



SPORTS MARKETING NEWS

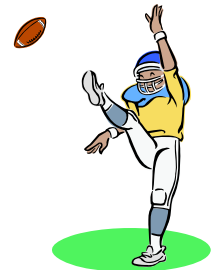
FEATURE: SPORTS FANS: WHO'S ON TOP?

by Bill Nielsen, Sr. Director of Sales

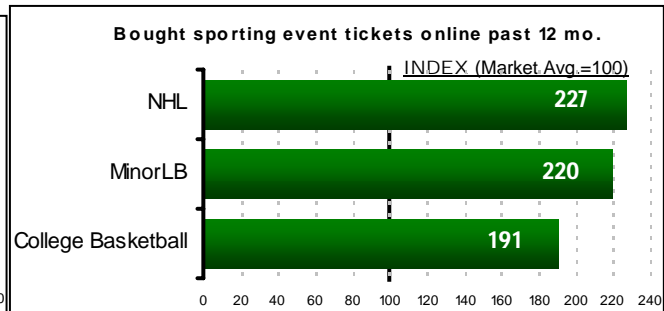
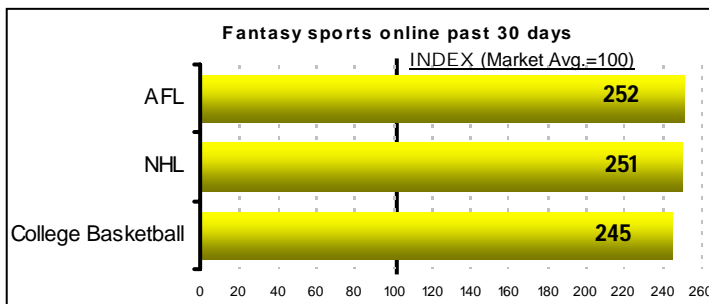
Hello again from Chicago, where we aren't quite sure if spring is coming this year. We are taking a little different approach this time around. Instead of featuring a sport or team with a specific category, we are looking at fans of all sports versus a variety of sports-related and leisure activity measures to see which fan bases are most active. We'll also have a little fun by looking at some of our political questions. You may have heard that there is a presidential election later this year? We hope you find the data informative, that it helps you better understand your sport versus others and maybe even strike up some office chatter.

As always, please let us know if you have any questions at all regarding the data or any suggestions for future newsletters. We will see you again in a couple of months, when hopefully we've cracked the 40F barrier.

NOTE: All data in this newsletter is based on Very or Somewhat interested (referred to as Fans in this edition) for all sports measured by Scarborough – currently 30 leagues/properties. For each measure, we have listed the top three sports in terms of index, where market avg. (total adults) = 100. For example, looking at the first chart below, AFL fans rank #1 at 152% more likely to play fantasy sports online; NHL is 2nd at 151% more likely and College basketball is #3 at 145% more likely. All other data in the newsletter is read in a similar fashion.

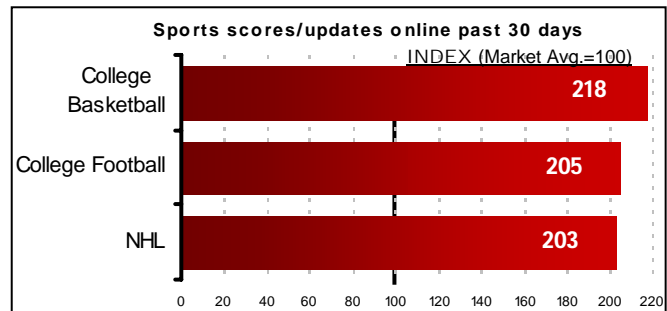
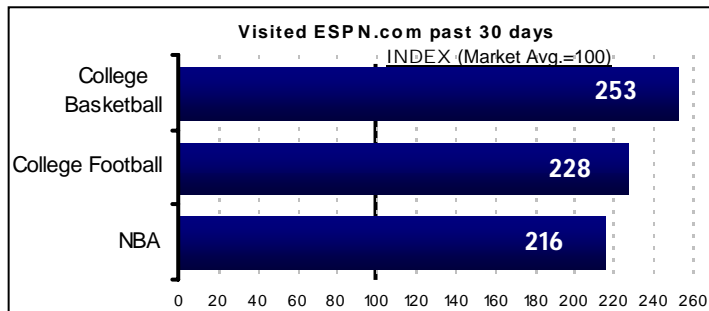


Which fans are most likely to go online to feed their sports habits/knowledge?



Anyone else surprised that the NFL is not in the top three? (the NFL does have a solid index of 195) What are the fantasy outlets for AFL and College basketball fans for their respective sports?

Minor league baseball teams - is it seamless for fans to buy tickets on your website?

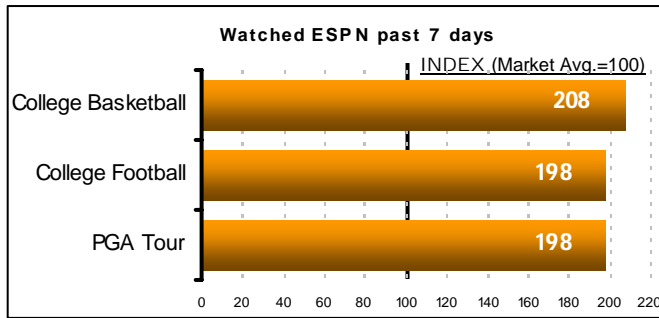


College sports fans love the worldwide leader's website for their fix.

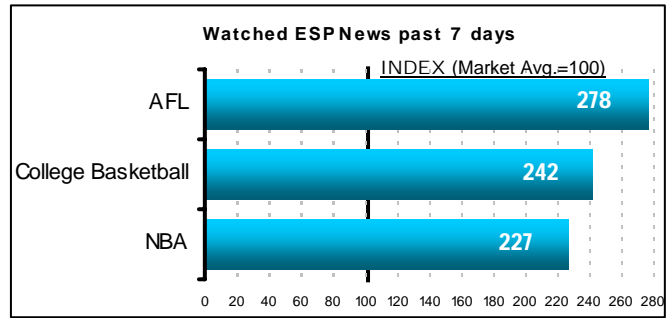
If you're in the college space, are you well connected to your fans via the web?

Source: Scarborough Multi-Market Release 2 2007 (12 mo.)

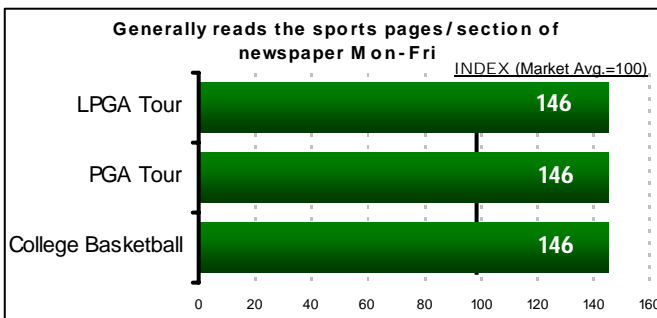
Which fans are most likely to turn to traditional media for their sports?



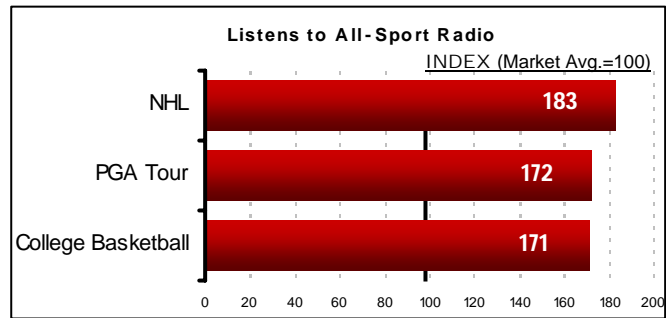
SportsCenter is tops for college sports and golf fans.



AFL and NBA fans show up as the newshounds. What's the latest and greatest in the world of sports?

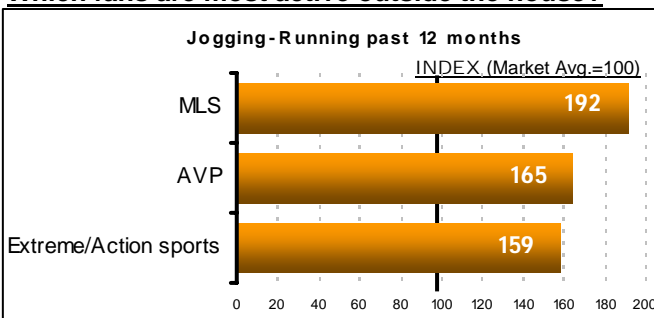


No surprise that the newspaper readers are also some of the older fan bases (LPGA avg. age = 53.1; PGA avg. age = 51.2)

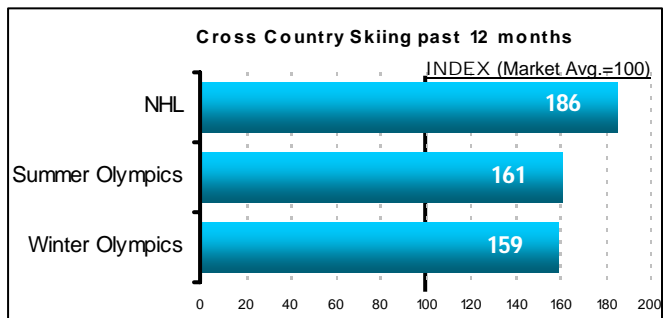


The common denominator here is high-income fans listen to All Sports radio – NHL is #2 in average HH income, PGA is #3 and College basketball is #5.

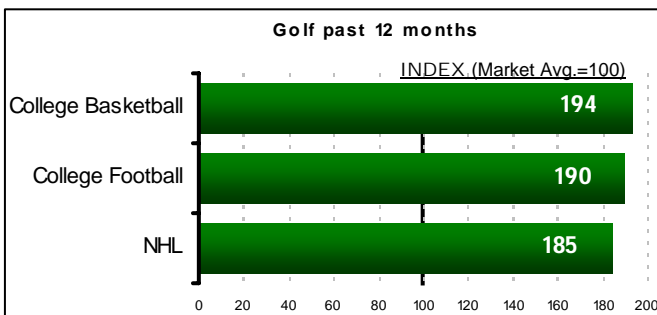
Which fans are most active outside the house?



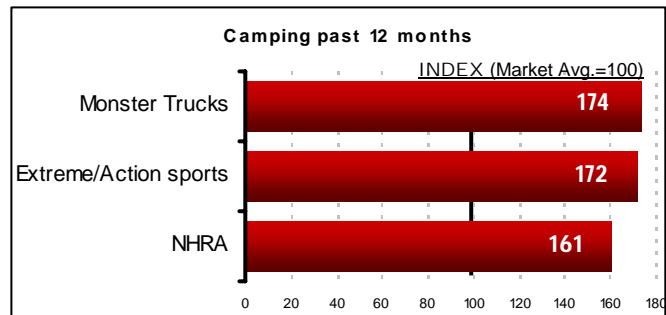
All three of these sports have a high concentration of fans in the 18-34 age range.



NHL fans index most highly for downhill skiing as well.

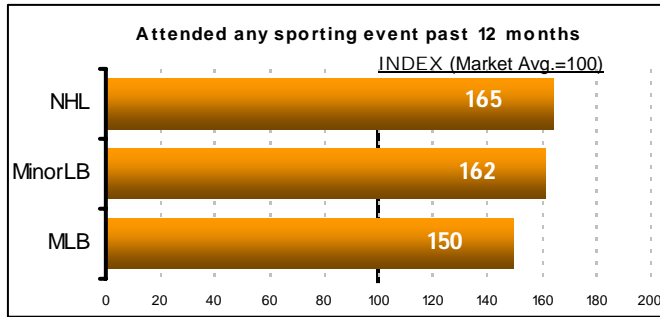


People who golf tend to be affluent. Fans of each of these sports have indices above 120 for HHI of \$100K+.

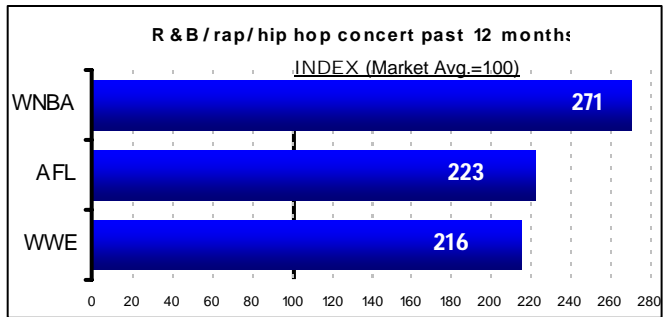


Camping and fishing often go hand-in-hand. Fans of all three of these sports have high indices for fishing as well.

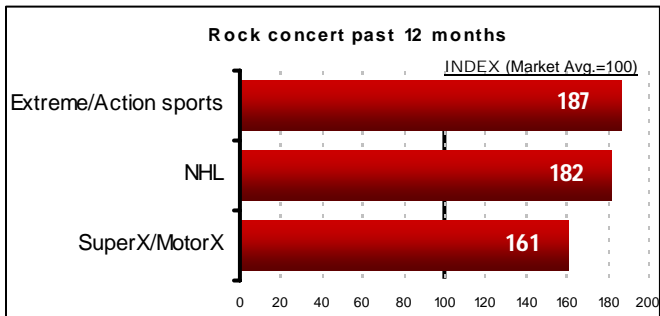
Which fans are most likely to actually attend sporting events or concerts?



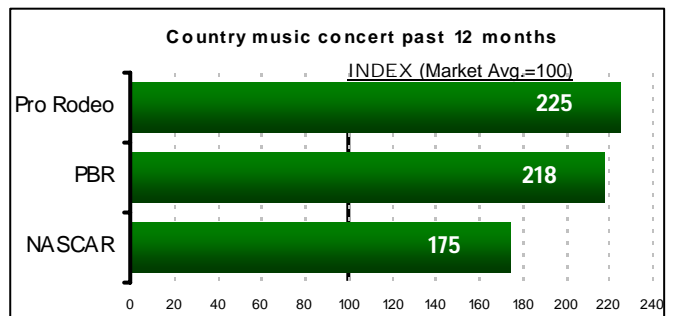
Think inventory here in terms of the baseball fans. NHL fans are an impressive #1 overall. Their #2 HH income doesn't hurt when it comes to buying tickets.



WNBA is #1, AFL #5 and WWE #2 for % of fan base that is Black/African-American.



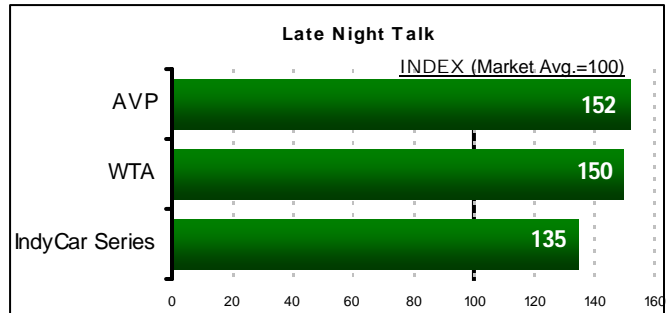
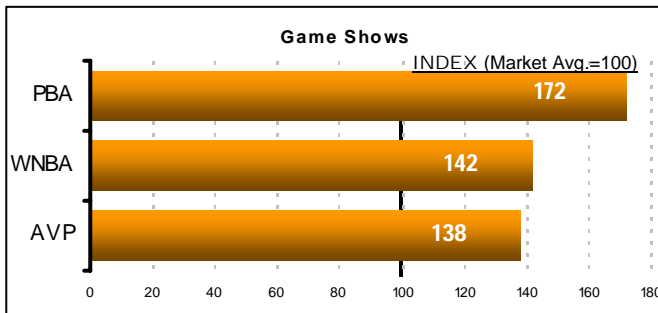
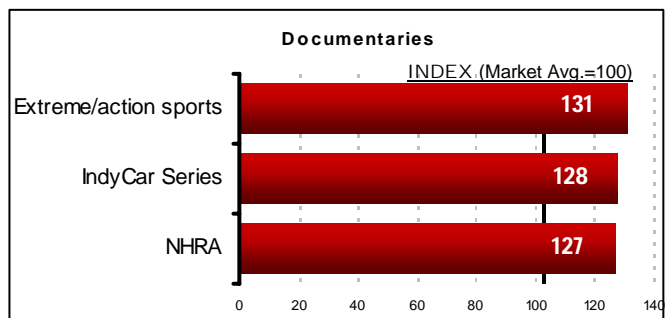
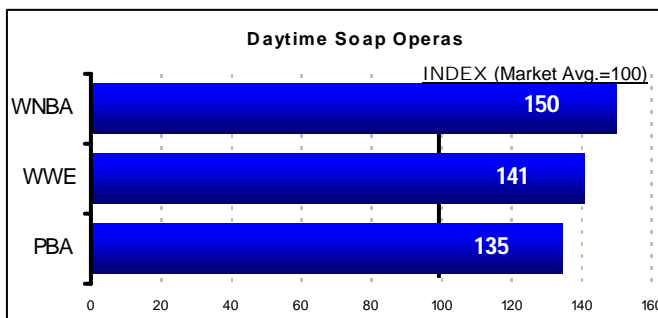
Young people go to rock concerts. Extreme/action sports and Supercross/Motocross are the two youngest fan bases we measure.



No surprises here.

Which fans are watching the following TV programs?

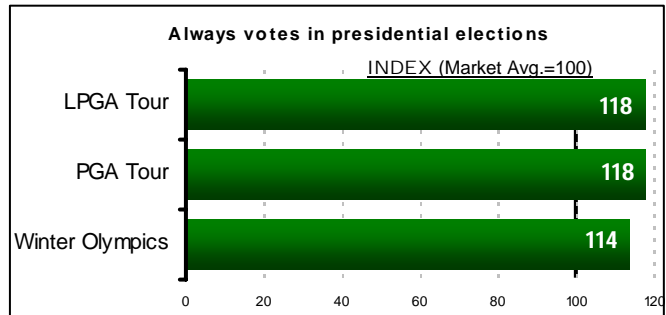
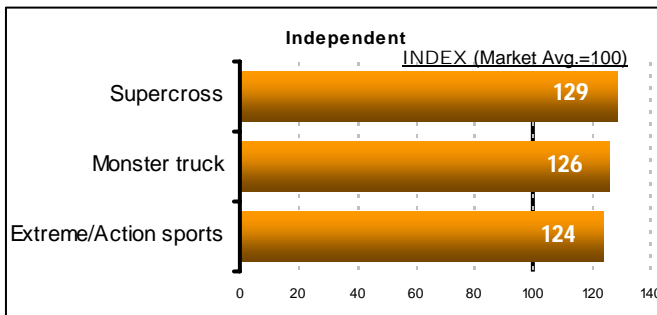
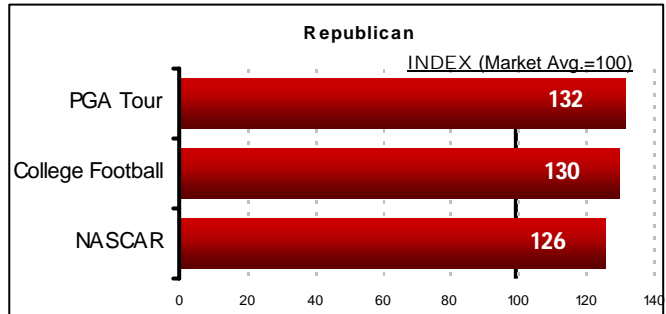
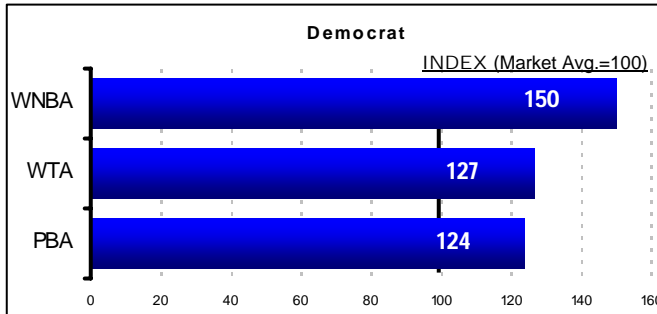
If your sport shows up here, do you have options to promote using these programs?



Political Party Affiliation & Voting

Did you know we ask these questions?

Which fans are most likely to be....



Source: Scarborough Multi-Market Release 2 2007(12 mo.)

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Trainer's Corner

With Michael McAllister, Account Manager

Use PRIME NEXT's Notebook Control tab to turn off tabs that are not typically used. In its current version, PRIME NEXT has 45 different tabs, but you may not get much use out of tabs such as NSI Profiler or Costs & Factors. Turning off rarely used tabs helps to make Prime easier to navigate. To do this, follow these steps:

- Press the Tools button and use the arrows on the far right-side of the screen in Prime until you come to the last tab, named Notebook Control.
- Within Notebook Control, you notice that there are check marks next to every tab.
- Holding down the Control key, uncheck the tabs that you rarely use.
- If you inadvertently uncheck all of the tabs, simply press the Undo Recent Selections button at the bottom of the screen.

Tabs that are unchecked can always be turned back on at any point.

For a list of recommended tabs to keep on, contact your friendly Scarborough Sports Account Manager.

NEW HIRE ANNOUCEMENT!

We are very pleased to announce that Diana Corte has joined Scarborough Sports Marketing as an Account Manager. Diana will work out of her home office in Chicago.