



IMMEDIATE RELEASE

SOUL, WMCN TV PARTNER FOR LOCAL BROADCASTS

ArenaBowl XXII Champs to Televisе Nine of 16 Remaining Games in 2011

PHILADELPHIA (March 31, 2011) – The Philadelphia Soul and WMCN TV jointly announce an exclusive local television carriage deal for the remainder of the 2011 season. The schedule of six live televised games kicks off on Saturday, April 9, and concludes on Saturday, July 2.

WMCN TV, available to customers of Comcast, Verizon FiOS, DIRECTV, and The Dish Network, reaches more than 2.6 million households throughout southeastern Pennsylvania, central and southern New Jersey, and Delaware.

With the addition of the six games to be shown on WMCN TV, the Soul will also be featured in three NFL Network games to a national audience. Now, eight of the nine road games can be seen on television. All of the Soul’s games can also be seen via “AFL Live” (live video stream) on the team’s website – www.philadelphiasoul.com.

PHILADELPHIA SOUL 2011 TV BROADCAST SCHEDULE

<u>WEEK</u>	<u>OPPONENT</u>	<u>DATE</u>	<u>NETWORK</u>	<u>TIME*</u>
5	Orlando Predators	Saturday, April 9	WMCN	7:30 p.m.
6	TAMPA BAY STORM	Friday, April 15	NFLN	7:05 p.m.
7	San Jose SaberCats	Saturday, April 23	WMCN	10:30 p.m.
8	Iowa Barnstormers	Saturday, April 30	WMCN	8 p.m.
11	Cleveland Gladiators	Saturday, May 21	WMCN	7 p.m.
14	Spokane Shock	Saturday, June 11	NFLN	8 p.m.
16	ARIZONA RATTLEERS	Saturday, June 25	WMCN	7:05 p.m.
17	Dallas Vigilantes	Saturday, July 2	WMCN	8:30 p.m.
18	CLEVELAND GLADIATORS	Friday, July 8	NFLN	8 p.m.

CAPS are home games; *All times listed are Eastern Time

“We are pleased to be able to bring the Soul to the fans with a great partner like WMCN,” said Soul VP/COO John Adams. “This partnership with WMCN provides us the best opportunity to supplement our NFL Network coverage with local television exposure worthy of an ArenaBowl champion.”

The Soul are 1-1 after two games and open their home season on April 15 at the Wells Fargo Center.

“We are very excited to add the world champion Soul to our lineup,” said Jon Gorchow, President of Lenfest Broadcasting LLC, the parent company of WMCN. “We look forward to providing our viewers with more and more of these of high-profile, high-quality original programs in the future.”

Veteran sports broadcaster Lou Tilley will provide play-by-play for the Soul games. Tilley will be joined in the broadcast booth by Bill Osborn, who will provide color commentary.

Soul fans should check local listings for WMCN channel locations.

ABOUT WMCN TV

WMCN TV is an independent broadcast television station reaching 2.6 million homes in southeastern Pennsylvania, central and southern New Jersey, and Delaware. In addition to its efforts to produce and acquire original programming, WMCN, also known as “Get It On TV Philly” sells 30-minute, direct response programming blocks of time that are used by businesses and organizations to promote, inform and entertain. WMCN is owned and operated by Lenfest Broadcasting LLC.

ABOUT PHILADELPHIA SOUL

We're back! The Philadelphia Soul begin their home schedule against the Tampa Bay Storm on Friday, April 15 at the Wells Fargo Center. Season tickets start as low as \$59. The Soul capped their previous five seasons with an ArenaBowl title in 2008. Season ticket plans are now on sale, fans may order by calling the Soul sales department at (215) 253-4900 ext. 3, or request contact from a representative by filling out the form on www.philadelphiasoul.com. The Philadelphia Soul are presented by Frederick Chevrolet on the Blvd.

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