

**BURNS NAMED 51st SUGAR BOWL PRESIDENT
For Immediate Release**

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NEW ORLEANS, La. – New Orleans native and businessman, Ronnie V. Burns, Sr. has been named the Sugar Bowl Committee's President for the 2008-09 year.

Burns, a Sugar Bowl member since 1984, becomes the organization's 51st President as he replaces outgoing President Raymond J. Jeandron, Jr., who presided over the committee as it hosted both the Allstate Sugar Bowl and Allstate BCS National Championship games this past January.

Burns, a graduate of St. Augustine High School and Dillard University, is the President and CEO of BMG Enterprises, which includes quick courier services and global parking systems. He is married to the former Sheila Berniard and they have two sons, Vinnie and Jason.

"The Sugar Bowl Committee is extremely excited and looking forward to celebrating its 75th anniversary," Burns said. "We look forward to continuing to promote amateur events to increase tourism and provide a major stimulus to the economy of the city of New Orleans and furthering our tradition as one of the best college football games in the country."

Burns is the second African-American President in the organization's history. His uncle, Dr. Leonard Burns, served as president in 1994.

Joining Burns as officers of the Sugar Bowl's executive committee for the 2008-09 year are: Richard R. Smith, President-Elect; David B. Melius, Vice-President; Lance Africk, Treasurer; and Jack Laborde, Secretary.

James C. Landis, the Bowl's 49th President, will become chairman of the executive committee. Stanley J. Cohn, P. Keith Daigle, and G. Charles "Chuck" Lapeyre have all been elected to the executive committee.

The Sugar Bowl Committee was founded as the New Orleans Mid-Winter Sports Association in 1934 for the purpose of promoting amateur sporting events that would stimulate tourism and have a positive economic effect on the New Orleans metropolitan area. With the recent hosting of both the Allstate Sugar Bowl and Allstate BCS National Championship Games and its satellite events, the expected economic impact figures have previously been estimated at nearly \$400 million.

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