

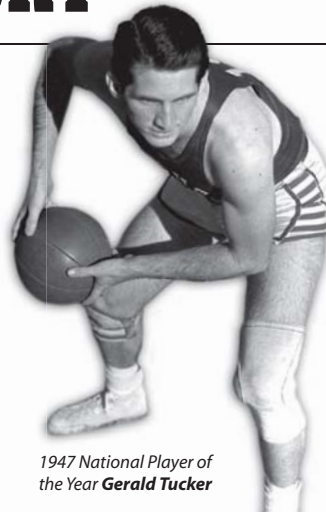
BOOMER SOONER



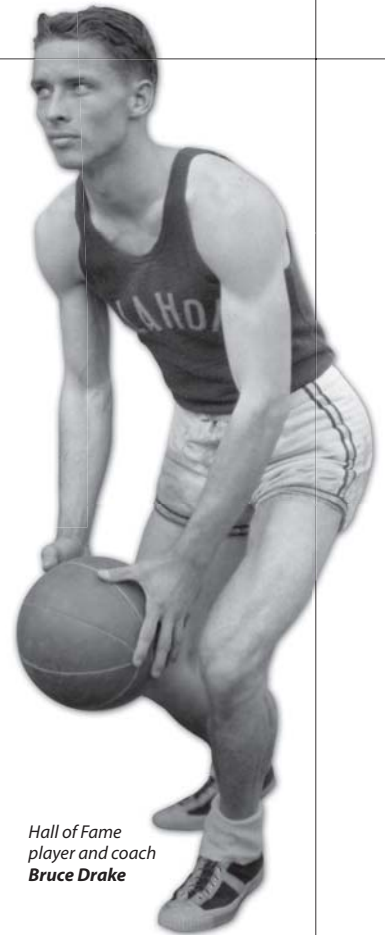
STORIED HISTORY

A Proud Tradition of Success

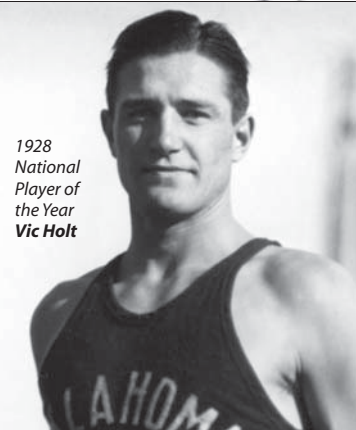
Winning has been the norm in Norman since the Sooner men first tipped things off in 1907. The numbers go something like this: 73 winning seasons overall, including the last 26 in a row; at least 20 wins in 22 of the last 26 years; and postseason appearances in 25 of the last 26 campaigns. But the numbers can't convey the excitement Sooner basketball has brought wherever it's been played, from Bruce Drake's innovative shuffle offense to Billy Tubbs' run-and-gun to Kelvin Sampson's defensive brilliance. Now, rising star Jeff Capel ushers in a promising new era of hoops in the Heartland. Throughout its history, Sooner basketball has been up-tempo, fun to watch, and bound to win.



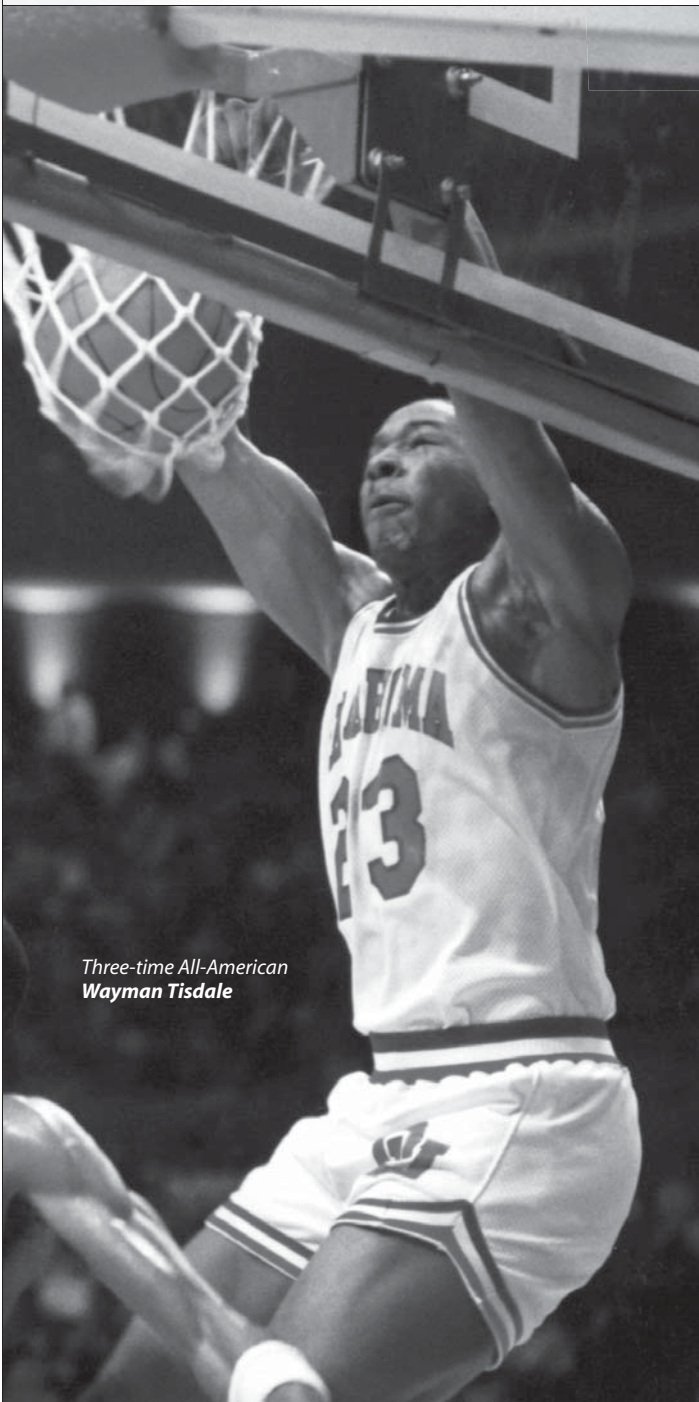
1947 National Player of the Year **Gerald Tucker**



Hall of Fame player and coach **Bruce Drake**



1928 National Player of the Year **Vic Holt**



Three-time All-American **Wayman Tisdale**

1	The number of Big 12 teams that have an all-time winning record against Oklahoma (Kansas).
2	The number of national championship games in which the Sooners have participated (1947 and 1988).
8	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.
29	The number of All-America awards claimed by Sooners. Fifteen of those were first-team honors.
71	The number of first-team all-conference selections in school history. Twenty-three players have been honored since 1980.
100	The number of years of varsity basketball played by Oklahoma. This marks the 101st season of OU hoops.

STORIED HISTORY



13

**Regular Season
Conference Championships**

7

**Conference Tournament
Championships**

24

**NCAA Tournament
Appearances**



2001 Big 12 Tournament Champions



1975 NBA Rookie of the Year
Alvan Adams



2003 Big 12 Tournament Champions



NBA first-round draft pick **Stacey King**



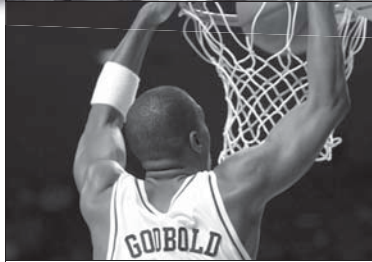
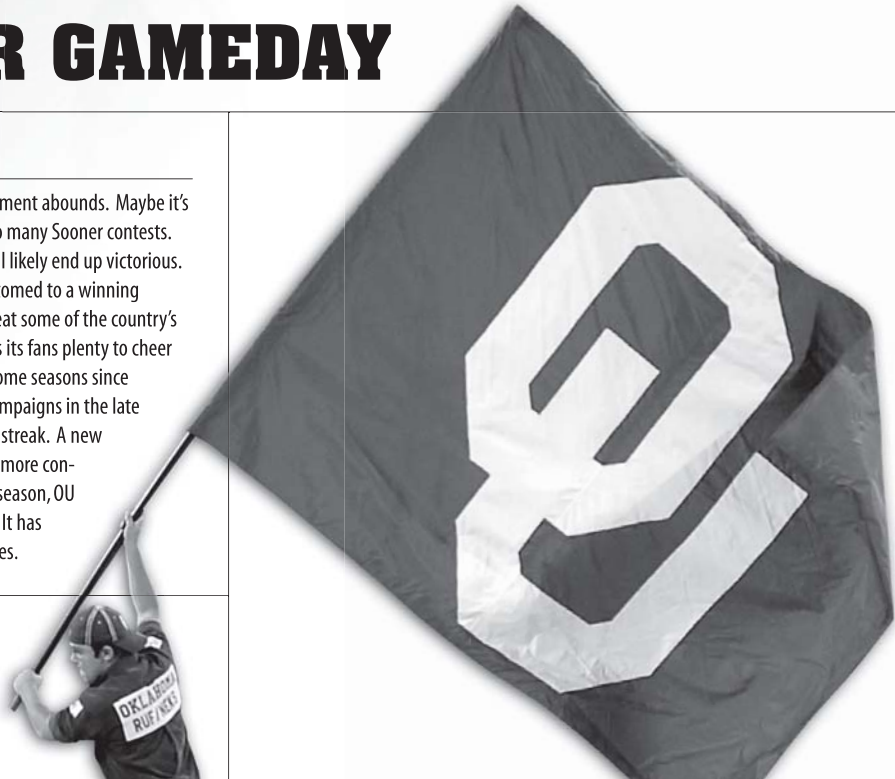
NBA first-round draft pick **Mookie Blaylock**



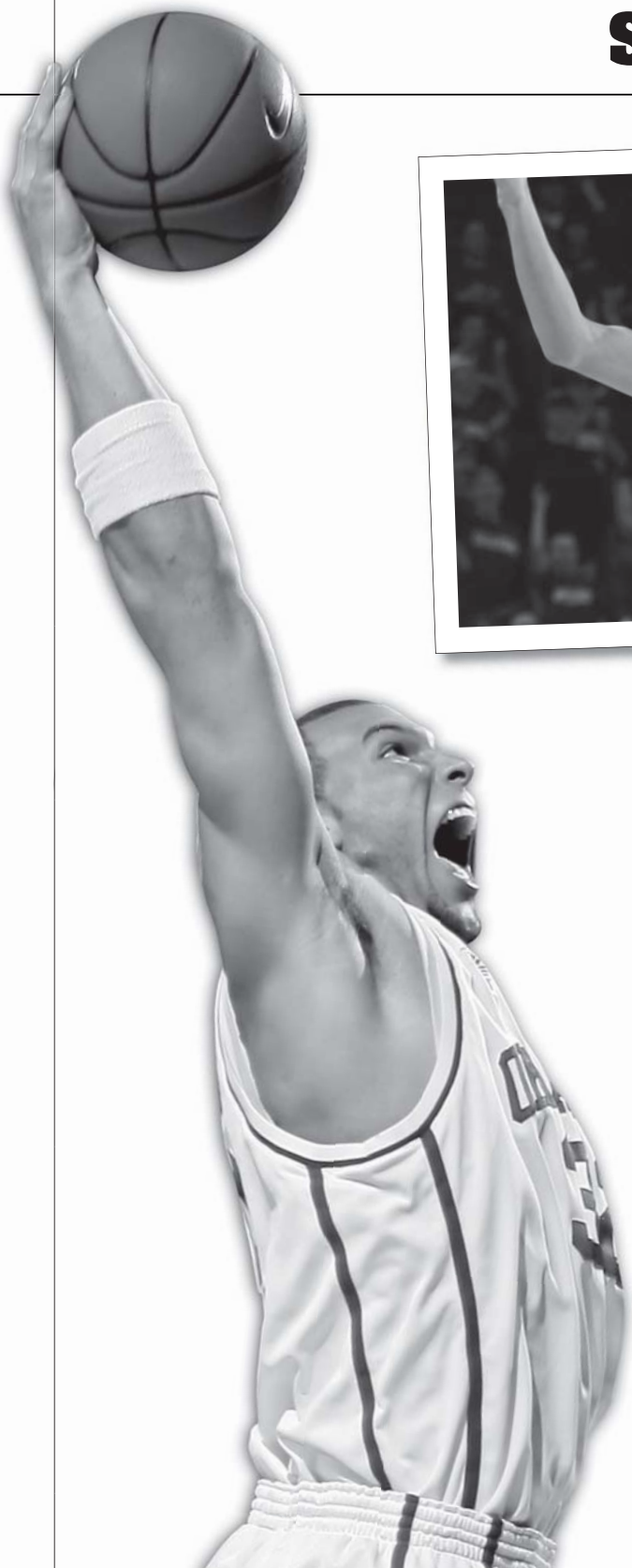
SOONER GAMEDAY

Lights, Cameras, Action!

As the tipoff at Lloyd Noble Center draws near, excitement abounds. Maybe it's the national television coverage that accompanies so many Sooner contests. Or perhaps it's just the knowledge that Oklahoma will likely end up victorious. Whatever the case, OU followers have become accustomed to a winning tradition and to watching their beloved Sooners defeat some of the country's best competition. Without question, Oklahoma gives its fans plenty to cheer about. The Sooners have posted eight undefeated home seasons since Lloyd Noble opened, including three straight 15-0 campaigns in the late '80s that led to an amazing 51-game home winning streak. A new streak developed in 2001 and the Sooners ran off 37 more consecutive home victories. Going back to the 2000-01 season, OU has posted an impressive 91-10 home record (.901). It has also won 53 of its last 54 home non-conference games.



SOONER GAMEDAY



Lloyd Noble Center provides a major homecourt advantage — the Sooners are 361-48 over the last 26 years, good for a .883 winning percentage.



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 second-year OU head coach Jeff Capel calls the building home.

Dedicated in 1975, Lloyd Noble Center features excellent seating and some of the best college basketball in the nation. Since its opening, almost four 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 315 of their last 357 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 2007-08 campaign as winners in 53 of their last 54 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.

Debuting in 2007-08 is a brand new, 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.

The Sooners continue to host many of college basketball's most successful teams and, as a result, stretch attendance marks. Last year, Oklahoma home games attracted 164,894 fans for an average of 10,306 per contest.



LLOYD NOBLE CENTER



53

The number of Oklahoma victories in its last 54 home non-conference games. The Sooners have also won 61 of their last 63 versus non-league foes at home.

51

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

37

91

The number of victories for the Sooners in their last 101 games at Lloyd Noble Center, good for a .901 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)
- 13,219 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)
- 12,825 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)
- 12,654 vs. Texas Tech, Jan. 12, 2002 (OU won 98-72)
- 12,644 vs. Missouri, Feb. 26, 2000 (OU won 83-56)



LLOYD NOBLE CENTER



Lloyd Noble's Yearly Attendance Figures

Year	Season Record	Home Games	Home Record	Home Attendance	Attend. Avg.
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

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	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



\$17.1 Million Worth of Improvements

The Lloyd Noble Center expansion and renovation project was completed prior to the 2001-02 season. The project features included 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 boast new offices, film rooms, training rooms, locker rooms, spa/sauna rooms and a full-sized weight room in the addition.

The \$17.1 million addition and renovation project 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."



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.

SOONER RECORDS
MEN'S BASKETBALL

	SCORING	REBOUNDING	ASSISTS	BLOCKS	STEALS	3-POINTERS
CAREER AVERAGE	25.8	12.4	6.4	2.3	2.4	2.3
SEASON AVERAGE	27.4	12.5	7.1	2.4	2.3	2.3
GAME	31	28	10	7	11	11



ATHLETICS FACILITIES

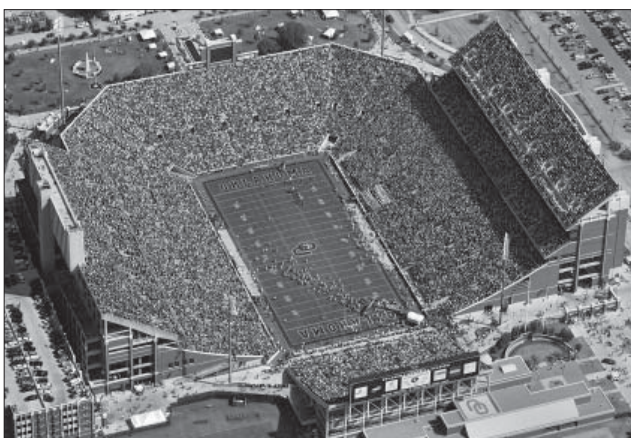
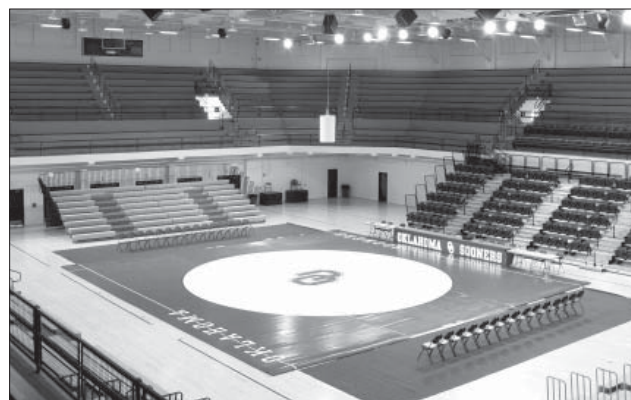
Great Expectations and Beyond

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: 25 national championships, 223 conference titles and more than 1,000 All-Americans.

The University of Oklahoma'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 for OU student-athletes.

Among the accomplishments made possible by Great Expectations' donors: an expanded, renovated and more beautiful 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.

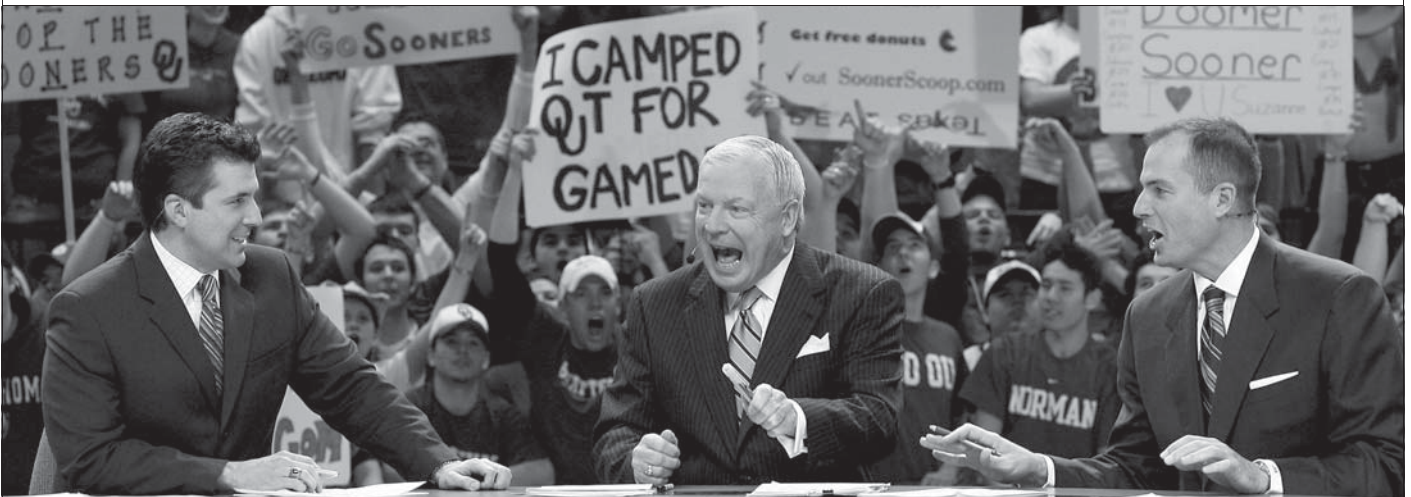
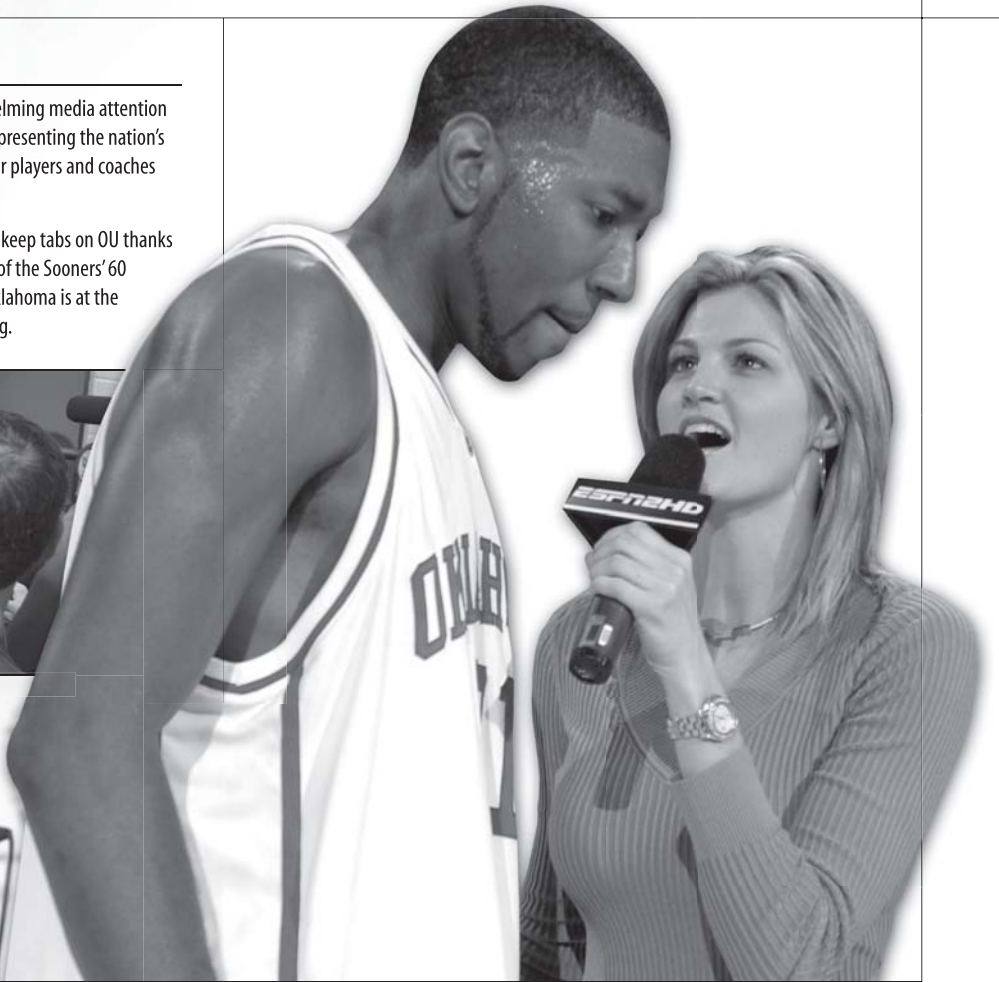


NATIONAL EXPOSURE

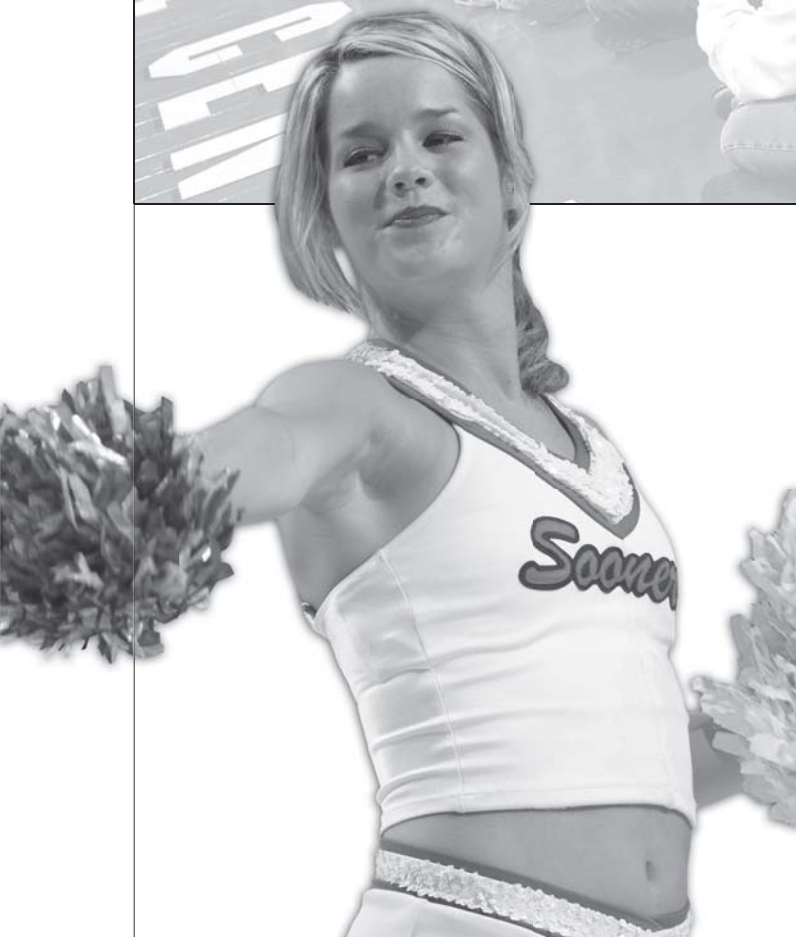
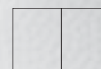
Everyone is Watching

Oklahoma Athletics is a household name due to the overwhelming media attention that hovers around the Sooners. Writers and broadcasters representing the nation's most recognized media outlets regularly interact with Sooner players and coaches and routinely spend time in Norman.

And when they can't come to campus, those same observers keep tabs on OU thanks to extensive television coverage. Over the last two years, 58 of the Sooners' 60 games were televised (26 of them by national networks). Oklahoma is at the very center of the college athletics and everybody is watching.



NATIONAL EXPOSURE



5

The popularity of the Sooners is evident in the immense amount of products and apparel purchased by fans. OU ranks fifth in the nation in sales of licensed merchandise.

38

More than 38 million people visited SoonerSports.com last year, making the official Web site of the Oklahoma Athletics Department one of the top collegiate sites in the nation.

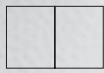
97

Over the past two seasons, 97 percent of Oklahoma's men's basketball games were televised (58 of 60). Twenty-six of those 58 were aired by national networks.

101

The number of Oklahoma games televised by national networks since the 1999-2000 season. That's an average of 13 per year.





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 26 years, no other program in the country has made more postseason appearances than Oklahoma's 25. Since 1982, OU has participated in 20 NCAA Tournaments and five NITs. Only eight programs have been to more NCAA Tournaments over the past 25 years than the Sooners (see graph to the right).



NCAA Tournament Appearances in the Last 25 Years

Arizona	23
Duke	23
Kansas	23
North Carolina	23
Indiana	22
Illinois	21
Kentucky	21
Syracuse	21
Oklahoma	20
UCLA	19
Arkansas	18
Louisville	18
Purdue	18
Xavier	17
Georgetown	17
Maryland	17
Michigan State	17
Temple	17
Texas	17
Alabama	16
Memphis	16
Iowa	15
Missouri	15
Cincinnati	14
Connecticut	14
Florida	14
Georgia Tech	14
LSU	14
Oklahoma State	14
St. John's	14
Stanford	14
Utah	14
Villanova	14
Iowa State	12
Texas Tech	8
Kansas State	6
Nebraska	6
Texas A&M	3
Colorado	2
Baylor	1

Big 12 schools in light gray



FINAL FOURS



2002
National Semifinals
Atlanta, Ga.

Hollis Price



1988
National Final
Kansas City, Mo.

Stacey King



1947
National Final
New York, N.Y.

Gerald Tucker



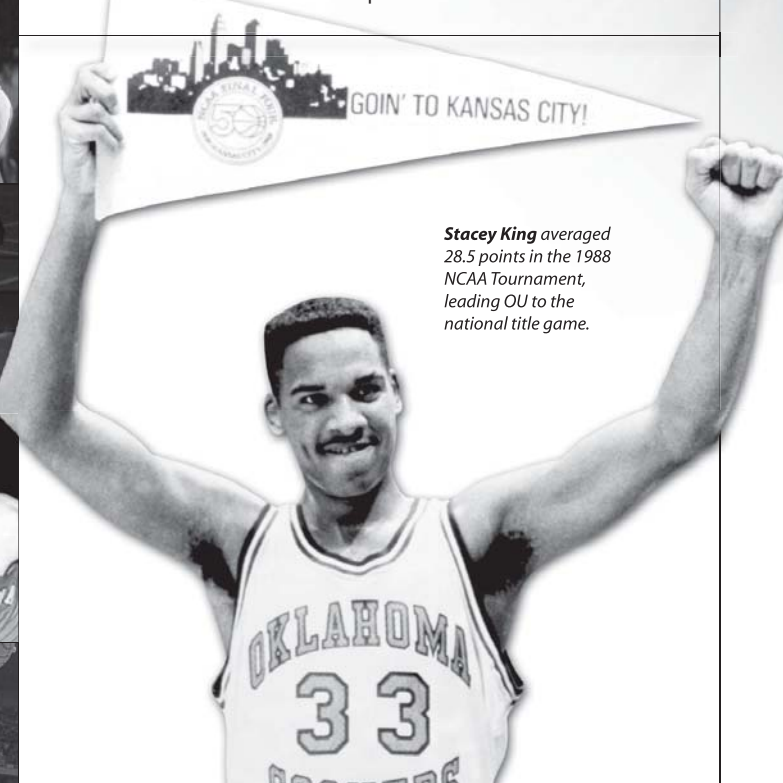
1939
National Semifinal
San Francisco, Calif.

Jimmy McNatt



Four 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 Oklahoma to the national championship game only to see his team lose to Holy Cross. 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.

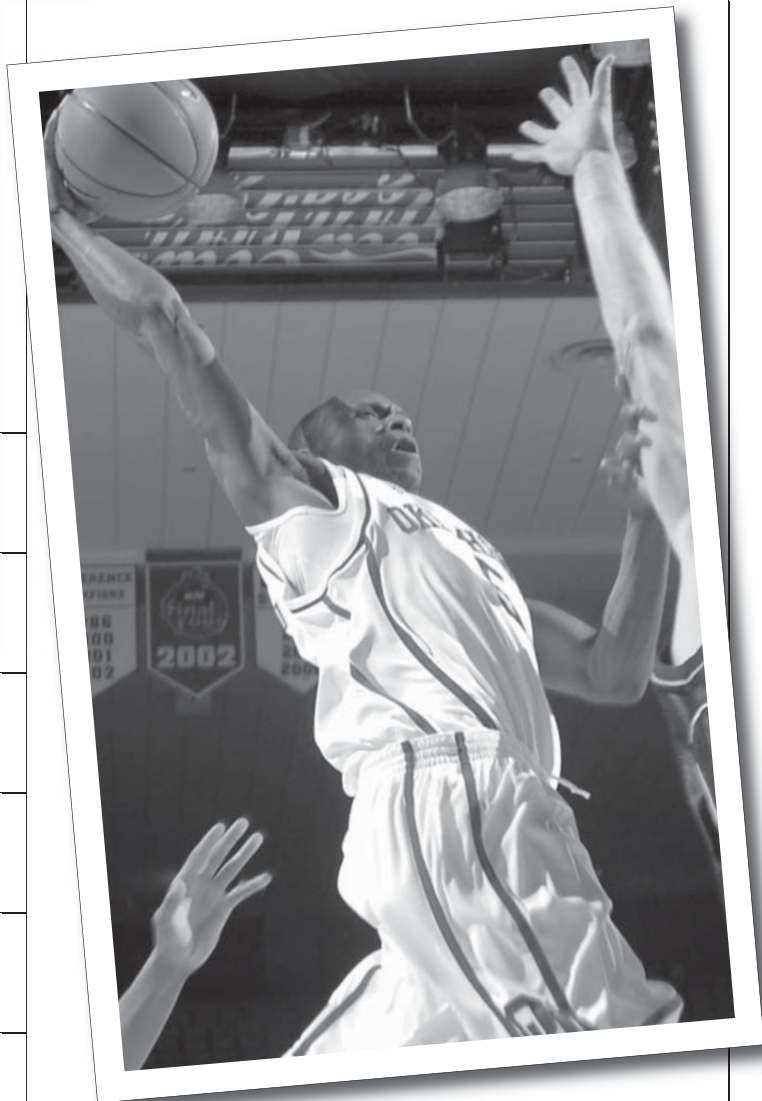


SOONER SUCCESS

Synonymous: Oklahoma and Winning

Victorious. Triumphant. Winner. Boasting legendary coaches and players over its 100-year history, the Oklahoma men's basketball program continues to churn out successful teams year after year. Nail-biters, buzzer-beaters or blow-outs, the OU faithful has seen every kind of win over the years, and plenty of them. The program's current string of 26 consecutive winning seasons is the longest such streak in the Big 12 Conference, and the Sooners show no signs of slowing down under second-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 Conference, finishing in third place or better seven times in its 11-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 program's in the league.

	<p>BAYLOR Oklahoma has won the last 26 meetings with the Bears.</p>
	<p>COLORADO The Sooners have won 22 straight home games vs. the Buffs.</p>
	<p>IOWA STATE OU is 8-4 in its last 12 games and leads the series by 29 games.</p>
	<p>KANSAS KU is the only Big 12 school with a winning record against OU.</p>
	<p>KANSAS STATE The Sooners have taken eight of the last nine in the series.</p>
	<p>MISSOURI Oklahoma is 11-5 in its last 16 games against the Tigers.</p>
	<p>NEBRASKA OU has won eight of the last 10 and 11 of the last 15.</p>
	<p>OKLAHOMA STATE The Sooners have taken four of the last six and lead 122-88.</p>
	<p>TEXAS Oklahoma is 45-24 all-time vs. Texas and leads 16-13 in Austin.</p>
	<p>TEXAS A&M OU sports a 25-3 record against the Aggies.</p>
	<p>TEXAS TECH Oklahoma is 8-4 in its last 12 against Tech and 25-16 overall.</p>



SOONER SUCCESS



Top: Sooner gymnast **Jonathan Horton** finished fourth in the all-around at the 2007 World Championships; **Above:** The OU softball team won the 2007 Big 12 Championship; **Below:** The men's track team celebrates after claiming the 2007 Big 12 outdoor crown.

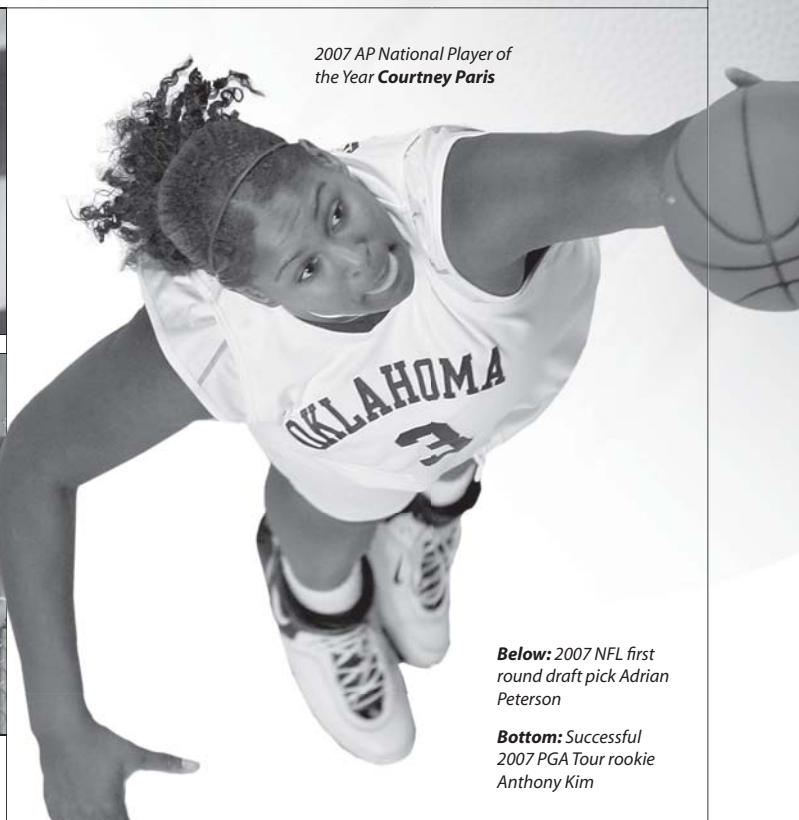


Success is Across the Board at OU

The University of Oklahoma athletics program boasts a tradition that few schools can rival. Over the years, Sooner squads have combined for 25 team national championships including seven in football, seven in wrestling, seven in men's gymnastics, 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. In 2004-05, the Sooner football team competed in its second national championship in just four years and, in 2006, the men's gymnastics team earned its fourth national title in five seasons. In 2002, the Sooner men's and women's basketball teams carved their spot in history by advancing to the NCAA Final Four — only the third time in NCAA history a school accomplished the feat with both teams in the same year. The OU women added another first in 2005-06, becoming the first team (men's or women's) in Big 12 Conference history to go 16-0 in league play.

Each day, it becomes more evident that the University of 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.



2007 AP National Player of the Year **Courtney Paris**

Below: 2007 NFL first round draft pick Adrian Peterson

Bottom: Successful 2007 PGA Tour rookie Anthony Kim



SOONER SPIRIT



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.

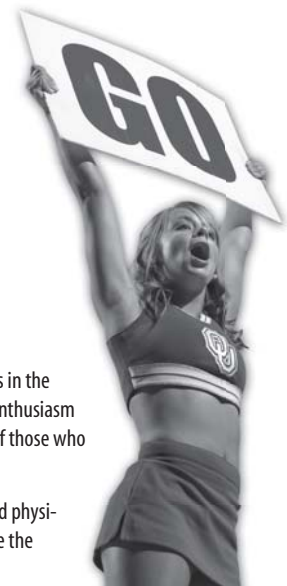
The Chant was written in 1936 by Jessie Lone Clarkson Gilkey, who directed the OU girl's glee club from 1936 to 1938.

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."



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 athletic 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 Darby Rich, basketball strength coach who is in his fourth season working with the OU team, "Mental and physical toughness are the two areas in which we take pride. We are not going to be outworked, and we are not going to give in when adversity strikes during a game."

Consequently, the OU basketball strength and conditioning program is a year-round operation. The arrival of the new school year begins a rigorous preseason program. The players lift weights at 6 a.m. in their own weight room located at Lloyd Noble Center. Three afternoons a week are dedicated to conditioning and footwork. During this time, discipline, work ethic and team chemistry are developed.

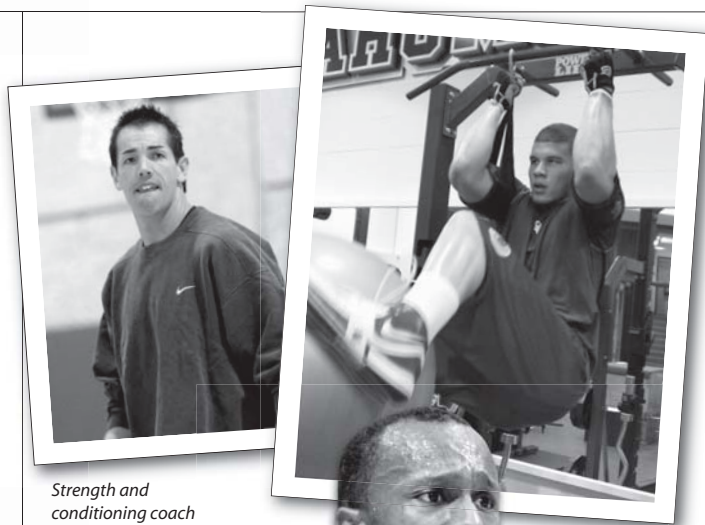
The start of practice does not mean the end of weight training. The team lifts throughout the season to maintain the strength gains it makes throughout the offseason and preseason. Players lift three days a week until the semester break, and then work out twice a week during the Big 12 schedule.

When basketball season ends, the real training begins. The team works out during the spring and summer following a two-week break after the final contest of the season. This begins the critical offseason regimen where tremendous improvement will be made in strength, weight, speed and explosiveness.

"The offseason is definitely the most important time of training for basketball players," says Rich, who played basketball at the University of Alabama. "It is during this time that our players can make significant gains in strength, size and athleticism. Team chemistry begins evolving during this period as the players pull for each other to accomplish goals and overcome obstacles that may have seemed impossible when they arrived on campus."

The OU basketball strength and conditioning program is centered around three goals: improving performance on the court, decreasing injury, and increasing mental toughness and togetherness. Each is critical in developing the players to their full potential.

Says Rich, "The harder the guys work in the offseason, the more they have to draw from during the season. When they learn to give their all every day, and actually enjoy giving more than they think ever thought they could, it makes it really hard to give in when adversity hits them during the season."



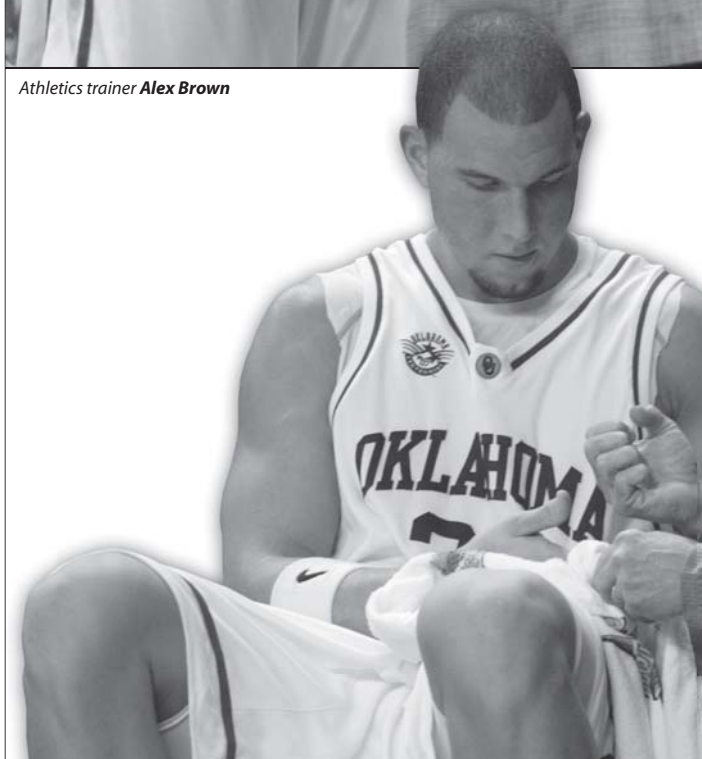
Strength and conditioning coach
Darby Rich



SPORTS MEDICINE



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 Oklahoma staff combines its knowledge with state-of-the-art facilities and equipment 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 21st year as athletic 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."



Team physician
Dr. Brock Schnebel

COMMUNITY OUTREACH

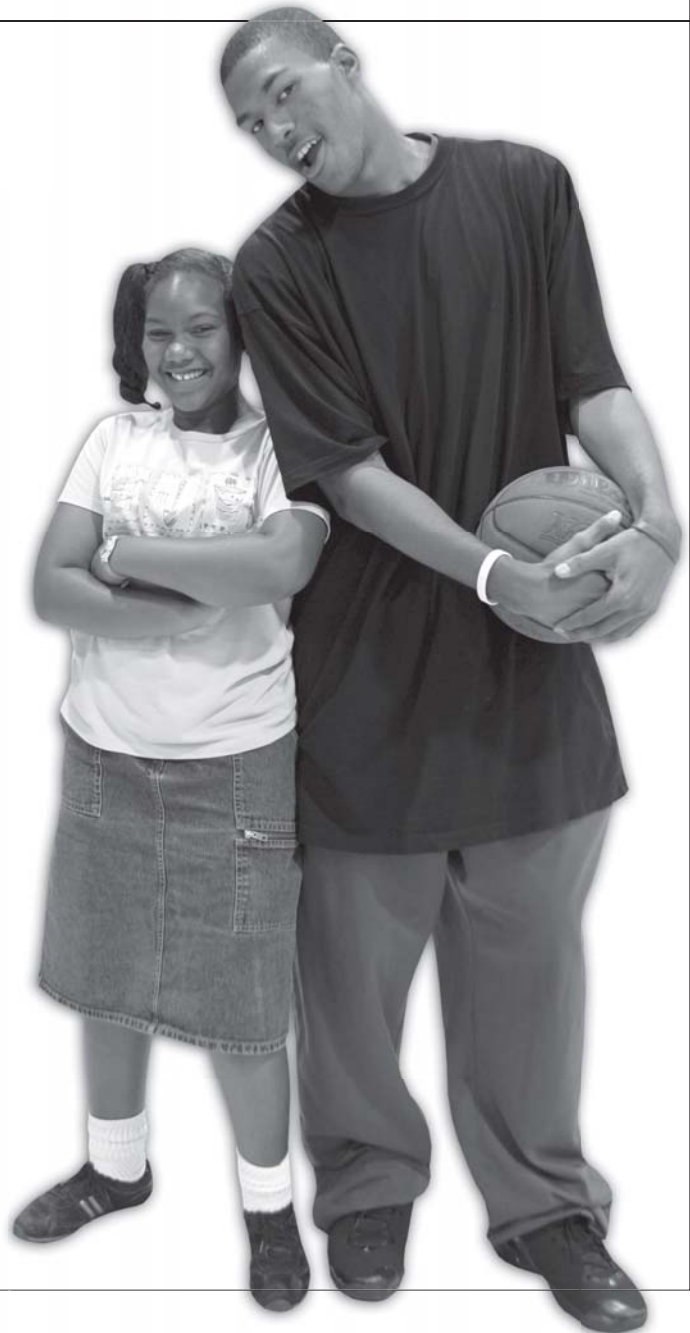
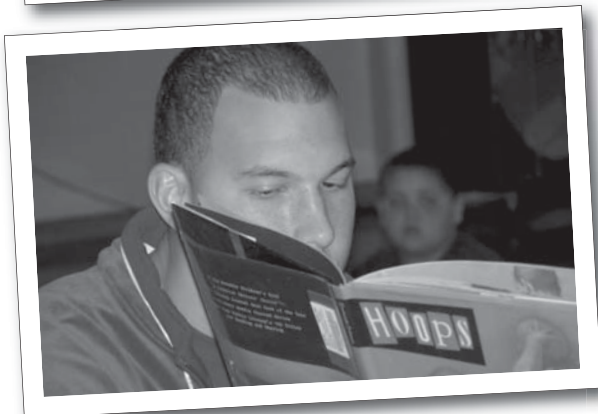


Forming Friendships

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 20 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.



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!*



What Do You Know About OU?

- The *Princeton Review* ranks OU among the top 10 public universities in the nation in terms of academic excellence and cost for students. The list included universities like the University of California-Berkeley and University of Virginia-Charlottesville.
- OU ranks in the top 10 in the nation in 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.
- OU is the highest ranked public university in the history of Oklahoma. The latest *U.S. News and World Report* rankings place OU in the top tier among national public universities.
- OU has the highest-ranked student body in state history at a public university. Oklahoma is also number one per capita among public universities in the number of National Merit Scholars enrolled. Seven hundred National Merit Scholars currently are enrolled at OU.
- OU has over 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.
- OU continues to break private fund-raising records, with more than \$1 billion in gifts and pledges over the past decade, which has provided funding for dramatic capital improvements, the growth in faculty endowment and student scholarships.
- 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

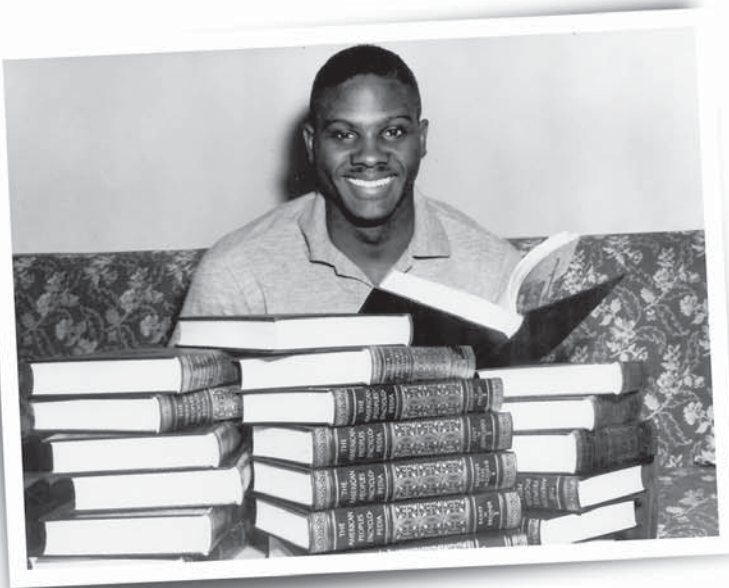


1	<i>The University of Oklahoma ranks number one among comprehensive public universities in the per capita number of freshman National Merit Scholars.</i>
5	<i>The University of Oklahoma is in the top five nationally among all comprehensive public universities in Rhodes Scholars graduates.</i>
10	<i>OU is included on Princeton Review's "Top 10 Best Value Public Colleges" list, which ranks the best colleges in the nation based on academic excellence per value.</i>
20	<i>OU has 20 colleges offering 152 majors at the baccalaureate level and 160 majors at the master's level. The university's annual operating budget is more than \$1 billion.</i>
30	<i>OU boasts an enrollment of nearly 30,000 students and more than 2,000 full-time faculty. The Norman campus maintains a student to instructor ratio of 20:1.</i>

Oklahoma Memorial Union



THE UNIVERSITY



The Legacy of Prentice Gaunt

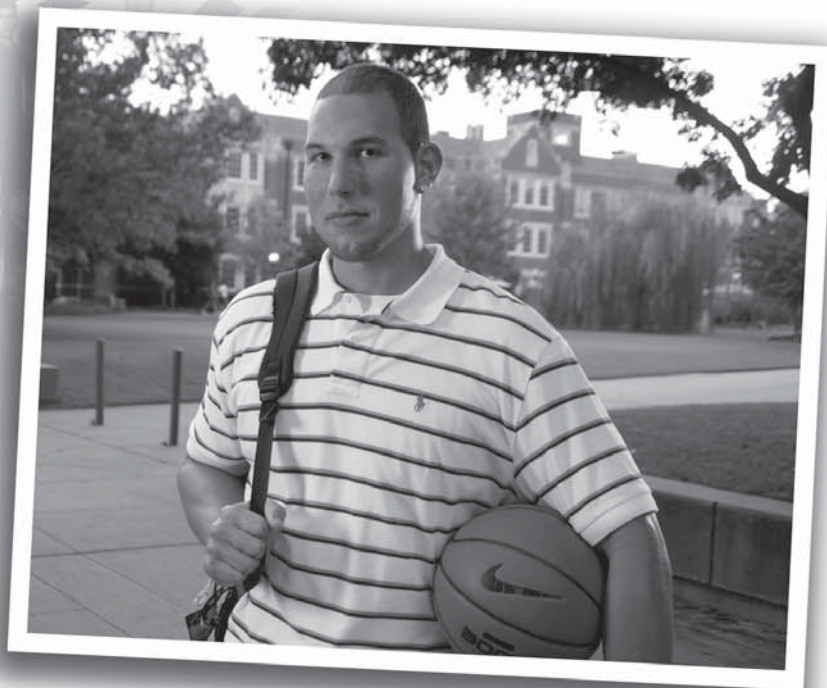
In the 1950s, he came to the University of Oklahoma to play football, and, in the process, broke down racial barriers and crushed stereotypes as the school's first African-American student-athlete. The OU Academics Center that today's student-athletes use daily now bears the name of the man who left 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."



Health and exercise sciences/pre-med major **Taylor Griffin** (right) was one of four Sooners named to the 2007 Academic All-Big 12 Team. Also named to the squad were **Austin Johnson**, **Michael Neal** and **Kellen Sampson**.





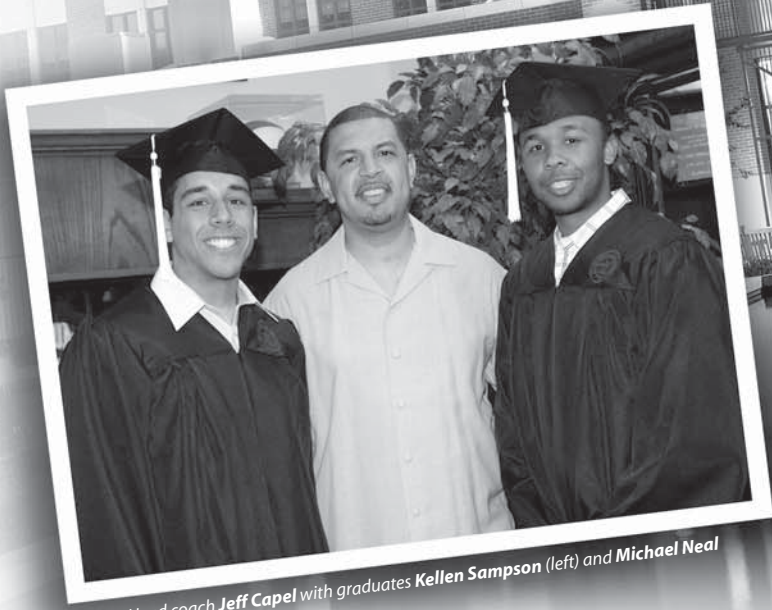
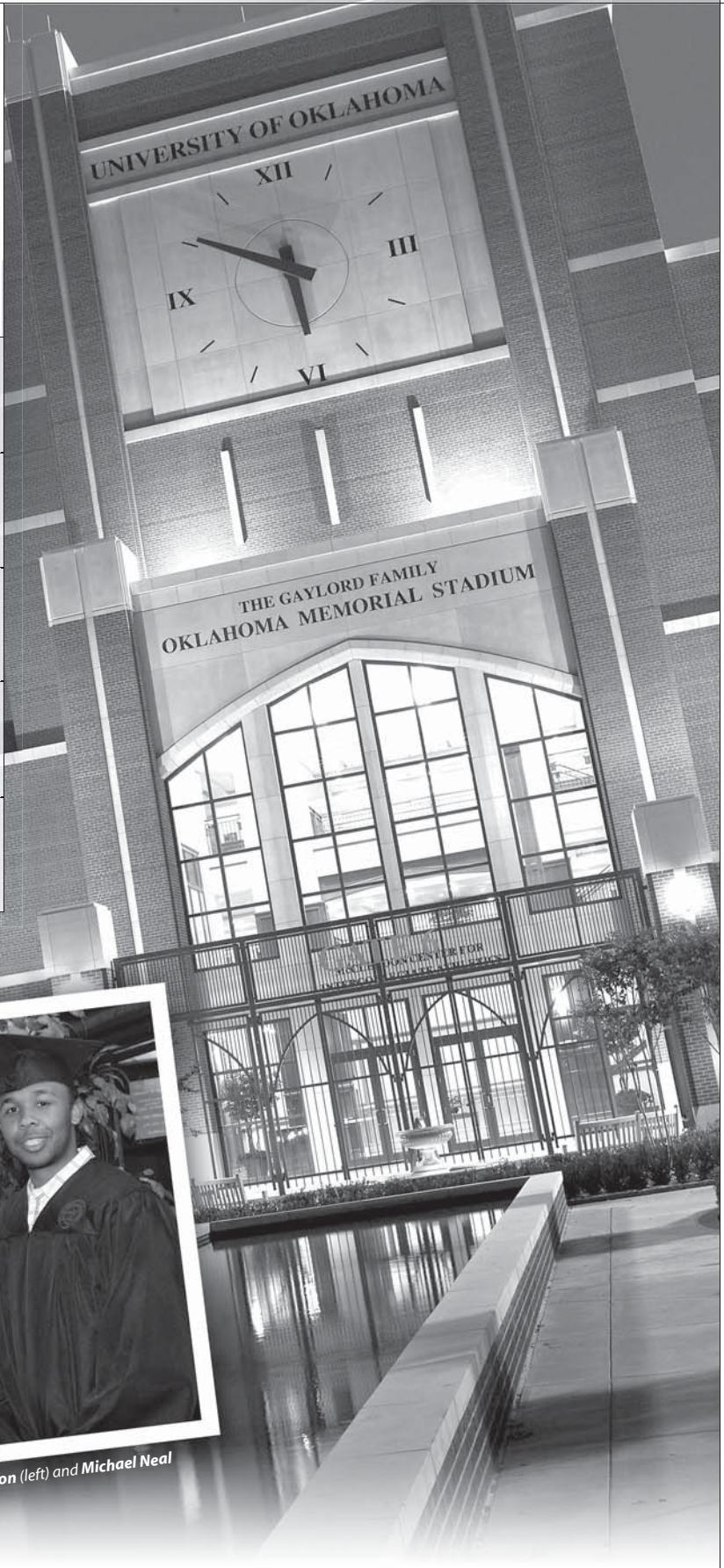
THE UNIVERSITY

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.

Indeed, there is considerable emphasis on classroom performance at OU. The center staff has achievement as its focus, a fact that is reflected in a graduation rate that exceeds that of the general student body. In addition to its academic work, the staff assists in several life skills areas designed to enrich students in a broad range of tasks.

2	<i>The Prentice Gault Academic Center maintains two computer labs for OU student-athletes with more than 100 desktop units and over 40 laptops available to check out.</i>
35	<i>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.</i>
38	<i>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.</i>
84	<i>The graduation rate for University of Oklahoma student-athletes who complete their eligibility is 84 percent.</i>
90	<i>The Prentice Gault Academic Center is available more than 90 hours per week for OU student-athletes.</i>



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