

Sports Media, Inc.

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SUPER BOWL XL CUP BRANDING, They take it home and keep it forever!

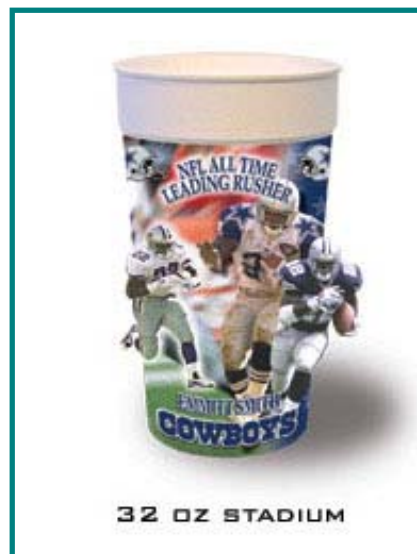
3D Lenticular Plastic Cups by Sports Media are excellent promotional products and high impact collectibles. These dishwasher safe souvenir cups offer 360° viewing with high quality lenticular 3D imaging. Consumers take them home and keep these collectibles forever, giving advertisers and sponsors long lasting brand impressions. For Super Bowl XL three cups shall be used, a 22 oz. Cups, 32 oz. cup and 12 oz. cup sizes. CD Cup Lids will be included for the 32 oz. cups.



***3D Lenticular Cups offer a unique and creative delivery methods to:
Create Brand Identification,
Brand Loyalty,
and Brand Activation,
with Measurable Result***

Advertising Benefits

- ◆ High visibility and exposure at Super Bowl XL
- ◆ Effective advertising and branding medium
- ◆ High-end promotional items and durable, long-lasting collectibles
- ◆ Distribution at concession stands and suites
- ◆ 97% take home rate builds relationships directly with consumers
- ◆ Ability to further reach consumers through concession sales and limited edition CD
- ◆ Convenience and cost saving targeting consumers at Point Of Sale
- ◆ CD Content banded the Sponsors message
- ◆ CD content may included sweepstakes, tool bar, music and video 280MB



SUPER BOWL XL CUPS

Sponsor will have an opportunity for logo placement on all beverage cups used at Super Bowl XL February 5, 2006. Lenticular cups offer a 97% take home rate. The cups and CD lids program consist of the following:

- ◆ 40,000 - 22 oz. Cups
- ◆ 50,000 - 32 oz. Traveler Cups
- ◆ 50,000 - 32 oz. CD Cup Lids
- ◆ 10,000 - 12 oz. Cups
- ◆ Sponsor subject to NFL approval
- ◆ Location Ford Field, Detroit Michigan
- ◆ Distribution date February 5, 2006
- ◆ Co-Branded with NFL and Levy
- ◆ Super Bowl XL logo on all cups
- ◆ Sponsor Logo on all cups
- ◆ All fees included
- ◆ FOB Shipping not included
- ◆ \$135,000 Net

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