



News Release

January 29, 2007

FLASHBACK FOOTBALL COMES TO UNIVERSITY OF FLORIDA

COACH URBAN MEYER WELCOMES NEW PROGRAM THAT MATCHES ALUMNI
AND FANS WITH FLORIDA'S FOOTBALL COACHING STAFF AND GATOR
FOOTBALL GREATS IN APRIL, 2007

"We are very excited to announce that Flashback Camps™ is going to become a part of our football camp program," stated Gator head coach Urban Meyer. "Alumni, football enthusiasts and any fan of the Gators can now experience the 'up close and personal' our players have by participating in a three day camp." The Flashback Camps™ program, first introduced in 2004 at the University of Southern California, allows any individual 25 years of age and older the opportunity to participate as an "owner", "coach" or "player". Coach Meyer and his assistants will provide on and off the field coaching to camp participants.

Rod Sherman, CEO of Flashback Camps™ started discussing the potential of a Gator camp last year. Sherman, a former USC stand out and Oakland Raider player has created this program to allow alumni and fans the opportunity to enjoy and experience the Gator football program as a participant regardless of their physical condition. You choose your level of intensity as a Flashback Owner, Flashback Coach, or Flashback Player. The program replicates a typical weekend as the team prepares for a home game. Gator Flashback Football™ participants will have the spine tingling opportunity to play in Ben Hill Griffin stadium. Gator Flashback Football™ is an authentic football experience allowing Flashback Owners, Coaches and Players to compete with each other with the winners receiving special prizes during the '07 Gator season.

Gator Flashback Football™ Camp will begin on Thursday, April 19, 2007 and finish on Saturday, April 21, 2007. Space in camps is limited. Interested parties should call Flashback Camps™ at **888 28FLASH** (888-283-5274.) To learn more about the program go to, www.flashbackcamps.com/gator, or contact Molly Dorton at the numbers noted below.

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