

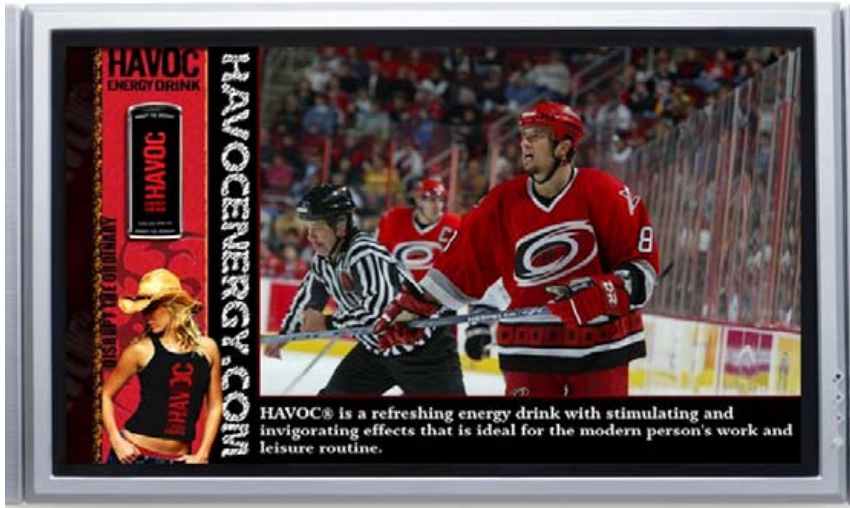
Sports Media, Inc.

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Sports Media Stadium/Arena Television Network offers advertisers on-screen graphic, animation, audio, and video, utilizing existing television screens in stadiums and arenas.

The Next Generation in Digital Signage, Sports Media enables integration of logos, dynamic animated graphics, text content and video. All graphic pages can be individually controlled via a schedule that permits looping on duration or specific days of the week and time of day. In addition there is the ability to integrate audio WAV files for sound effects, sound clips or voice-over capability. *Put Your Name in the Game!*

SPORTS MEDIA strives to provide the highest level of commercial and customer service to all our clients



- Located in Professional Sporting Venues
- Take control of the global signage network with over 300 TV set in each stadium/arena
- Create clear, consistent signage, deployed when and where you select
- Full-motion video regions and animations
- Play audio WAV files overlaid with incoming audio
- Multiple graphic zones may be independently sized and positioned
- Schedule pages in play list, including looping durations or specific day and time control
- Content Distribution - deliver content to sports loyal fans, your audience
- Dynamic broadcast quality effects



Sports Media Stadium TV Network

Sports Media technology has the capability to offer sponsorship of services like live news feeds, sports scores, news, weather information and emergency alert system in stadiums and arenas.

SPORTS MEDIA Stadium/Arena Television Network, technology is based on Chyron's renowned broadcast graphics technologies, offers a low-cost video informational display in Stadiums and arenas.

The Sports Media Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sports Media Studios be your design staff, making The SPORTS MEDIA Stadium/Arena Television Network even easier to use.



520 EIGHTH STREET SILVIS, ILLINOIS 61282-1413

WWW.SPORTSMEDIA.NET



NBA-NHL ***In-Arena TV Advertising Network***

NETWORK DETAILS:

- 17 Pro Teams 8 NBA and 9 NHL Digital In-Arena TV Network (See list of teams attached)
- Over 697 total games played
- 13 U.S. States represented, 17 Top 50 DMA's
- 13 million in attendance
- Advertisers commercials run on every TV set in Arena including suites

AD INVENTORY –

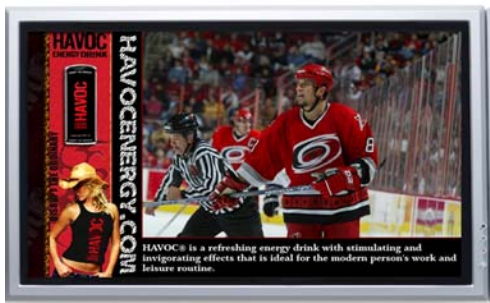
- 12-30 second ads per game, one (1) every 15 minutes.
- 15 minute logo exposure scrolling banner sports score sponsor

RATE CARD – 12-30 second Ads per game

- **Full-Season Full Run:** \$1,000 per game x 41 games x 17 teams = **\$697,000 net**
- Total: 30 second ads 8,364, cost of each ad \$83.33
- CPM \$15.30 Viewership 3.5 time per game
- **Full-Season NBA:** \$1,000 per game x 41 games x 8 teams = **\$328,000 net**
- Total: 30 second ads 3,936, cost of each ad \$83.33
- CPM \$15.30 Viewership 3.5 time per game
- **Full-Season NHL:** \$1,000 per game x 41 games x 9 teams = **\$369,000 net**
- Total: 30 second ads 4,428, cost of each ad \$83.33
- CPM \$15.30 Viewership 3.5 time per game
- **Half-Season Full Run:** \$1025 per game x 20 games x 17 teams = **\$348,500 net**
- Total: 30 second ads 4,080, cost of each ad \$85.42
- CPM \$15.31 Viewership 3.5 time per game

Sports Score Sponsor – Logo Exposure

- **Full-season:** \$275 per game x 41 games x 17 teams = **\$191,675 net**
- **Half-season:** \$325 per game x 20 games x 17 teams = **\$110,500 net**



Sports Media Stadium-Arena TV Advertising Network will offer advertisers on-screen graphic, animation, and video, utilizing existing television screens in stadiums and arenas. Advertisers receive 12 – 30 second spots per game

The Sports Media Studios offers advertisers, content creation solutions for those without a design staff on hand. Let Sports Media Studios be your design staff, making The SPORTS MEDIA Stadium/Arena Television Network even easier to use.

SportsMedia.TV – NBA-NHL Network

	Team	City	State	DMA Ranking
1	Atlanta Hawks (NBA)	Atlanta	GA	8
2	Atlanta Thrashers (NHL)	Atlanta	GA	8
3	Buffalo Sabers (NHL)	Buffalo	NY	50
4	Charlotte Bobcats (NBA)	Charlotte	NC	25
5	Columbus Blue Jackets (NHL)	Columbus	OH	32
6	Dallas Stars (NHL)	Dallas	TX	5
7	Dallas Mavericks (NBA)	Dallas	TX	5
8	Detroit Red Wings (NHL)	Detroit	MI	11
9	Indiana Pacers (NBA)	Indianapolis	IN	26
10	Minnesota Timber Wolves (NBA)	Minneapolis	MN	15
11	NY Islanders (NHL)	New York	NY	1
12	Orlando Magic (NBA)	Orlando	FL	19
13	Phoenix Coyotes (NHL)	Glendale	AZ	12
14	Portland Trail Blazers (NBA)	Portland	OR	23
15	St Louis Blues (NHL)	St. Louis	MO	21
16	Washington Capitals (NHL)	Washington	DC	9
17	Washington Wizards (NBA)	Washington	DC	9

Proposed prices and advertising locations are provided for informational purposes only and do not constitute an offer.

Final terms and conditions for the specified Sports Media services is contingent upon execution of a mutually agreeable written advertising contract for those services between your company and Sports Media.

Such advertising contracts are subject to inventory availability, compliance with Sports Media's standard advertising requirements, pre-existing contractual commitments, and applicable law.

Sports Media neither reserves nor guarantees advertising inventory on the basis of any proposal.

This proposal does not constitute a contract between your company and Sports Media, and its terms, and all communications with respect to the proposal, create no reliance interest.

Teams have final approval of all creative and advertising category

All rates are net

NBA FAN DEMOGRAPHICS:

- 59% of our fans are male and 41% are female.
- 37% are between the age of 18 and 34 years old.
- 48% of our fans are from households with an income above \$50,000.
- 62% are from households headed by college graduates.
- 61% have households with children.
- 66% Access the Internet Regularly

NHL FAN DEMOGRAPHICS:

- 78% of our fans are male and 22% are female.
- 79% are between the age of 18 and 44 years old.
- 60% of our fans are from households with an income above \$50,000.
- 81% are from households headed by college graduates.
- 63% have households with children.
- 91% Access the Internet Regularly

SportsMedia.TV Network Advantage

- Certified Attendance
- Clear Demographics
- Sports Brand Loyalty Index
- Captive Audience for 3 hours
- Live Sports Broadcast Content
- 300 TV set in each stadium/arena
- Reach C-Level Executive and Suite Holders

OTHER OPPORTUNITIES AVAILABLE

- Jumbotron
- Arena Signage
- Stand-In
- Cup Holders
- Mobile Marketing
- Interactive Mascot Kiosk
- Hospitality

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Sports Mobile Marketing

As interactive sports fan ask for more ways to be engaged in stadiums and arenas, Sports Media answered the call with mobile marketing programs. Mobile marketing can now be activated with several of Sports Media products, including; Jumbotron, concession trays, SM TV Network and the new cup holder Stand In insert. Engage the fan with coupons, interactive downloads, trivia/voting, contests, interactive picture voting, sponsored game updates, ringtones and wallpapers.



Why Mobile?
Activate fans in their seats
Drive short term sales
Engage fans beyond the stadium
Create 'live' loyalty databases Gain immediate metrics for sponsors

Sports Mobile Advertising and Promotional Marketing Programs

Instant Coupons: Text in for sponsored coupons, Bring coupons to concession stands, store or website for discounts and giveaways, Can be sent as part of a contest or as a stand alone.

Voting/Trivia: Sponsored vote or player of the game

i.e. Select today's Subway Player of the Game. For LeBron James, text A; for Drew Gooden, text B. Every person who texts in receives a sponsored message back, that could be an ad or a coupon. i.e. "Thanx 4 playing Subway Player of the Game. Show this coupon at the Easton Ave. Subway for a free drink when you buy a meal. Expires 10/14/08" Winner is announced later in game

Live Game Updates: Sponsor live game text updates to subscribers during game with sponsor message in text. 4-5 texts per game

i.e. Brian Griese throws another interception for a td, bears down 14-7. Brought to you by Chicago Tribune, visit www.tribune.com for more. Promotional opportunities: Announce at games Post on website Optionally we can build a WAP page for sponsor for an immediate link

Ringtone/Wallpaper Packages: Wallpapers that includes sponsor logo or sponsored ringtones. Different wallpapers/ringtone for each game, each sponsor. Download page on web or wap includes sponsor message. Associate a discount, i.e. anyone who shows the wallpaper when they enter the gate gets a coupon for a free item

Sports Media creates the wallpapers/ringtones and hosts the download pages Promotional opportunities: Announce at games Promote on Jumbotron

Instant Win/Sweepstakes: Text to win contests i.e. text in now to win a free ford car text your answer to a trivia question to win a year free DirecTV - Sports Media Mobile is the exclusive mobile provider for ePrize the leading instant win/sweepstakes company in the US Sports Media Mobile will handle all legal, and regulatory issues.

Mobile Website (WAPsites): Can be setup in conjunction with any program. Drives people to sponsored content. Why can't people use our regular websites on their phones? Not designed for "thumb browsing", Doesn't automatically fit to screen.

Picture Vote: Fans are invited to send in picture messages with the funniest picture of themselves to win fan of the game. Moderator selects and posts top pictures to big screen. Fans vote on top picture, person with most votes is called up and wins. Sponsors get logo shown during picture vote. Sponsored text messages sent to voters and contestants.

Interactive Downloads: Download videos of team clips, pictures of cheerleaders and players. Can combine with a contest i.e. vote for play of the week, favorite cheerleader etc. Announce the downloads at the games. Sponsors can place banner ads on mobile download site.

Shout Out Contests: People in stands are asked to text in something to enter into a contest. i.e. send your friends a shout out on the big screen and you'll be entered to win a free itunes gift certificate. Fans send in Messages that are displayed next to a prominently featured sponsor logo. i.e. Lets go VC! -John. Every person who texts in receives a sponsored message back. i.e. "Thank you for participating in the Ford team support board. Learn more at ford.com/team". Can be setup to send back a code that can be checked online or via a mobile website. Messages are automatically filtered for inappropriate language.