

Hy-Vee to Sponsor Four MU/KU Sporting Events as Part of the M&I Bank Border Showdown Series

Football matchup, two basketball meetings and one baseball game included in the sponsorship package

OVERLAND PARK, Kan. (October 7, 2010) –Hy-Vee will be the presenting sponsor of four matchups related to the KU/MU M&I Bank Border Showdown series during the 2010-11 academic year.

Hy-Vee will be the presenting sponsor of the State Farm Border Showdown Football game November 27, 2010, at Arrowhead Stadium in Kansas City. In addition, Hy-Vee will sponsor both men's basketball games – the February 7, 2011, matchup in Lawrence and the March 5, 2011, return game in Columbia. The baseball game played between the two schools April 19, 2011, at Kauffman Stadium in Kansas City rounds out the sponsorship.

"Hy-Vee is happy to be part of something as exciting and competitive as the KU/MU Border Showdown series. In addition to being loyal shoppers at our 25 metro area stores, our customers are also loyal to the Jayhawks and the Tigers," said **Rob Eslick**, Assistant Vice President of Operations for Hy-Vee's Southern Region. "We will have many opportunities for our customers to win exciting prizes tied to the Border Showdown throughout the season."

The Hy-Vee sponsorship was jointly coordinated by Jayhawk Sports Marketing, an IMG College property, and Mizzou Sports Properties, a property of Learfield Sports, the multimedia rights partners of the respective universities. Hy-Vee also recently announced its title sponsorship of the Hy-Vee Wildcat Classic basketball game between Kansas State and UNLV December 21 at the Sprint Center in downtown Kansas City.

"We are very grateful for the support that Hy-Vee has shown for Mizzou Athletics, and for our storied rivalry with Kansas," Missouri Director of Athletics **Mike Alden** said. "Hy-Vee is a leader in its industry and is certainly a well respected member of the community, and this partnership provides a nice fit for all parties."

In the weeks leading up to each sponsored game, fans will have a chance to enter contests to win game tickets and various other prizes associated with the M& I Bank Border Showdown series. More information on those promotions will be announced in November.

"We appreciate Hy-Vee's continued support of Kansas Athletics and these Border Showdown events," said KU Interim Athletics Director **Sean Lester**. "Hy-Vee's corporate partnership will provide greater exposure for these games, while at the same time helping to support all of our athletics programs."

Hy-Vee's sponsorship of the KU/MU M&I Bank Border Showdown series football, basketball and baseball games reinforces the company's strong commitment to athletes at every level in Kansas City and the surrounding communities. The company has been a sponsor of the Kansas City Royals for the past 10 years and is in the second year of a long-term contract with the Kansas City Chiefs. In addition, Hy-Vee continues to support high school athletics in the metro area through scholarships, team and individual recognition and area tournaments.

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About Hy-Vee, Inc.

Hy-Vee, Inc. is an employee-owned corporation operating 230 retail stores in eight Midwestern states. For 2009 the company recorded total sales of \$6.4 billion, ranking it among the top 30 supermarket chains and the top 50 private companies in the United States. Visit the company's website at www.hy-vee.com.

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