

State of North Carolina
Department of Justice

Roy Cooper
Attorney General

P. O. Box 629
Raleigh, N.C. 27602

July 27, 2016

Mr. Bob Bowsby, Commissioner
Big 12 Conference
c/o Mr. Kevin R. Sweeny
Polsinelli PC
900 W. 48th Place, Suite 900
Kansas City, MO 64112

Dear Commissioner Bowsby:

I am writing to you in support of East Carolina University's efforts to join the Big 12 Conference. Academically, ECU is an institution of higher education with nationally recognized undergraduate, graduate, and medical programs. It is a critical component of the crown jewel of North Carolina, the University of North Carolina higher education system. In addition, ECU Pirate Athletics is a source of pride for fans across North Carolina. I am confident ECU would make for an excellent member institution for the Big 12.

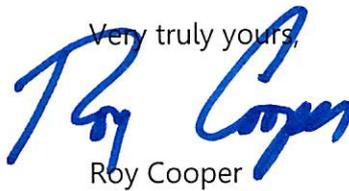
As the ninth largest state in terms of population in the United States, North Carolina is eager to rise to new challenges and embrace new opportunities. By bringing in ECU to the Big 12, your Conference stands to incorporate one of the largest media markets in the United States. Moreover, the State of North Carolina has a significant interest in seeing ECU join the Big 12 Conference:

- Membership would highlight the high level of athletic and academic ability of ECU, and North Carolina generally.
- Membership would promote tourism and economic development in North Carolina by encouraging visitors and fans of other Big 12 schools to come to Greenville, enjoy an exceptional game-day atmosphere and take in the spectacular North Carolina coastline nearby.
- ECU has significant alumni and fan support across the state, including in Charlotte, Greensboro, Winston-Salem, Raleigh, and Durham, all of which would have increased opportunities to associate with Big 12 events and receive national exposure.

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As a native of eastern North Carolina, I know how much ECU means to the health, economy and quality of life of the people there. And as you are already aware, ECU's athletics program has excellent event attendance, fan support, and a well-earned reputation for good sportsmanship. I hope that you will give your most serious consideration to adding ECU to the Big 12. If you would care to discuss the issue further, please do not hesitate to contact me at your convenience.

With kind regards, I am,

Very truly yours,

Roy Cooper

cc: Mr. Jeff Compher, Athletics Director
East Carolina University