



Triple-A In-Stadium Digital Advertising Package

NETWORK DETAILS:

- 30 Triple-A Teams (See list of teams attached)
- Over 2,100 total games played
- 14+ Million Fans
- 17 of the top 50 television markets in the United States
- 18 of the top 50 fastest growing cities in the United States
- 74 Fortune 500 companies are headquartered in Triple-A markets

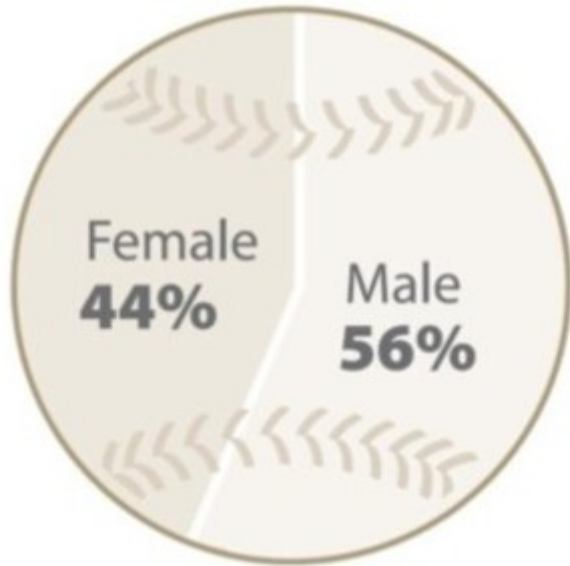
SPORTS MEDIA DIGITAL PACKAGE (See attached sheets for details on each digital product)

- In-Stadium TVs – Sponsor would receive up to 27 thirty-second ad spots or 30- minutes of static logo exposure on the TVs throughout each game.
- Interactive Mascot Kiosk – Sponsor has the option to have kiosk designed in likeness of it's own brand mascot or to sponsor a team mascot.
- Mobile Phone/Text Marketing - This can be integrated with the in-stadium TVs and the interactive mascot kiosk to create a total digital solution throughout all 30 Triple-A Baseball markets.

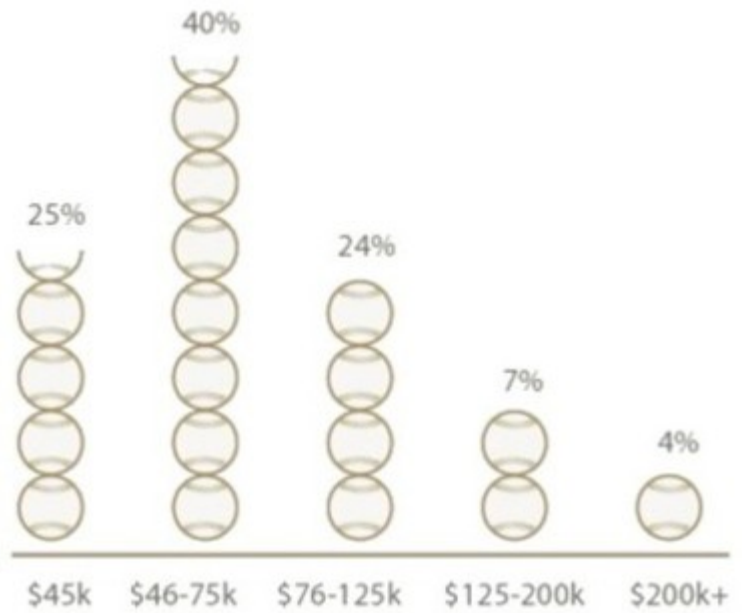
RATE CARDS –

- In-Stadium Televisions 12-30 second Spots per game
 - **Full-season:** \$150 per game x 70 games x 30 teams = **\$315,000 net**
 - Total 30 second spots 19,320 cost of each spot \$12.50
 - CPM \$5.37 Viewership 4.5 time per game
 - **Half-season:** \$175 per game x 35 games x 30 teams = **\$183,750 net**
 - Total 30 second spots 9,660 cost of each spot \$14.58
 - CPM \$6.26 Viewership 4.5 time per game
- Interactive Mascot Kiosk
 - Production of 30 kiosks @ \$25,000 each = \$750,000
 - Monthly fee for activation/system administration during season- \$1,500/month x 30 teams x 6 months = \$270,000
 - Total Sponsorship Investment for Interactive Mascot Kiosk in all 30 parks = \$1,020,000
- Mobile Phone/Text Marketing Program – See attached sheet for details on program options

Gender Breakdown



Income Level Breakdown



Age Breakdown:

Young Children (7 & under)	4%
Tweens (8-12)	7%
Teenagers (13-17)	6%
Young Adult (18-24)	13%
Adult (25-35)	22%
Mature Adult (36-50)	30%
Early Seniors (51-65)	13%
Seniors (66+)	5%

Education Level:

Student	11%
High School Graduate	19%
Some College	14%
Undergraduate Degree	42%
Postgraduate Degree	14%

Occupational Breakdown:

Professional / Manager	49%
Blue Collar / Trade	16%
Student	11%
Retired	10%
Self-Employed	8%
Homemaker	6%

Other Facts:

- 69% of fans own their own home
- 53% of fans have children living in their household under the age of 18
- 91% of fans have a major credit card
- 49% of fans attend 6+ games per season

Triple-A Baseball Attendance: Where Does it Rank?

<u>League</u>	<u>Season</u>	<u>Attendance</u>	<u>Games</u>	<u>Teams</u>
Major League Baseball	2007	79,493,687	2,425	30
National Basketball Association	2006-07	21,808,621	1,228	30
National Hockey League	2006-07	20,854,299	1,230	30
National Football League	2006-07	17,606,057	256	32
Triple-A Baseball	2008	14,443,648	2,106	30
American Hockey League	2006-07	5,909,687	1,080	28
East Coast Hockey League	2006-07	3,752,804	900	25
Major League Soccer	2007	3,250,650	195	13
Central Hockey League	2006-07	2,387,286	544	17
Arena Football League	2007	1,883,599	160	20
Women's National Basketball Association	2007	1,548,343	238	13
United Hockey League	2006-07	1,307,858	380	10
Arenafootball2	2007	1,126,861	240	30

TRIPLE-A BASEBALL TEAMS/MARKET RANK

	TEAM	CITY	STATE	MARKET RANK
1	Albuquerque Isotopes	Albuquerque	NM	44
2	Buffalo Bisons	Buffalo	NY	50
3	Charlotte Knights	Charlotte	NC	25
4	Colorado Springs Sky Sox	Colorado Springs	CO	93
5	Columbus Clippers	Columbus	OH	32
6	Durham Bulls	Durham	NC	28
7	Fresno Grizzlies	Fresno	CA	55
8	Gwinnett Braves	Lawrenceville	GA	8
9	Indianapolis Indians	Indianapolis	IN	26
10	Iowa Cubs	Des Moines	IA	71
11	Las Vegas 51s	Las Vegas	NV	43
12	Lehigh Valley Ironpigs	Allentown	PA	41
13	Louisville Bats	Louisville	KY	48
14	Memphis Redbirds	Memphis	TN	47
15	Nashville Sounds	Nashville	TN	30
16	New Orleans Zephyrs	New Orleans	LA	53
17	Norfolk Tides	Norfolk	VA	42
18	Oklahoma RedHawks	Oklahoma City	OK	45
19	Omaha Royals	Omaha	NE	75
20	Pawtucket Red Sox	Pawtucket	RI	46
21	Portland Beavers	Portland	OR	23
22	Reno Sidewinders	Reno	NV	110
23	Rochester Red Wings	Rochester	NY	78
24	Round Rock Express	Austin	TX	51
25	Sacramento Rivercats	Sacramento	CA	20
26	Salt Lake Bees	Salt Lake City	UT	35
27	Scranton/Wilkes-Barre Yankees	Scranton	PA	54
28	Syracuse Chiefs	Syracuse	NY	80
29	Tacoma Rainiers	Tacoma	WA	12
30	Toledo Mud Hens	Toledo	OH	72