and FSN Rocky Mountain (and sub-region FSN Utah). The three networks combined reach more than 8.5 million viewers across 17 states and own exclusive programming and distribution partnerships with more than 25 teams and conferences. DIRECTV Sports Networks is a controlled subsidiary of DIRECTV, the world's most popular television service.

About Tri-Film Productions, Inc.: Create. Impact. Tri-Film Productions, Inc. is the Northwest's premier video and event production company with nearly 25 years of production experience, covering a complete range of entertainment services. So whether it's producing a live stadium event for more than 30,000 people or developing an online video sensation that draws more than 50 million viewers, or a global 33-country shoot in six months, a full-length documentary or a brand launch on Alcatraz, Tri-Film helps capture the imagination of the audience you want to impact. www.trifilm.com

2010 Windermere Cup FSN TV Schedule

Sat., May 1 – 7:30 p.m.

Mon., May 3 – 11 a.m.

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Tues., May 4 – 5 p.m.

Thurs., May 6 – 3:30 p.m.

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