

BOOMER SOONER!

► Senior Guard
Tony Crocker



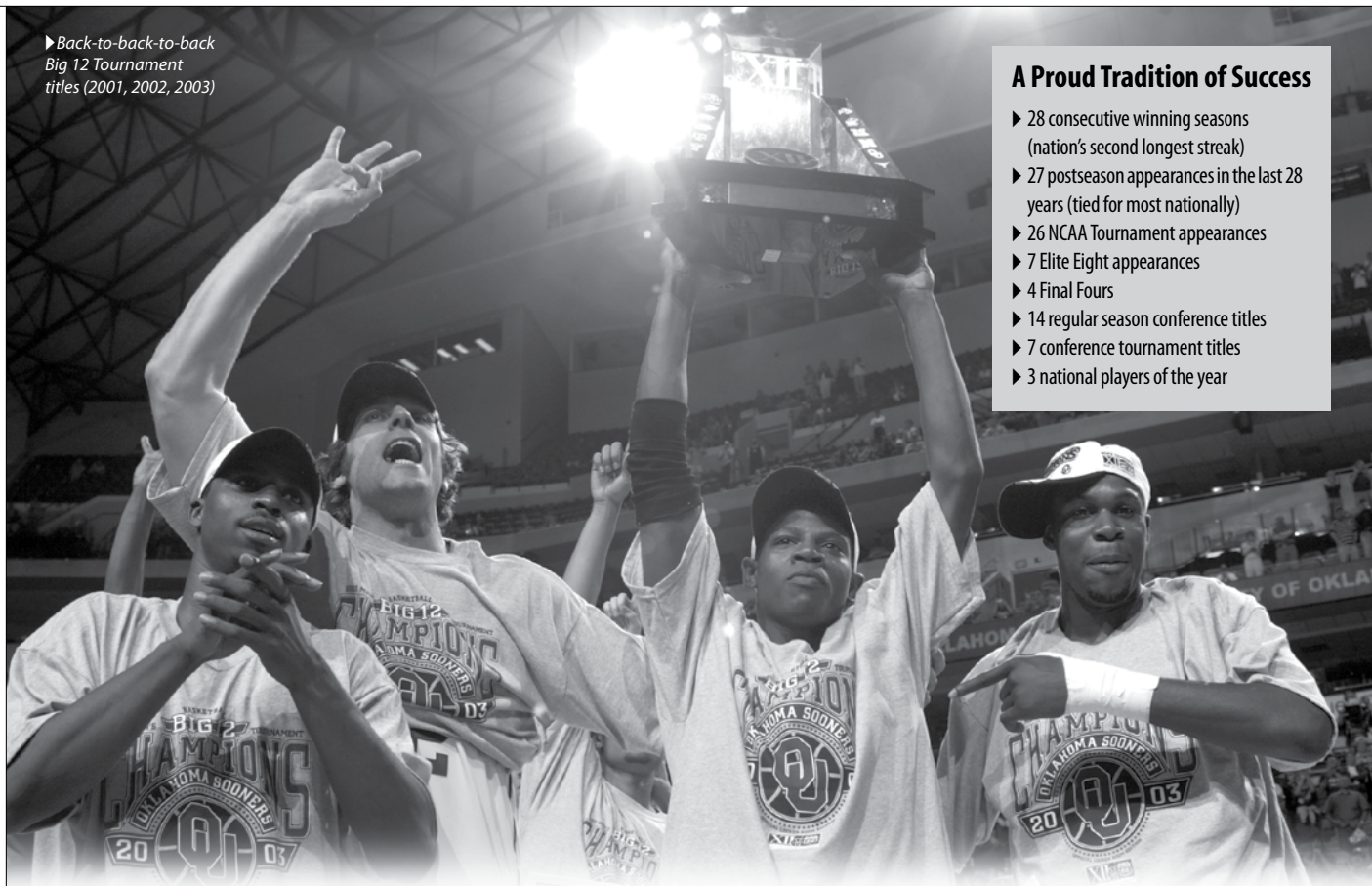
OKLAHOMA
BASKETBALL

ACCOMPLISHED HISTORY

▶ Back-to-back-to-back Big 12 Tournament titles (2001, 2002, 2003)

A Proud Tradition of Success

- ▶ 28 consecutive winning seasons (nation's second longest streak)
- ▶ 27 postseason appearances in the last 28 years (tied for most nationally)
- ▶ 26 NCAA Tournament appearances
- ▶ 7 Elite Eight appearances
- ▶ 4 Final Fours
- ▶ 14 regular season conference titles
- ▶ 7 conference tournament titles
- ▶ 3 national players of the year



BOOMER SOONER!

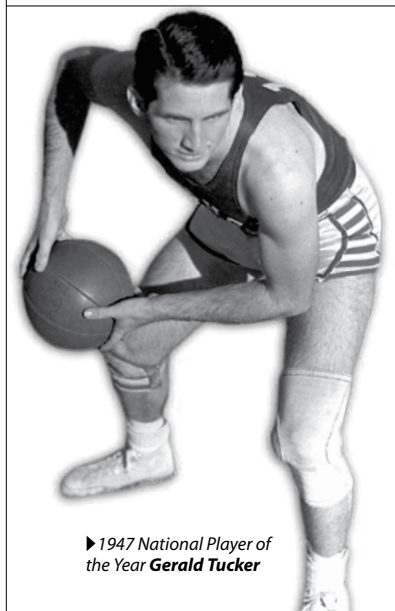


▶ 2009 Consensus National Player of the Year **Blake Griffin**

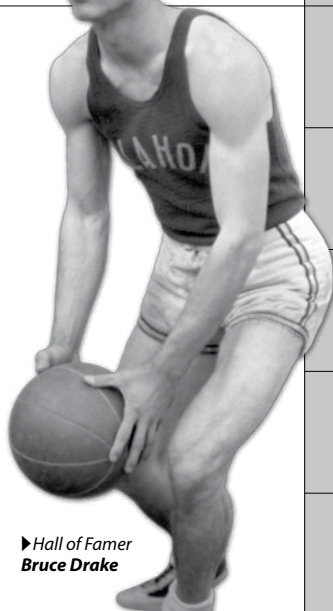


▶ 1989 All-American **Stacey King**

▶ 1989 All-American **Mookie Blaylock**



▶ 1947 National Player of the Year **Gerald Tucker**



▶ Hall of Famer **Bruce Drake**

0	The number of NCAA Division I teams that have made more postseason appearances than Oklahoma over the last 28 years (the Sooners have appeared 27 times).
9	The number of conference player-of-the-year awards won by Sooners since 1975. Wayman Tisdale won three of them.
13	The number of league newcomer-of-the-year honors earned by OU players since 1973.
30	The number of All-America awards claimed by Sooners. Sixteen of those were first-team honors.
73	The number of first-team all-conference selections in school history. Twenty-five players have been honored since 1980.
102	The number of years of varsity basketball played by Oklahoma. This marks the 103rd season of OU hoops.



ACCOMPLISHED HISTORY

14

Regular Season
Conference Championships



7

Conference Tournament
Championships

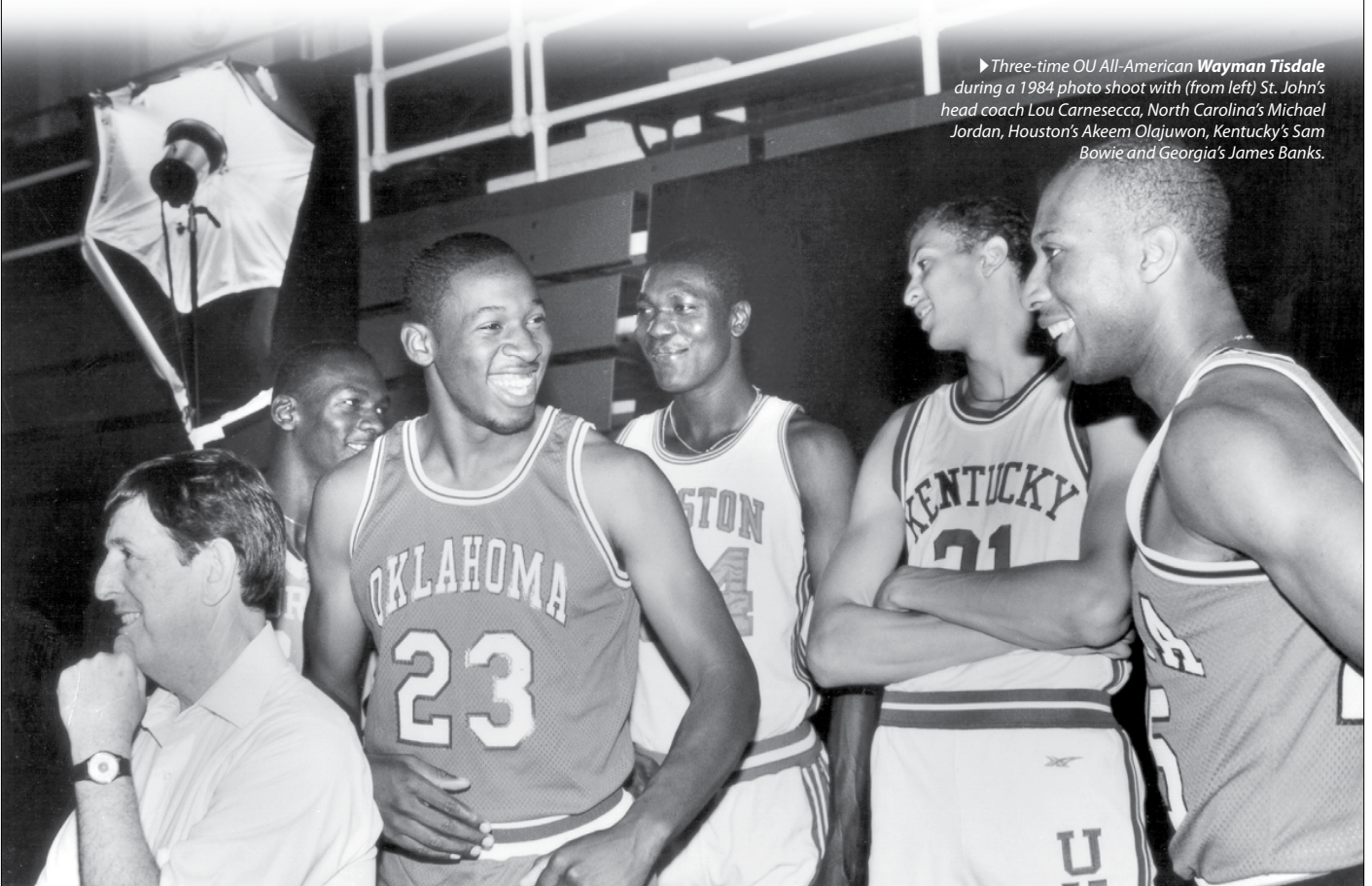


26

NCAA Tournament
Appearances



BOOMER SOONER!



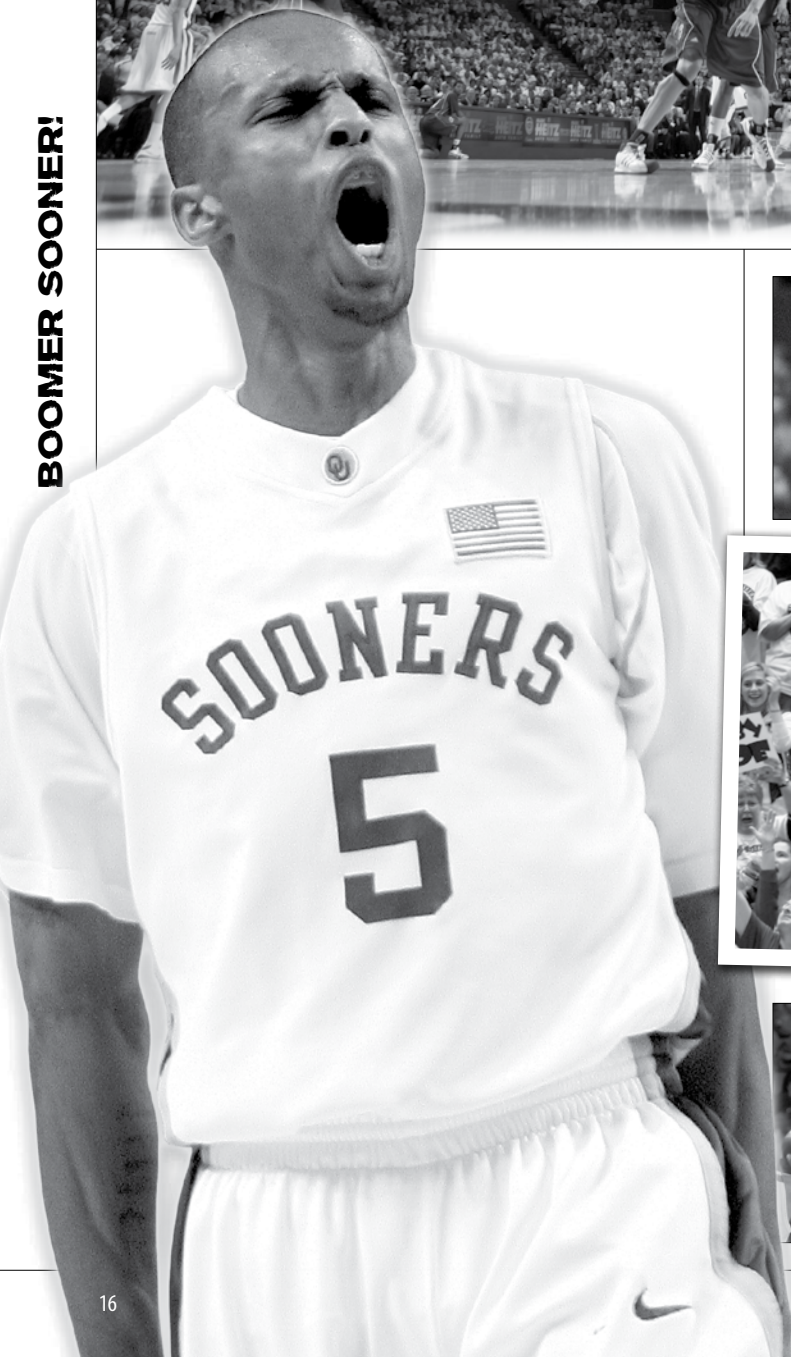
▶ Three-time OU All-American *Wayman Tisdale* during a 1984 photo shoot with (from left) St. John's head coach Lou Carnesecca, North Carolina's Michael Jordan, Houston's Akeem Olajuwon, Kentucky's Sam Bowie and Georgia's James Banks.



SOONER GAME DAY



BOOMER SOONER!

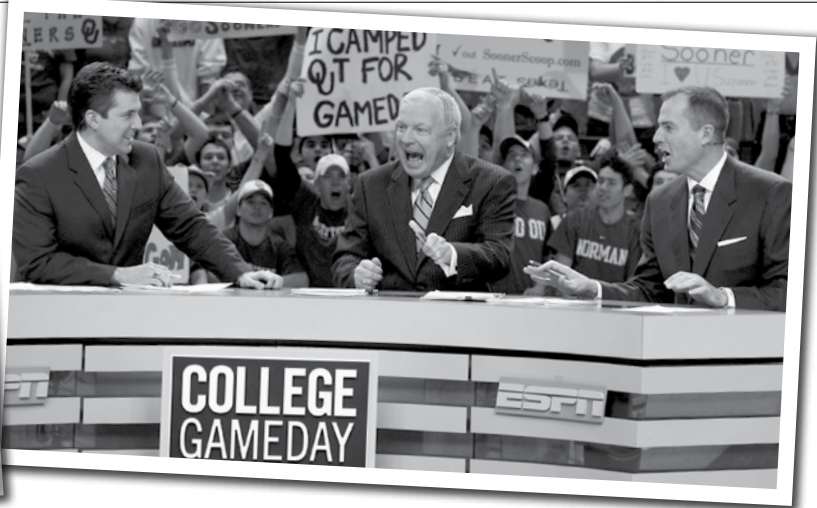




MEDIA EXPOSURE



BOOMER SOONER!



140

The number of Oklahoma games televised by national networks since the 1999-2000 season. That's an average of 14 per year. OU had 22 of its 36 games during the 2008-09 season air on national networks.





LLOYD NOBLE CENTER

Oklahoma's House of Noise

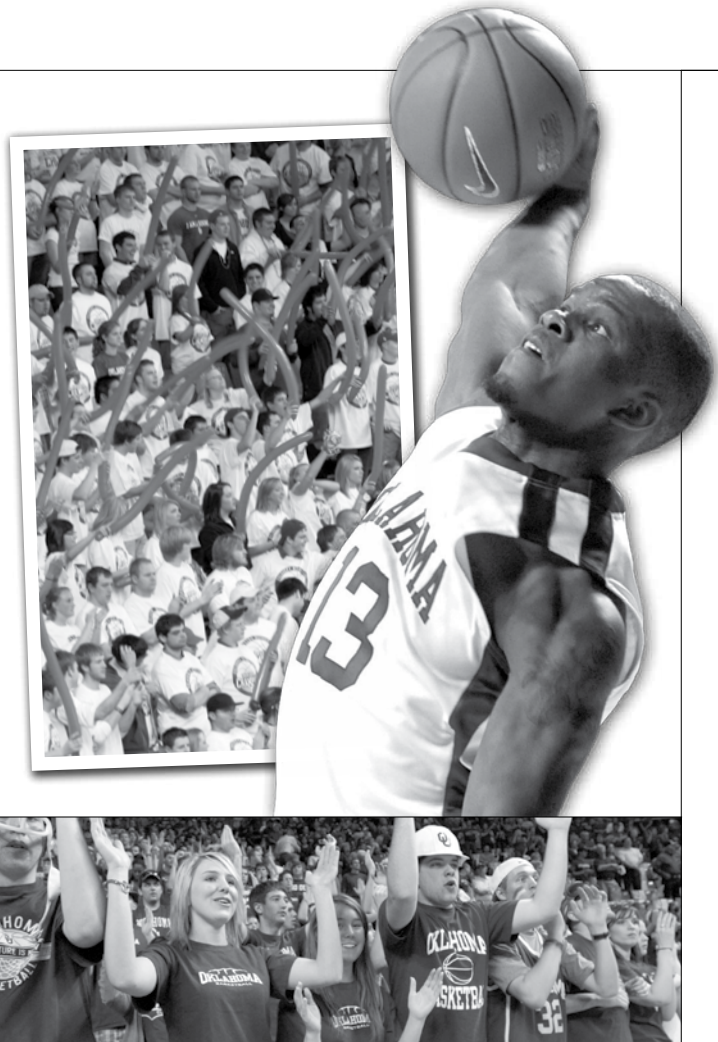
It's known as the house Alvan Adams built and Wayman Tisdale filled. It's also where Billy Tubbs resurrected Oklahoma basketball and where Kelvin Sampson kept it flying high. Now, fourth-year OU head coach Jeff Capel calls the building home and has quickly positioned the Sooners as national contenders. Capel's teams have averaged 26.5 wins over the past two seasons.

Dedicated in 1975, Lloyd Noble Center features excellent seating and some of the best college basketball in the nation. Since its opening, nearly five million fans have passed through the Lloyd Noble doors expecting an Oklahoma victory.

Under head coach Billy Tubbs, Oklahoma built a stellar 182-26 record inside Lloyd Noble Center and was undefeated at home in five of his last 11 seasons. The home court advantage has continued, as evidenced by the fact that the Sooners have won 345 of their last 391 home encounters, good for a remarkable .882 winning percentage. Included in the stretch was a school-record 51-game winning streak. The Sooners also recently recorded a Big 12 Conference record 37-game home court winning streak (it ended in 2003) and enters the 2009-10 campaign as winners in 70 of their last 72 home non-conference games.

The best continues to get better at Lloyd Noble Center as the \$17.1 million expansion and renovation project came to a close in 2001. The improvements resulted in one of the finest basketball facilities in the country. The new practice facility, which houses the men's and women's basketball offices, features a full-size weight room, theater-style film rooms, a state-of-the-art training room and plush locker rooms. The men's and women's teams also boast their own practice gyms, open 24 hours a day.

Debating in 2007-08 was a state-of-the-art four-sided, center-hung LED video display, corner-hung display boards and revamped sound system. The upgrades were completed in October 2007 at a cost of more than \$3 million.



BOOMER SOONER!



LLOYD NOBLE CENTER



Oklahoma's Lloyd Noble Center winning percentage (440-73) since the building opened in 1975.

.858

51

Lloyd Noble Center winning streaks assembled by the Sooners in the late 1980s (51) and early 2000s (37).

37

121

The number of victories for the Sooners in their last 135 games at Lloyd Noble Center, good for a .896 winning percentage.

Lloyd Noble Center's 20 Largest Crowds

- 13,431 vs. Texas-Pan American, Dec. 29, 2003 (OU won 72-57)
- 13,280 vs. Oklahoma State, Feb. 12, 2000 (OU lost 74-71)
- 13,245 vs. Texas Tech, Feb. 14, 2009 (OU won 95-74)
- 13,219 vs. Kansas, Feb. 20, 1999 (OU lost 60-50)
- 13,217 vs. Baylor, March 6, 2004 (OU won 46-41)
- 13,207 vs. Texas, March 8, 2003 (OU lost 76-71)
- 13,127 vs. Oklahoma State, Feb. 19, 2003 (OU won 64-48)
- 13,093 vs. Jackson State, Dec. 20, 2003 (OU won 68-46)
- 13,023 vs. Cincinnati, Dec. 22, 1999 (OU lost 72-57)
- 12,909 vs. Oklahoma State, Feb. 6, 1999 (OU won 72-65)
- 12,908 vs. Texas, Jan. 28, 2006 (OU won 82-72)
- 12,875 vs. Kansas, Feb. 24, 1997 (OU lost 70-68)
- 12,849 vs. Baylor, Jan. 24, 2009 (OU won 95-76)
- 12,825 vs. Baylor, Feb. 8, 2003 (OU won 91-42)
- 12,745 vs. Alabama, Dec. 31, 2005 (OU won 68-56)
- 12,724 vs. Texas, Feb. 23, 2002 (OU won 96-78)
- 12,715 vs. Maryland, Dec. 21, 2001 (OU won 72-56)
- 12,715 vs. Oklahoma State, Feb. 22, 1997 (OU won 80-64)
- 12,672 vs. Oklahoma State, Jan. 24, 2005 (OU won 67-57)
- 12,671 vs. Oklahoma State, Feb. 25, 1995 (OU won 82-74 in OT)

BOOMER SOONER!





LLOYD NOBLE CENTER



BOOMER SOONER!

Lloyd Noble's Yearly Attendance Figures

Year	Season Record	Home Games	Home Record	Home Attendance	Avg. Attend.
1975-76	9-17	10	5-5	51,657	4,688
1976-77	18-10	12	12-0	75,345	6,279
1977-78	14-13	10	4-6	60,049	6,005
1978-79	21-10	13	12-1	93,249	7,173
1979-80	15-12	12	9-3	90,602	7,550
1980-81	9-18	13	7-6	61,043	4,695
1981-82	22-11	17	16-1	123,256	7,250
1982-83	24-9	19	17-2	191,600	10,084
1983-84	29-5	16	16-0	161,168	10,073
1984-85	31-6	17	17-0	188,190	11,070
1985-86	26-9	17	16-1	170,074	10,004
1986-87	24-10	15	14-1	124,984	8,332
1987-88	35-4	15	15-0	139,222	9,281
1988-89	30-6	15	15-0	148,549	9,903
1989-90	27-5	15	15-0	157,484	10,499
1990-91	20-15	18	12-6	182,853	10,159
1991-92	21-9	16	13-3	120,006	7,500
1992-93	20-12	16	14-2	123,661	7,724
1993-94	15-13	14	8-6	107,517	7,680
1994-95	23-9	15	15-0	130,771	8,718
1995-96	17-13	15	11-4	139,236	9,282
1996-97	19-11	15	13-2	141,306	9,420
1997-98	22-11	15	12-3	138,384	9,226
1998-99	22-11	15	11-4	153,724	10,248
1999-00	27-7	15	13-2	168,726	11,248
2000-01	26-7	14	13-1	144,537	10,324
2001-02	31-5	16	16-0	166,658	10,416
2002-03	27-7	16	15-1	180,248	11,266
2003-04	20-11	17	14-3	204,041	12,002
2004-05	25-8	15	14-1	173,566	11,571
2005-06	20-9	15	14-1	177,076	11,805
2006-07	16-15	16	12-4	164,894	10,306
2007-08	23-12	17	14-3	175,396	10,317
2008-09	30-6	17	16-1	195,324	11,490
Totals	758-336	513	440-73	4,822,396	9,400

Lloyd Noble's Largest Victory Margins

Margin	Score	Opponent	Date
95	146-51	Northeastern Illinois	Dec. 2, 1989
81	146-65	Florida A&M	Jan. 27, 1993
72	173-101	U.S. International	Nov. 29, 1989
70	94-24	Arkansas-Pine Bluff	Dec. 2, 2003
68	130-62	Angelo State	Dec. 4, 1989
68	132-64	Southern Utah State	Dec. 20, 1988
68	152-84	Centenary	Dec. 12, 1987
63	99-36	Norfolk State	Nov. 10, 2006
63	144-81	Morgan State	Dec. 21, 1991
63	162-99	Angelo State	Dec. 1, 1990
60	172-112	Loyola Marymount	Dec. 15, 1990
59	104-45	Florida A&M	Dec. 30, 2004
59	109-50	Eastern Illinois	Dec. 18, 2001
56	107-51	Nicholls State	Jan. 14, 1984
54	103-49	Coppin State	Dec. 16, 2000
53	112-59	Idaho State	Dec. 8, 1992
52	134-82	Arkansas-Little Rock	Jan. 9, 1990
51	102-51	Western Carolina	Nov. 27, 1998
51	113-62	Colorado	Jan. 18, 1975
50	121-71	West Texas State	Jan. 8, 1993
50	123-73	Loyola-Chicago	Dec. 5, 1987
50	126-76	Southwestern (Texas)	Dec. 10, 1984



LLOYD NOBLE CENTER



\$20.2 Million Worth of Improvements

The Lloyd Noble Center expansion and renovation project was completed prior to the 2001-02 season. Featured was a 70,000-square-foot addition to the south side of the center with two new full-sized practice courts, one for men's basketball and one for women's. Both OU basketball programs also now boast new offices, film rooms, training rooms, locker rooms, spa/sauna rooms and a full-sized weight room. Prior to the 2007-08 season, a \$3.1 million high-definition scoreboard and sound system was also added.

The \$20.2 million in additions and renovations has also enhanced Lloyd Noble Center for the wide variety of public events it hosts, including graduations, concerts and large meetings. These improvements include an expanded LNC parking lot, renovated arena ceiling and a modernization of the electrical systems. With the project, the OU athletics department has become a national leader in creating equal and outstanding facilities for both its men's and women's basketball programs.

The addition of the practice facilities and the new and upgraded team and coaching facilities have already had a tremendous impact on the success of both programs, particularly in the areas of recruiting top players and providing unparalleled facilities for training. Proof positive is the pair of Final Four trips the OU men's and women's teams made in 2001-02, the new facility's first year of existence.

President David L. Boren said, "We are very proud to be the home of world class facilities for both men's and women's basketball. Thanks to the generosity of Sooner fans and alumni, our facilities are second to none in the United States."

ESPN college basketball analyst Jay Bilas echoed, "Oklahoma's basketball facilities are magnificent — second to none. Everything is top of the line and very well conceived. These facilities communicate the same message the Sooners do through their play — a commitment to pursuing excellence."



BOOMER SOONER!

LEGACY COURT

Showcasing OU's Rich History

In conjunction with the celebration of the 100th year of basketball at Oklahoma, the university unveiled Legacy Court in October 2006. The museum-like exhibit at Lloyd Noble Center chronicles the history of the sport at OU and features the men's and women's programs' most prominent players, coaches and accomplishments. Included in the project are eight display cases, large hanging player banners, giant hologram-like graphics, life-size player images, a legends wall, interactive All-America and all-conference databases, and interactive exhibits to measure fans' vertical jumping ability and hand-eye reaction times. A giant center-court structure is the featured element. It includes men's and women's trophy and artifact cases, graphics that highlight the programs' most successful head coaches and a 100-year timeline of notable events. Eight flatscreen television monitors circle the top of the structure and show historical videos.

BOOMER SOONER!



ATHLETICS FACILITIES

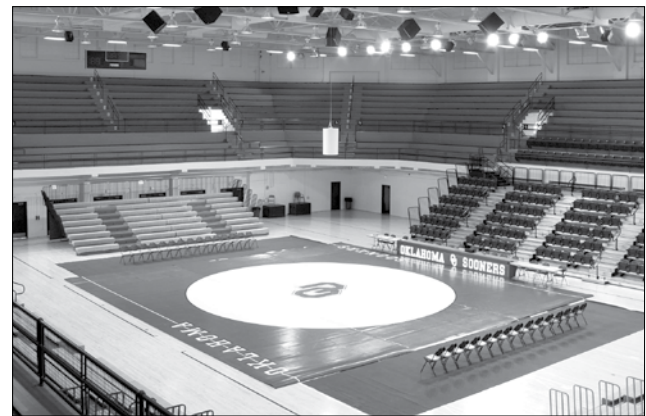
Great Expectations and Beyond

With one of the greatest winning traditions in intercollegiate athletics, the University of Oklahoma, its players, coaches and fans understand the meaning of "Great Expectations." OU hopes for and expects great things from its athletics teams — and the athletes and coaches expect the same from themselves. Time and time again, the Sooners have delivered on this expectation: 26 national championships, 226 conference titles and more than 1,000 All-Americans.

The university's goal is to provide first-class facilities and resources for all the programs and endeavors sponsored by the institution. OU Athletics captures so much attention and interest that it requires the help and support of all Sooners to continue the tradition that all have enjoyed. With that in mind, OU launched "Great Expectations...The Campaign for Sooner Sports" in 1999.

"Great Expectations — The Campaign for Sooner Sports," a recently completed fund-raising effort, was about the continuation of a proud championship tradition. It was a five-year campaign launched with an eventual goal of \$100 million, making possible an extraordinary era in new athletics facilities that has led to unprecedented athletic and academic success.

Among the accomplishments made possible by campaign donors: an expanded and renovated football stadium; two completely new facilities for men's and women's basketball at Lloyd Noble Center; new or renovated facilities for wrestling, softball, tennis, soccer and track and field; new strength and conditioning and sports medicine centers and an indoor training center.



BOOMER SOONER!

POSTSEASON PRIDE

Marching Towards March Madness

Advancing to postseason play is not something the Sooners take for granted, although it would be understandable if they did. Over the last 28 years, no other program in the country has made more postseason appearances than Oklahoma's 27. Since 1982, OU has participated in 22 NCAA Tournaments and five NITs. Only five programs have been to more NCAA Tournaments over the past 27 years than the Sooners (see graph to the right).



BOOMER SOONER!

NCAA Tournament Appearances Over the Last 27 Years

(starting with the 1982-83 season)

Arizona	25
Duke	25
Kansas	25
North Carolina	25
Indiana	23
Oklahoma	22
Illinois	22
Kentucky	22
Syracuse	22
UCLA	21
Louisville	20
Purdue	20
Arkansas	19
Michigan State	19
Texas	19
Xavier	19
Georgetown	18
Maryland	18
Memphis	18
Temple	18
Alabama	16
Connecticut	16
Missouri	16
Villanova	16
Iowa	15
LSU	15
Oklahoma State	15
Stanford	15
Utah	15
Cincinnati	14
Florida	14
Georgia Tech	14
Pittsburgh	14
St. John's	14
Iowa State	12
Texas Tech	8
Kansas State	7
Nebraska	6
Texas A&M	4
Baylor	2
Colorado	2

Big 12 schools in light gray



POSTSEASON PRIDE

2002

NATIONAL SEMIFINALS
Atlanta, Ga.

1988

NATIONAL FINAL
Kansas City, Mo.

1947

NATIONAL FINAL
New York, N.Y.

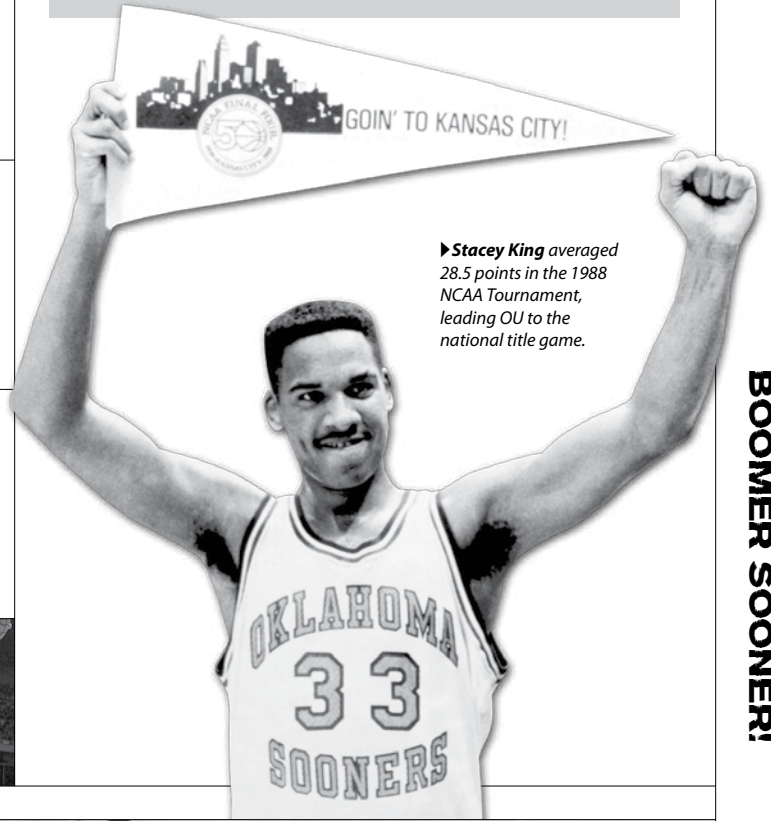
1939

NATIONAL SEMIFINALS
San Francisco, Calif.



Four Final Fours and Looking for More

With a reputation of doing things early (as noted by their nickname), the Sooners wasted no time in reaching the Final Four in the first ever NCAA Tournament in 1939 under rookie head coach Bruce Drake. In 1947, Drake again worked his magic and coached OU to the national championship game. The Sooners played for another national title in 1988 under head coach Billy Tubbs, narrowly falling in an upset to conference foe Kansas. OU participated in a fourth Final Four in 2002 under Kelvin Sampson.



► **Stacey King** averaged 28.5 points in the 1988 NCAA Tournament, leading OU to the national title game.

BOOMER SOONER!





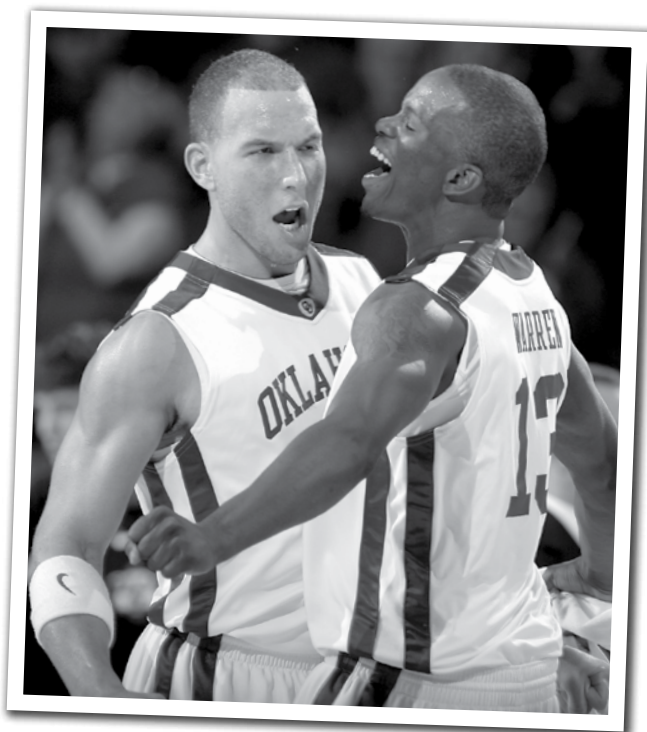
SOONER SUCCESS

Synonymous: Oklahoma and Winning

Victorious. Triumphant. Winner. Boasting legendary coaches and players over its 102-year history, the Oklahoma men's basketball program continues to churn out successful teams year after year. The OU faithful have seen every kind of win over the years, and plenty of them. The program's current streak of 28 consecutive winning seasons is the longest in the Big 12 Conference, and the Sooners show no signs of slowing down under fourth-year head coach Jeff Capel. With a bevy of young and talented players on the roster, Oklahoma is looking to add to its impressive run of postseason appearances over the coming years. The Sooners have flourished in the Big 12, finishing in third place or better eight times in the league's 13-year history and playing in five conference tournament title games (with three crowns). OU also owns an all-time winning record against 10 of the other 11 programs in the league.

BOOMER SOONER!

	BAYLOR Oklahoma has won the last 30 meetings with the Bears.
	COLORADO The Sooners have won 23 straight home games vs. the Buffs.
	IOWA STATE OU is 10-4 in its last 14 games and leads the series by 31 games.
	KANSAS KU is the only Big 12 school with a winning record against OU.
	KANSAS STATE The Sooners have taken nine of the last 11 in the series.
	MISSOURI Oklahoma is 12-6 in its last 18 games against the Tigers.
	NEBRASKA OU has won nine of the last 12 and 12 of the last 17.
	OKLAHOMA STATE The Sooners have taken eight of the last 11 and lead 125-90.
	TEXAS Oklahoma is 46-28 all-time vs. Texas and leads 16-15 in Austin.
	TEXAS A&M OU sports a 28-4 record against the Aggies.
	TEXAS TECH Oklahoma is 12-4 in its last 16 against Tech and 29-16 overall.



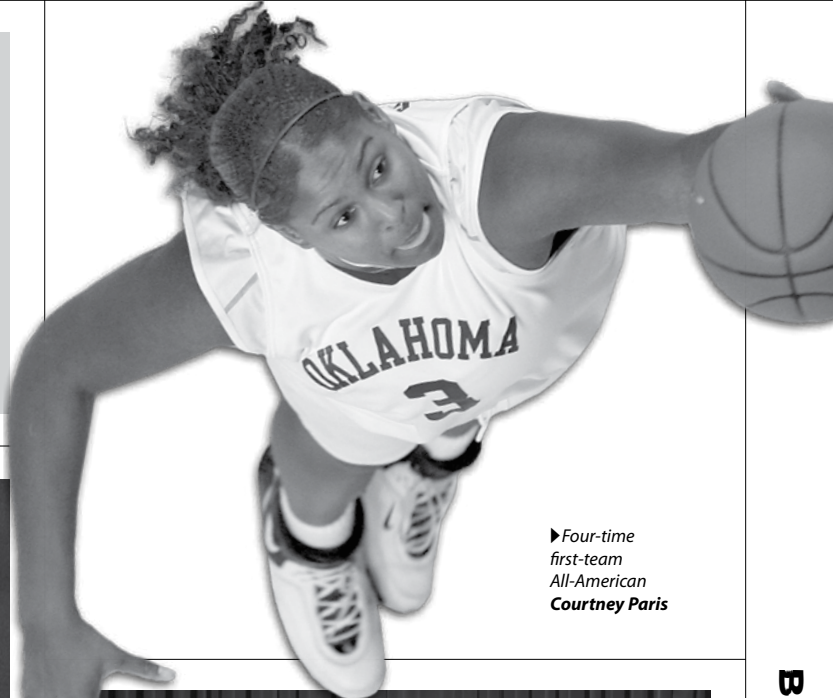


SOONER SUCCESS

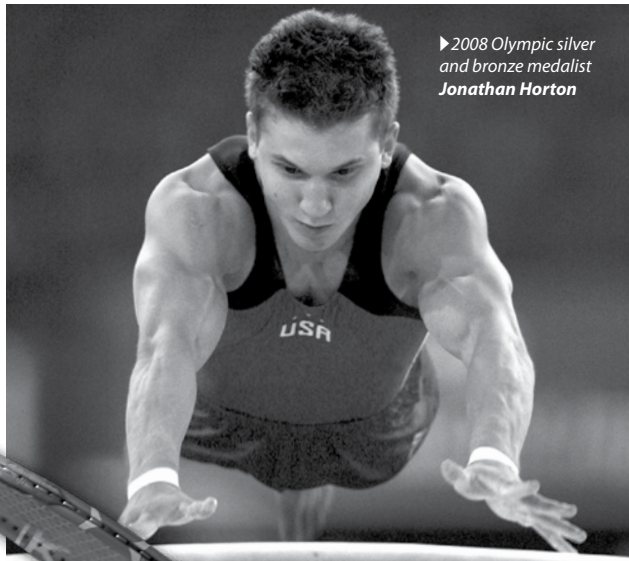
Success is Across the Board at OU

The Oklahoma athletics program boasts a tradition that few schools can rival. Over the years, Sooner squads have combined for 26 team national championships including eight in men's gymnastics, seven in football, seven in wrestling, two in baseball, one in men's golf and one in softball.

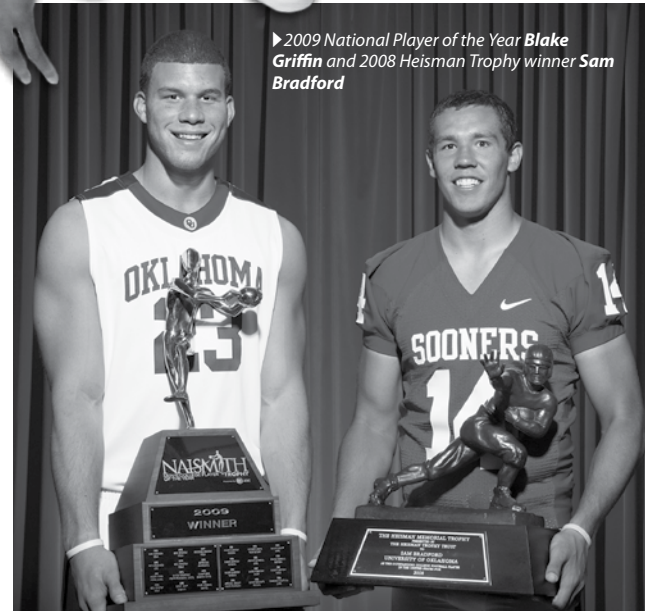
The Sooner tradition isn't something buried in the past. It inspires OU's student-athletes to greater heights every season. Each day, it becomes more evident that Oklahoma has become one of the finest comprehensive athletics program in the country. When OU student-athletes raise the trophy of another championship, the hands responsible for hoisting that trophy symbolize thousands of Sooners around the globe.



► Four-time first-team All-American **Courtney Paris**



► 2008 Olympic silver and bronze medalist **Jonathan Horton**



► 2009 National Player of the Year **Blake Griffin** and 2008 Heisman Trophy winner **Sam Bradford**



► 2009 Big 12 Conference No. 1 singles champion and Big 12 Player of the Year **Ana-Maria Constantinescu**



► 2008 NFL Pro Bowler **Adrian Peterson**

BOOMER SOONER!

SOONER SPIRIT

BOOMER SOONER!



Say it Loud, Say it Proud

The University of Oklahoma has a long and storied history. The rich tradition has given birth to some of the most recognized pageantry in all of college athletics. These two pages look at the origin of some of the elements that create OU's unique atmosphere.



SOONERS

College sports fans are hard pressed to find a nickname that is as unique and as tied to a state's history as a Sooner. The University of Oklahoma is the only school known as Sooners and those who claim they are Sooners say it with pride.

The Oklahoma Territory opened with the Land Run of 1889. Settlers from across the globe, seeking free land, made their way to the prairies of the plains to stake their claim. One of the few rules to claiming a lot of land was that all participants were to start at the same time, on the boom of a cannon. All settlers who started then were labeled as "Boomers" and those who left early were called "Sooners."

OU athletics teams were called either Rough Riders or Boomers for 10 years before the current Sooner nickname emerged in 1908. The university actually derived its name

from a pep club called "The Sooner Rooters." The success of University of Oklahoma athletics teams over the years has made the nickname synonymous with winning.

OU CHANT

The "OU Chant" is a loyalty song that is sung before every home football game, before and after every men's and women's basketball games and at the end of many athletic and university functions.

Every fan who wears the official colors, each current student and student-athlete and all OU alumni are encouraged to stand and raise one finger in the air during the playing of the Chant – a symbolic gesture that shows those who do not know what it means to be a Sooner, the greatness of the university and the unity between all Sooners.

The Chant was written in 1936 by Jessie Lone Clarkson Gilkey, who directed the OU girl's glee club from 1936 to 1938.

O-K-L-A-H-O-M-A
 Our chant rolls on and on!
 Thousands strong
 Join heart and song
 In alma mater's praise
 Of campus beautiful by day and night
 Of colors proudly gleaming Red and White
 'Neath a western sky
 OU's chant will never die.
 Live on University!

BOOMER SOONER

One of the most recognizable college fight songs in the country, "Boomer Sooner" immediately evokes enthusiasm from OU fans and sends chills down the spines of those who dare to oppose them.

In 1905, Arthur M. Alden, a student in history and physiology whose father was a Norman jeweler, wrote the





SOONER SPIRIT

lyrics to the fight song, borrowing the tune from Yale University's "Boola Boola" but improvising the words. A year later, an addition was made to it from North Carolina's "I'm a Tarheel Born" and the two combined to form the university's fight song today. Though the tune was first made known by Yale, the everlasting success of Sooner squads has taken the melody of "Boomer Sooner" to national popularity.

Boomer Sooner, Boomer Sooner
 Boomer Sooner, Boomer Sooner
 Boomer Sooner, Boomer Sooner
 Boomer Sooner, OK U!
 Oklahoma, Oklahoma
 Oklahoma, Oklahoma
 Oklahoma, Oklahoma
 Oklahoma, OK U!
 I'm a Sooner born and Sooner bred
 and when I die, I'll be Sooner dead
 Rah Oklahoma, Rah Oklahoma
 Rah Oklahoma, OK U!



MASCOTS

Seen most often at Gaylord Family-Oklahoma Memorial Stadium, the Sooner Schooner is a Conestoga — or covered wagon — reminiscent of the mode of travel used by pioneers who settled Oklahoma. The Schooner is powered by matching white ponies named Boomer and Sooner, and it ventures onto Owen Field in a triumphant victory ride after the OU football team scores. Although it was introduced in 1964, the Schooner did not become the official mascot until 1980. The Schooner is well-recognized by college athletics fans across the country.



During OU football and baseball games from 1915-1928, Mex the Dog wore a red sweater with a letter "O" on the side. Mex died of old age on April 30, 1928, and he was so popular among students and faculty that the university closed for his funeral and procession on May 2, 1928.

In the fall of 2005, the OU Athletics Department introduced costumed mascots. The new characters act as an extension of the Sooner Schooner and its horses to be enjoyed by fans — especially children — at all OU athletics contests. The costumes feature traditional collegiate gear as part of their regular uniform, but don team uniforms for football and men's and women's basketball.

CRIMSON AND CREAM

In the fall of 1895, Miss Mary J. Overstreet, the first female faculty member, and Dr. James Buchanan served on a committee that selected "crimson" and "corn" as the official OU colors, but local merchants had difficulty determining the color of "corn" for merchandise. Very quickly the colors evolved to officially be crimson and cream and later began to include red and white as well. That same year, OU Oratorical Society students proudly displayed the colors for the first time and chanted the new university yell, Hi Rickety! Whoop-te-do, at a contest in Guthrie, then the state capital.

The student body approved with great enthusiasm and immediately pennants, banners, badges and decorations of every description appeared on the streets, in the windows, at chapel, in classrooms, and all public places; however, local merchants could not supply the demand.

Even though the school colors have evolved to red and white over the years, you can ask any self-respecting Sooner what the colors are and they will proudly announce "Crimson and Cream."

On gamedays, a sea of crimson rolls through OU's home arenas and all Sooners are urged to wear the official colors to show the rest of the country what school spirit and Sooner Pride is all about.

PRIDE OF OKLAHOMA

The Pride of Oklahoma Marching Band has been supporting Sooner Spirit for more than a century. Unlike many other college bands, which began as military drill units, the Pride of Oklahoma had its beginnings as a pep band.

In the early years of the 1900s, both townspeople of Norman and students of OU participated in a band that played for football games. Professor John Merrill started the first band in 1901, which was composed mostly of townspeople and disbanded after each football season. Lloyd Curtis, a cornetist, founded the first continuous student band in 1904.

Today, the 300-member Pride of Oklahoma has members representing virtually every college and major on campus. The Pride of Oklahoma stands for excellence in musicianship, academics, school spirit and commitment to our role in the community.

"Boomer Sooner" rings out at the end of each rehearsal, and that song is the defining element of the University of Oklahoma. Maybe that is why Sooner fans love the band so much. Not much can compare to the first "go-go" at a football game when the Pride of Oklahoma marches the interlocking "OU" down the field playing "Boomer Sooner."

BOOMER SOONER!

STRENGTH AND CONDITIONING

Strength is Our Strength

The University of Oklahoma boasts top-of-the-line facilities, equipment, and personnel when it comes to its strength and conditioning programs. All are intended to give student-athletes every opportunity possible to succeed in the athletics arena. It is no wonder, then, that the OU men's basketball team is recognized as one of the strongest and most physical squads in the country, year in and year out.

Says Jozsef Szendrei, a former OU and professional basketball player who is in his first season working with Jeff Capel's Sooners, "The more you invest, the more the return. Our return is winning games. There's no substitute for work. Everybody who has succeeded has worked their butts off."

Consequently, the OU basketball strength and conditioning program is almost a year-round operation. The arrival of the new school year begins a rigorous preseason program, with a bulk of the lifting and running exercises occurring early in the morning before players go to class. During this time, discipline, work ethic and team chemistry are developed.

"I try to make the players understand that they have to respect each other," says Szendrei. "But that respect has to be earned every day through work. Preseason conditioning is when you really start building the foundation of your team. It gets you out of your comfort zone. It makes you perform because your teammates see you. If you're a leader, then you have to lead. Leadership is a privilege that's earned every day. Respect is not given."

Szendrei also stresses eating well and makes team breakfast mandatory following pre-season workouts. He tailors individual nutrition programs to each player's needs.

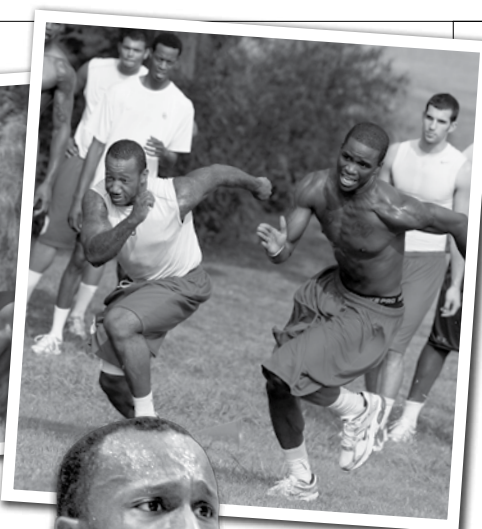
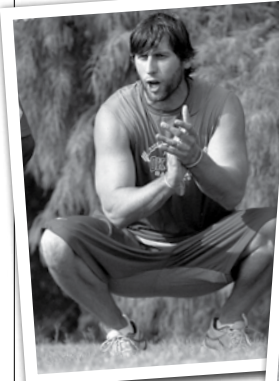
"What we put in our bodies is very important," says Szendrei. "We want special results, so we can't eat average food. If you put in average fuel, then you'll get average results."

The start of practice does not mean the end of weight training. The team lifts throughout the season to maintain the gains it makes during its offseason and preseason routines.

"The weight room is just an extension of the basketball court," says Szendrei. "Everything we do in there has to be related to basketball."

Following the season, the Sooners break for a period of recuperation and rest. Then it's back to work during the spring and summer for the crucial offseason regimen in which tremendous improvement will be made in strength, weight, speed, explosiveness and mental toughness. Summer is also a critical time in which Szendrei teaches proper form and lifting techniques to the incoming freshmen.

"I like to make sure the mind and body are in sync," he says. "It's very important with everything that we do — whether it's lifting, running, speed work or on the court — that our minds and bodies are functioning together. One cannot perform without the other."



► Strength and conditioning coach Jozsef Szendrei



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SPORTS MEDICINE



► Team physician **Brock Schnebel**



► Athletics trainer **Alex Brown**

Top-Notch Health Care

A commitment to total care exists in every facet of Oklahoma's approach with its student-athletes. OU's Henry J. Freede Sports Medicine Facility is one of the nation's finest, and contains the most up-to-date modalities and equipment to ensure that a student-athlete is treated in the ultimate manner. A new spacious and sparkling Lloyd Noble Center training room offers the same amenities. It is complete with large whirlpools and an X-ray room.

The Sooner health care team focuses on prevention, treatment and rehabilitation. Equipment, training, medical and strength and conditioning staffs are jointly committed to health care and prevention. Pioneers in the prevention and treatment of injuries, the OU staff combines its knowledge with state-of-the-art technology to form one of the nation's premier health care teams.

"It has always been our goal to take a proactive approach to health care rather than just tending to our student-athletes after an injury," says Alex Brown, in his 23rd year as athletics trainer in charge of men's basketball. "Obviously, we would love it if our players never got hurt. But injuries are a reality, and we feel strongly that the medical personnel and facilities at the University of Oklahoma are unmatched when it comes to getting student-athletes back in action."

Blake Griffin, the 2009 consensus national player of the year, can vouch for OU's vaunted health care team. Twice as a freshman, the forward returned to the court much earlier than expected following knee injuries. Both times he played an important role in conference wins.



BOOMER SOONER!



COMMUNITY OUTREACH

BOOMER SOONER!

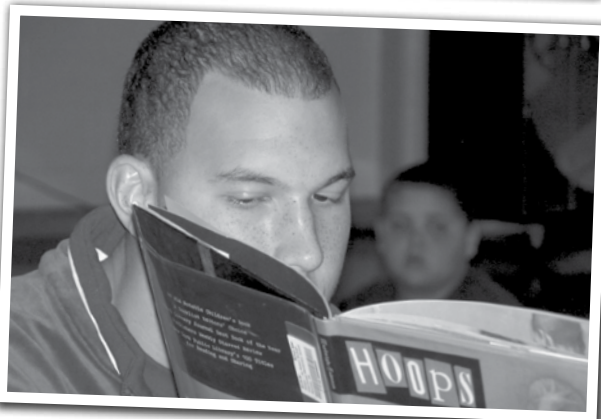
Forming Friendships

OU lives by a clear and strong motto in dealing with its student-athletes... Inspiring Champions for Today, Preparing Leaders for Tomorrow. To fulfill that promise, the athletics department and student-athletes take an active role in a number of community service projects. Sooner student-athletes are exposed to life outside of sports and school work with opportunities to serve and help others.

The Student Athlete Advisory Council (SAAC) is a committee made up of student-athletes from all 21 intercollegiate athletic teams at the University of Oklahoma. The group coordinates community service programs for the Sooners each month.

Oklahoma's student-athletes recognize that wearing the Crimson and Cream means representing a popular sports program and themselves as individuals. They are encouraged to respond to a public that adores them, while learning important lessons about making a positive impact in the lives of others and in the community in which they live.

Said OU junior guard Cade Davis, "Every young person has role models, and sometimes that responsibility falls on us — the student-athletes — to provide inspiration and friendship. The student-athletes at OU have done a remarkable job of embracing that responsibility by interacting with kids around the community, whether it's making hospital visits, reading to elementary school classes or sharing smiles during instructional clinics. We're not very far removed from that young age when we were seeking the very same inspiration that we're now able to offer. It's extremely rewarding to be able to teach or to put smiles on other peoples' faces. We just hope it's as rewarding for the kids as it is for us."



THE UNIVERSITY

*Oklahoma. Our chant rolls on and on! Thousands strong join heart and song
in alma mater's praise. Of campus beautiful by day, and night, of colors
proudly gleaming red and white. Neath a western sky,
OU's chant will never die. Live on University!*



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What Do You Know About OU?

- OU ranks number one per capita among all U.S. public universities in the number of National Merit Scholars enrolled.
- OU has been recognized for its focus on the Freshman Year Experience according to a national study by the Policy Center on the First Year of College. The study recognizes OU's initiatives for first-year students and its commitment to put students first.
- The *Princeton Review* ranks OU among the best in the nation in terms of academic excellence and cost for students.
- OU has more than a \$1.5 billion impact annually on the state's economy each year. Over the past decade, research and sponsored programs expenditures at Oklahoma have more than doubled, and OU continues to set new records for funding for externally sponsored research.
- The Campaign for Scholarships is continuing, and in March 2008 surpassed its goal of raising \$100 million for endowed scholarships. To date, almost \$140 in scholarship endowments have been donated or pledged.
- OU is one of only 25 public universities in America with an endowment above \$1.1 billion and has quadrupled, increasing from 100 to 543, the number of endowed faculty positions in the past 14 years, demonstrating a strong commitment to excellence.
- For complete information on The University of Oklahoma and the Norman campus, please visit the official Web site at www.OU.edu.



THE UNIVERSITY

Flagship Educational Institution of the Sooner State

The University of Oklahoma is experiencing a golden era in the history of a great institution. The quality of new students is soaring and donor confidence is at an all-time high. Over the last 11 years, the university's donor base has expanded at a staggering rate, moving from 17,000 to 108,000.

President David L. Boren has spurred significant changes that have resulted in a learning environment of the highest order. As a result, the state of Oklahoma enjoys resources that impact everything from medical science to the arts for many years to come.

The University of Oklahoma has long embraced the great tradition of Sooner athletics. With competitive facilities all located on the main campus, including several near the heart of the university, student-athletes and their classmates mingle comfortably in an environment that fosters an attitude of excellence, regardless of the endeavor.

The Seed Sower



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1

The University of Oklahoma ranks number one among comprehensive public universities in the per capita number of freshman National Merit Scholars.

10

OU ranks in the top 10 in the nation among most wired colleges, one of only a few universities to achieve the ranking two years in a row.

20

OU has 20 colleges offering 158 majors at the baccalaureate level and 167 majors at the master's level. The university's annual operating budget is more than \$1.4 billion.

27

OU has produced its 27th Rhodes Scholar, ranking it highly among public institutions nationwide in total number.

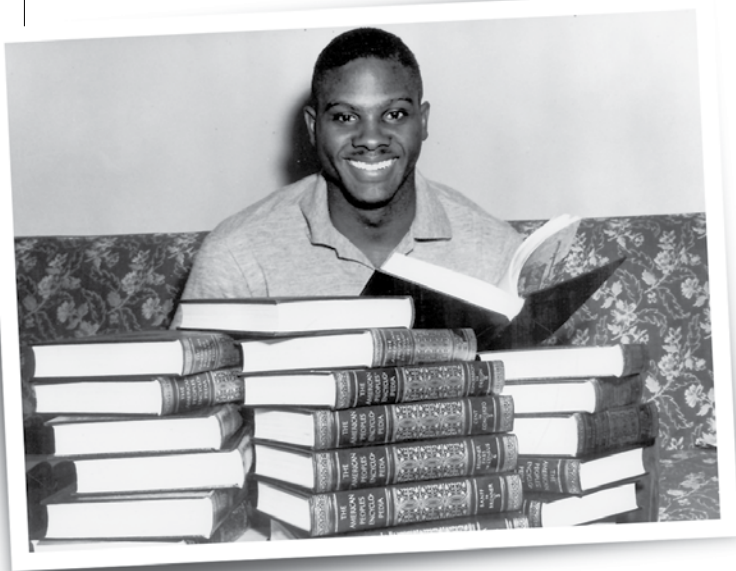
30

OU boasts an enrollment of more than 30,000 students and more than 2,400 full-time faculty.

► *Oklahoma Memorial Union*



THE UNIVERSITY

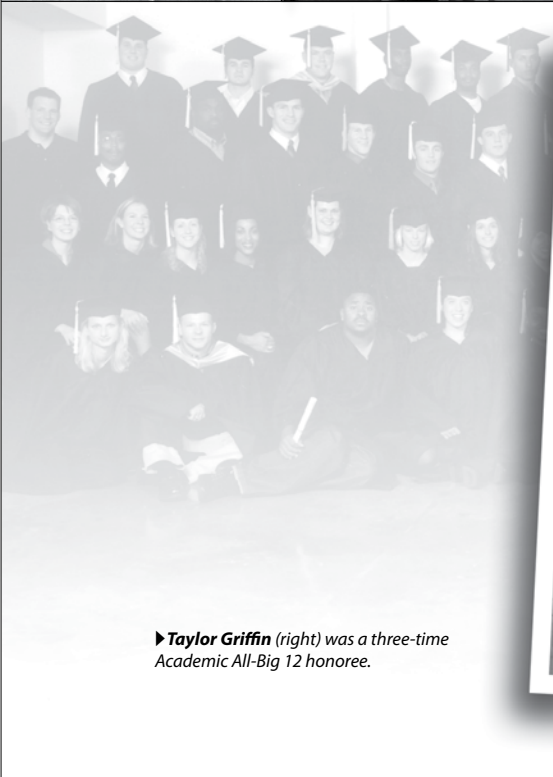


The Legacy of Prentice Gaunt

In the 1950s, he came to the University of Oklahoma to play football, and, in the process, broke down racial barriers and crushed stereotypes as the school's first African-American student-athlete. The OU Academics Center that today's student-athletes use daily now bears the name of the man who left an indelible legacy for Sooner Athletics and helped change a society in the process. The Prentice Gaunt Academics Center was formally dedicated on Sept. 17, 1999.

Gaunt, considered Oklahoma's best player in 1958, was a two-time All-Big Eight player and 1959 Orange Bowl MVP. During his senior year, Gaunt was named to the Academic All-America team and eventually earned master's and doctorate degrees in psychology. A special assistant to the commissioner of the Big 12 Conference, he passed away on March 17, 2005.

Said OU president David L. Boren, "His personal example of quiet courage, grace under pressure and dedication to the university helped open the doors of opportunity for countless number of African-American and minority student-athletes who have followed him into collegiate athletics."



► Taylor Griffin (right) was a three-time Academic All-Big 12 honoree.



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THE UNIVERSITY

Preparing Leaders for Tomorrow

The recent Gaylord Family-Oklahoma Memorial Stadium expansion and improvement included remodeled office space in the facility's north end. The largest piece of that project was the Prentice Gault Academic Center. Some 35,000 square feet are dedicated to the academic pursuits of Sooner student-athletes.

Considerable emphasis is placed on classroom performance. The center staff has achievement as its focus, a fact that is reflected in record-setting team grade point averages. In addition to its academic work, the staff assists in several life skills areas designed to enrich students in a broad range of tasks.

35

Some 35,000 square feet are dedicated to the academic pursuits of Oklahoma student-athletes at the Prentice Gault Academic Center in the stadium's north end.

38

Legendary running back Prentice Gault wore No. 38 during his Sooner career from 1956-59. The first African-American player at OU, the academic center is named in his honor.

84

The graduation rate for University of Oklahoma student-athletes who complete their eligibility at OU is 84 percent.

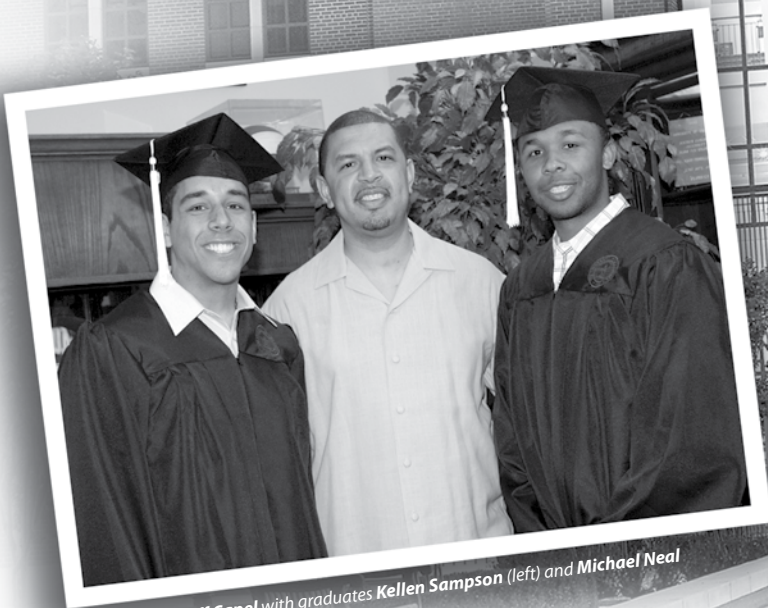
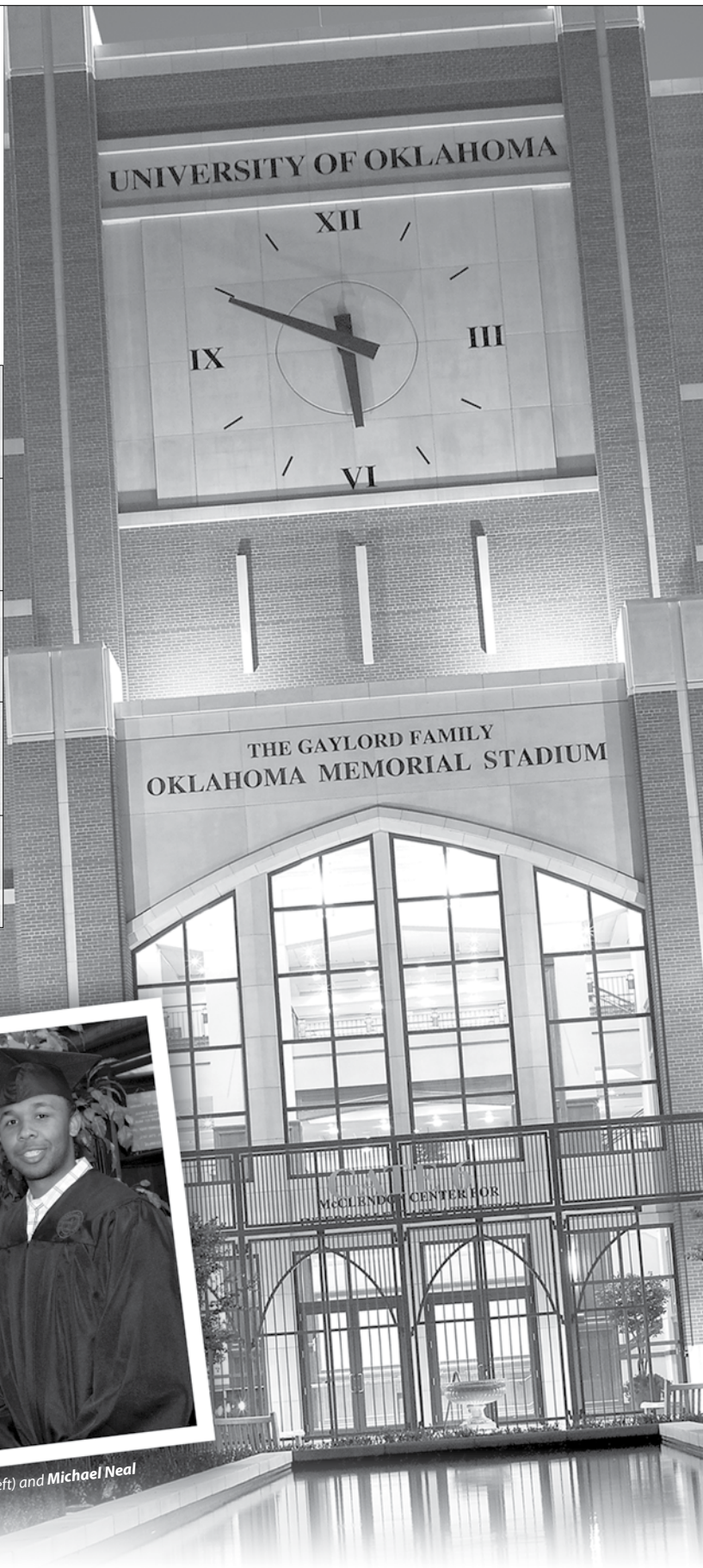
90

The Prentice Gault Academic Center is available more than 90 hours per week for OU student-athletes.

100

The Prentice Gault Academic Center maintains two computer labs for OU student-athletes with more than 100 desktop units and 100 laptops available to check out.

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▶ Head coach **Jeff Capel** with graduates **Kellen Sampson** (left) and **Michael Neal**