



BLUE HEAVEN: NORTH CAROLINA'S TYLER HANSBROUGH WINS 2008 NAISMITH TROPHY

Junior Forward Follows Jordan, Jamison to Claim School's Third Award

ATLANTA (April 6, 2008) – North Carolina All America Tyler Hansbrough was named winner of the 2008 Naismith Trophy Men's College Player of the Year presented by AT&T, the Atlanta Tipoff Club announced today. Hansbrough accepted the trophy from Jim Williams, Atlanta Tipoff Club Chairman, and David Christopher, Chief Marketing Officer for AT&T's wireless unit, at the National Association of Basketball Coaches' "Guardians of the Game" Awards Show in San Antonio, Texas, site of the 2008 NCAA Men's Basketball Final Four.

Hansbrough was selected by the Atlanta Tipoff Club's board of selectors – a collection of leading basketball journalists, coaches and administrators from around the country – and the fans. Through AT&T's wireless text messaging, fans accounted for an unprecedented 25% of the board of selectors' overall vote for the fourth straight year. The results were certified by the accounting firm of Habif, Arogeti & Wynne, LLP.

The Naismith Trophy is given annually to the men's and women's college players of the year and is the most prestigious national award in college basketball. Hansbrough edged out fellow junior Chris Douglas-Roberts (Memphis), and freshmen Michael Beasley (Kansas State), and Kevin Love (UCLA) in becoming the 16th recipient from the Atlantic Coast Conference (ACC) to win the award, more than any other conference.

For the season, Hansbrough averaged 22.8 points and 10.2 rebounds in being named the ACC Player of the Year, and led the Tar Heels to both the ACC regular-season and tournament championships this season. The 6-9 junior from Poplar Bluff, Mo., joins Michael Jordan (1984) and Antawn Jamison (1998) as the third Tar Heel to win the Naismith Trophy and will become only the sixth player in school history to have his jersey retired. He's a three-time, first-team All-America selection and an eight-time ACC player of the week choice.

"Tyler has played a pivotal role in North Carolina's tremendous success this season, and has ably handled the pressure of being the leader of a top team," said Gary Stokan, Atlanta Tipoff Club president. "We honor and salute all of the finalists for exceptional play this year."

"No other award in college sports gives fans a greater voice in determining the winner," said Christopher. "Through wireless text messaging, AT&T is pleased to provide this opportunity to help recognize the greatness of a player like Tyler Hansbrough."

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"Tyler is an ideal player to win the Naismith Trophy because of his ability, humility and work ethic and the fact he has always put team goals and accomplishments ahead of personal awards," said North Carolina head coach Roy Williams. "He is an outstanding young man who is a credit to his family, his university, our team and college basketball."

For more information, visit www.naismithawards.com.

ABOUT THE ATLANTA TIPOFF CLUB

The Atlanta Tipoff Club, an Atlanta Sports Council property, is committed to promoting the game of basketball and recognizing the outstanding accomplishments of those who make the game so exciting. The Atlanta Tipoff Club has presented the Naismith Trophy since UCLA's Lew Alcindor first won the award in 1969.

The Naismith Awards program has become an emblem of excellence for the game, recognizing the Men's and Women's College Player of the Year, Men's and Women's Coach of the Year, as well as awards for outstanding achievement in high school basketball, officiating, and overall contribution to the game.

ABOUT AT&T

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