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PASO, Texas (April 14, 2010) - Amen F. Ayoub has been named the 75th president of the Sun Bowl Association, announced executive director Bernie Olivas.

Ayoub and the 2010 Board of Directors were officially
introduced Wednesday at the Alcantar Sky Garden at the Plaza Theatre.

He
has held several posts since joining the organization 13 years ago. Ayoub has served as president elect, executive vice president, vice president of public relations, chairman of the basketball committee and secretary. He currently serves on the selection committees for both football and basketball. He began volunteering with the Sun Bowl Association as a member of the basketball team host committee in 1997. He was named a basketball team host captain in 2000 and was selected as chairman of the basketball committee in 2005.

Ayoub has also been actively involved in UTEP
Athletics, serving on the board of both the Take Charge and Rebounders booster clubs. He was also appointed as the chair of the Quality of Life Committee for the UTEP Centennial Commission to help the University provide a vision for its 100th anniversary in 2014. Ayoub has also been active on several boards, including the St. Clement's Parish School and the El Paso Cancer Treatment Center. Through the years, he has also volunteered as a youth basketball coach in El Paso.

He currently is the president and general manager of
the Radisson Hotel El Paso Airport and has also been involved in family-owned hotels in both Texas and Colorado. Ayoub has also been an active member of several real estate ventures and retail operations. He served as the CEO for the Western Division Board of Directors Executive Committee responsible for 64 duty-free shops and a regional warehouse along the U.S.-Mexico border for 11 years. He has also been active with various retail companies including the Tigua Smoke Shop, Ayoub Exports, Inc. and Border Tobacco Company.

Ayoub, a graduate of El Paso (Texas) Cathedral High School, graduated with a degree in business administration from the International Business College and is also a graduate of the Academy of Real Estate. He and his wife, Rose, are the parents of four children - Nichole, Amen, Jr., Justin and Danielle.

Joining Ayoub on the Board of Directors are Mike Rogers (President Elect), Chris Van Pelt (Executive Vice President), Frank Bates (Immediate Past President), Jimmy Rogers, Jr. (Chair Emeritus), Marilyn Munden (Secretary), Steve Beltran (Treasurer), Bill Blaziek (Vice President of Community Relations), Walker Crowson (Vice President of Legal Affairs), Wayne Thornton (Vice President of Public Relations), Asher Feinberg (CBS), John Folmer (Football), Gary Hanson (Golf), Art Munoz (Special Events), Josh Hunt, Scott Mann, Augustin Montes, Stuart Sliva, Ray Stafford, Natalia Flores, Kay Mooy and Gary Sanders.

The 2010 Board of Advisors consists of Ruben Batista, Tim Charron, Anthony Cobos, John Cook, Christian Daw, Richard Dayoub, Linda East, Sarah Enriquez, Don Flores, David Forti, Brian Kennedy, Bob Kimble, Jim Lawrence, David Morales, Chris Mott, John Oblinger, Jean Offutt, Cindy Ramos Davidson, Bruce Reichman, Mike Rosales, Allen Rystad, Charles Staniszewski, Bob Stull, Pat Valdez Rios, Charles Vass and Joe Valenzuela.

The nation's second oldest bowl game will feature the Pac-10 Conference against the Atlantic Coast Conference. For ticket information, call the Sun Bowl Association office at (915) 533-4416 or 1-800-915-BOWL.