



Bowl Championship Series

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FOR IMMEDIATE RELEASE

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BCS Considering New Top 25 Poll

Bowl Championship Series Coordinator and Big 12 Conference Commissioner Kevin Weiberg announced today that the 11 I-A football conferences and Notre Dame have retained Harris Interactive® to study the feasibility of creating a new college football Top 25 poll.

Harris Interactive, a leading marketing research and polling firm known for The Harris Poll®, is currently assessing the feasibility of the poll which seeks to construct a representative sample of voters who are knowledgeable about college football. The proposed poll would consist of former players, coaches, administrators and media.

“Harris Interactive is engaged in a process of contacting a random sample of individuals nominated by the conferences and Notre Dame to determine interest in participating in the poll,” Weiberg said. “We are confident in the credibility of the Harris name and their ability to construct a poll based on statistically valid sampling principles and to manage it throughout the season. Once we have more information from Harris Interactive we will determine whether or not to proceed with this new poll as part of the BCS Standings Formula.”

Gregory Novak, President and Acting CEO of Harris Interactive said, "College football and the Bowl Championship Series bring together Americans from across the nation as they support and celebrate the accomplishments of today's student-athletes. Harris Interactive is honored to be asked by the conference commissioners and Notre Dame to lend its 40 years of polling experience and expertise to this important initiative."

Conference commissioners and Notre Dame athletic director Kevin White continue to review several options for the BCS Standings Formula and intend to complete the process by mid-July.

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About Harris Interactive®

Harris Interactive Inc. (www.harrisinteractive.com), the 15th largest and fastest-growing market research firm in the world, is a Rochester, NY-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for *The Harris Poll*® and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results. Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through its U.S. offices and wholly owned subsidiaries, HI Europe in London (www.hieurope.com), Novatris in Paris (www.novatris.com), and through an independent global network of affiliate market research companies. EOE M/F/D/V

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