



News Release

Contact:

Mark Beckman, Montana High School Association
406.442.6010, mbeckman@mhsa.org

Jennifer Wendt, U.S. Bank
612.303.0731, jennifer.wendt@usbank.com

U.S. BANK SPONSORS MONTANA HIGH SCHOOL ASSOCIATION'S SPORTSMANSHIP PROGRAM

HELENA, Mont. (Aug. 7, 2007) – The Montana High School Association (MHSA) and U.S. Bank today announced that U.S. Bank has signed on as the title sponsor of a new sportsmanship program. Named the MHSA/U.S. Bank Sportsmanship Program, it will provide many resources for member schools to use in promoting good sporting behaviors by players, coaches and spectators at interscholastic activities.

The MHSA/U.S. Bank Sportsmanship Program recognizes players who exhibit good sporting behaviors during regular season games, and it also marks the beginning of U.S. Bank Super Fan Program, which lets schools recognize long-time fans for their positive support of high school activities. In addition, the program includes a mandatory sportsmanship clinic for member schools' administrators, a banner program for schools that participate and meet the minimum sportsmanship criteria, and a variety of resources for member schools to promote good sporting behaviors by high school players, coaches and fans.

"The Montana High School Association is proud to be partnered with U.S. Bank to provide this valuable program for our 180 member schools and their communities," said Mark Beckman, Executive Director of the Montana High School Association.

"Through the MHSA/U.S. Bank Sportsmanship Program, students will learn important lessons through their participation in high school activities that will stay with them throughout their adult lives," said Wayne Hirsch, regional president of U.S. Bank in Montana. "We're pleased to support the Montana High School Association and this unique program."

U.S. Bancorp, with \$223 billion in assets, is the parent company of U.S. Bank, the 6th largest commercial bank in the United States. The company operates 2,499 banking offices and 4,867 ATMs, and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at www.usbank.com.

The MHSA provides leadership for the development, supervision, and promotion of interscholastic competition and other activities for 180 Montana member schools. The Association assures that policies, standards, and regulations democratically developed by competent school leaders are strictly enforced. These policies and regulations are designed to provide maximum benefits consistent with sound educational practices for every student in every school. The MHSA also provides services as required in the management and administration of the activities program and as requested by the membership and approved by the Executive Board.

###