



In football,  
the idea is  
to practice like a  
**champion.** And work  
like a  
**dog.**

We oughta know. We're shoulder-to-shoulder with these guys all season long. From San Diego State to BYU, The Mtn. is draped all over Mountain West Conference football like a cornerback with a vendetta. Or an irresistibly cute Border Collie with a bone. Tune in. Get close. Stay true.



where the west is won

Call your cable or satellite TV company to ask about The Mtn. Check out the 2007 football schedule at [www.themtn.tv](http://www.themtn.tv)