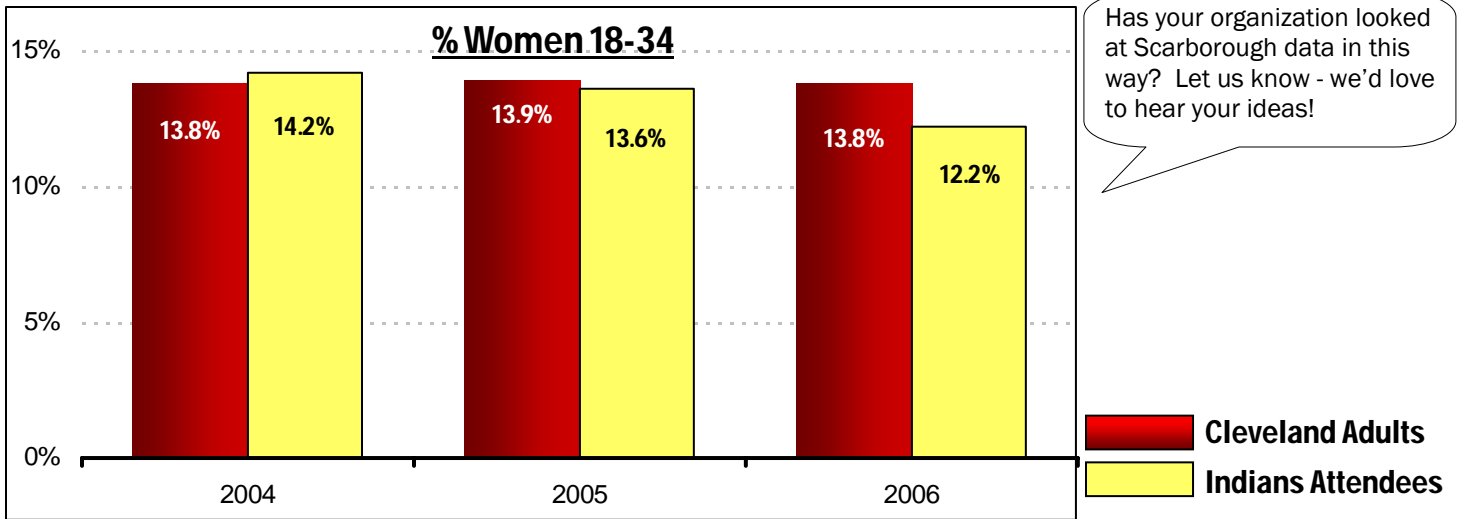


Cleveland Indians - Fan Demographics

The Cleveland Indians trend their fan base over time to see where they are increasing, decreasing, or staying put. For example, you can see from the data below that the Indians' attendee base has decreased in the last couple of years for women ages 18-34.

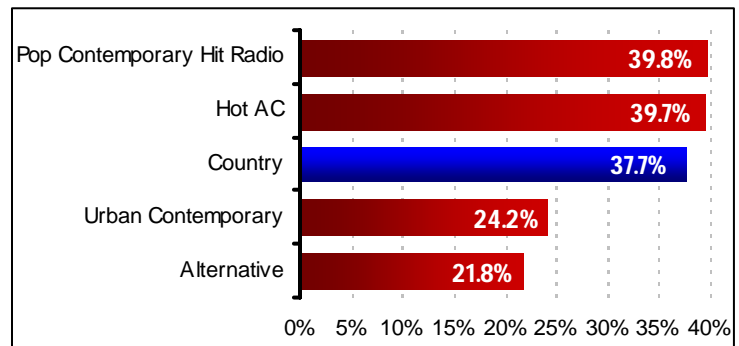
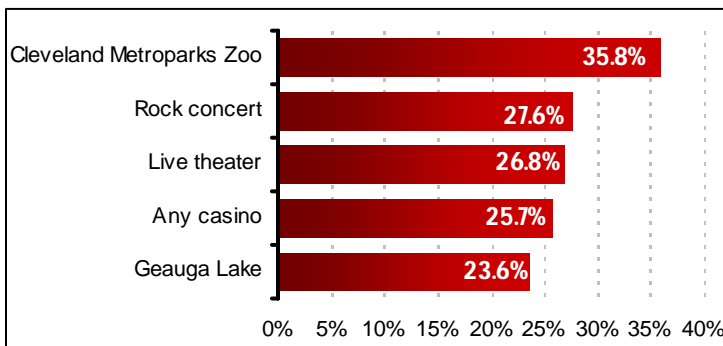


Has your organization looked at Scarborough data in this way? Let us know - we'd love to hear your ideas!

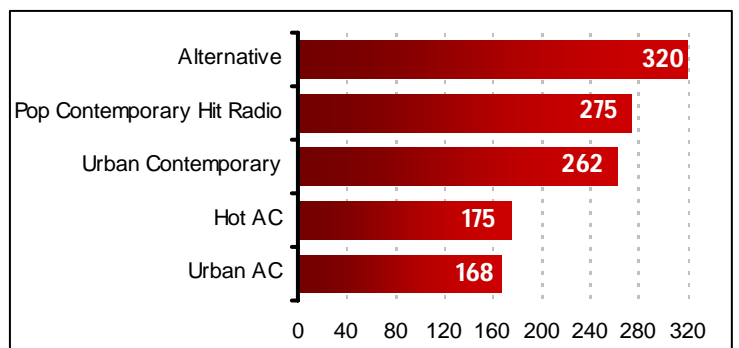
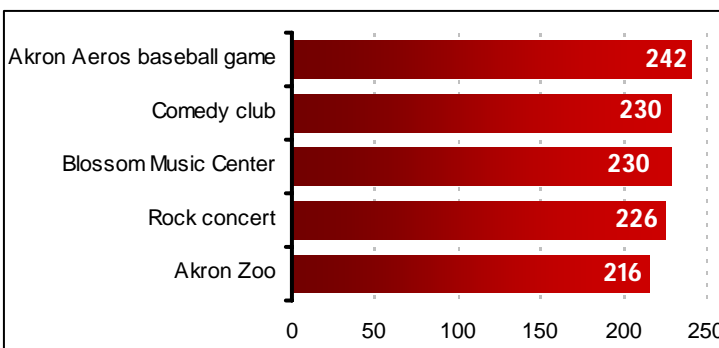
Scarborough Cleveland 2006 Release 2

This decrease is not dramatic, but does highlight a group to target. So, how do we message to women age 18-34 who are baseball fans in Cleveland? By looking at other events attended and some media consumption measures, we can find out what makes this group tick and try to bring those elements into the park. How about a series of ladies' night's at Jacobs Field promoted on the radio formats listed below? That's what the Indians did!!

Target: Women 18-34 and Very or Somewhat Interested in MLB - Rows: Top 5 Events Attended and Radio Formats by Percentage:



Target: Women 18-34 and Very or Somewhat Interested in MLB - Rows: Top 5 Events Attended and Radio Formats by Index:



Scarborough Cleveland 2006 Release 2

FEATURE: TRENDING

Chicago White Sox - Purchasing Power

Having a great season(s) on the field means big growth to your fan base. In the last year, for example, the Chicago White Sox have added 1,363,600 adults to their overall fan base. This overall increase is impressive and can be deduced via turnstile counts and TV/Radio ratings. But how does this overall increase translate to consumer goods and services? This is where Scarborough comes into play...

White Sox Consumer Growth (WAL)*			
	Cell	2005 R2	2006 R2
Total Fans		2,792,933	4,156,553
HHL D plans to buy next 12 mos.			
Computer	Proj	330,391	451,727
	Horz %	37.1%	66.5%
	Vert %	11.8%	10.9%
	Index	96	116
High Definition Television (HDTV)	Proj	186,267	455,067
	Horz %	56.1%	74%
	Vert %	6.7%	10.9%
	Index	145	129
Home security system	Proj	51,375	110,642
	Horz %	39.1%	66.5%
	Vert %	1.8%	2.7%
	Index	101	116
Major appliance	Proj	233,766	400,633
	Horz %	41.6%	64.7%
	Vert %	8.4%	9.6%
	Index	107	113

White Sox fans planning to buy computers:

121,200 new buyers

A 37% increase from 2005-2006!

White Sox fans planning to buy HDTV's:

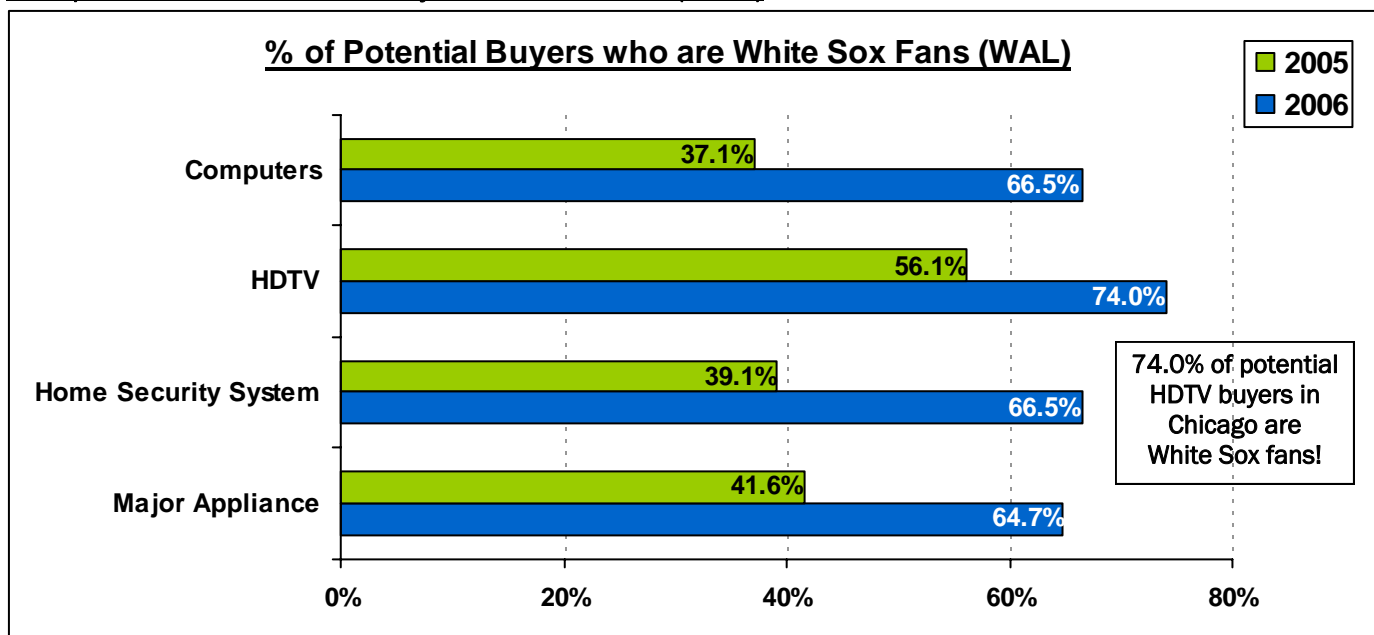
268,800 new buyers

A 244% increase from 2005-2006!

*** WATCHED, ATTENDED, OR LISTENED PAST 12 MO.**

Below is the table above in graph format (Horz %). Notice the dramatic increases in potential buyers that the White Sox can now deliver. By the way, you don't need to win a World Championship to see increases in your consumer numbers, but it sure doesn't hurt!

Items/Services HHL D Plans to Buy in Next 12 Months (HHL D)

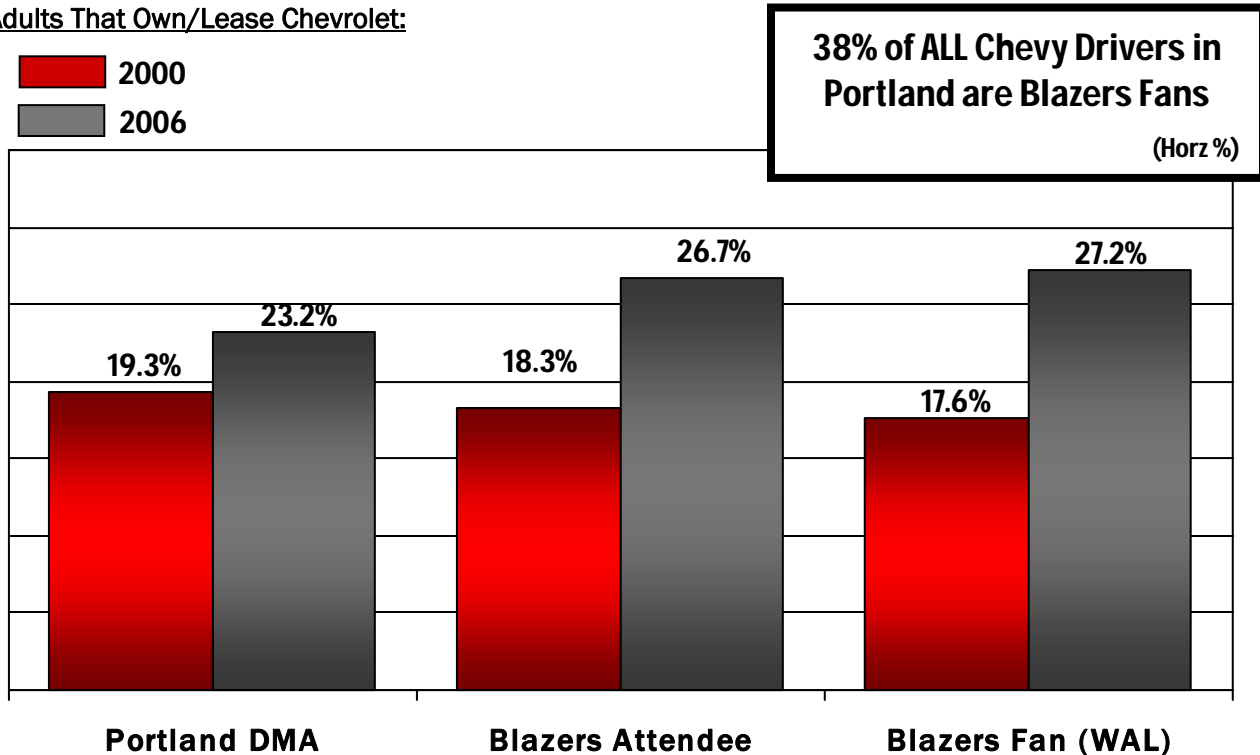


Source: Scarborough Chicago 2006 R2

Portland Trail Blazers—Current Client Chevrolet

In Portland, notice that the % of Trail Blazers fans that own/lease Chevrolets has gone from *under* market average in 2000 to well *above* in 2006. This is a great “we’ve moved the needle relative to our fan base and you’re brand in the past x years” example. In fact, Trail Blazers attendees account for 10,200 new Chevy drivers since 2000.

% of Adults That Own/Lease Chevrolet:



Source: Scarborough Portland 2006 R2

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Trainer’s Corner

With Cary McFarland, Sr. Account Manager

Scarborough Research has launched ScarboroughDelivers.com, a new service that gives our clients the ability to download the latest Scarborough data that runs through PRIME NEXT as well as any software updates all online. You will no longer have to receive data disks by CD. In order to begin using this service, clients will need to register at the following site: www.scarboroughdelivers.com and let us know that you would like to receive online delivery.

If you do not register or wish to use this service, you will continue to receive all new data and software updates by CD. Registered clients will receive an auto notification by e-mail when data and software is released. For more information, please contact a Scarborough Sports Marketing representative.

NEW HIRE ANNOUCEMENT!

We are also very pleased to announce that Mike McAllister has joined Scarborough as an Account Manager for the Print and Internet, and Sports Marketing divisions.