

ESPN ACCESS TO ASSETS 2007

DIVISIONS	CONTACT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC												
SPORTS	SPORTS, PRODUCT, AND/OR ON-AIR MANAGEMENT	Arena League Football			Fantasy Draft Day			ESPN Monday Night Football																	
		March Madness			NCAA College World Series			College Football																	
		Busch Series Begins		IndyCar Series Begins		Indy 500		NASCAR Nextel Cup Series																	
		All-Star Celebrity Game			MLB Season Opens			Home Run Derby		Little League World Series															
		Winter X			Bassmaster Classic			NBA Playoffs		NBA Finals		WNBA All-Star		WNBA Playoffs		WNBA Finals									
		Australian Open			Black History Month			US Open		Par 3 Shootout		Women's British Open		X Games		FIFA Women's World Cup									
		State Farm Figure Skating Championship			ISU World Championship		Spring Open		Wimbledon		ESPYS		MLS All-Star		MLS Cup										
					ESPN The Weekend-Play Your Way, ESPN V Foundation Show your Spirit, NASPE Major of the Year/ESPN Play Your Way Awards, Special Olympics Winter Games-Bristol			3rd Annual Spirit of Jimmy V New York Gala/NY, College of New Rochelle Wellness Week-Play Your Way, Earth Day-Reuse-A-Shoe Program		Special Olympics Regional Games, AmeriCares Homefront Project-Bristol		Don't Give Up ESPYS V Foundation Auction on ESPN Radio, ESPY Celebrity Golf Classic-Los Angeles, Fresh Air Fund, Back to School Back Pack Program		Summer X Games-V Foundation/WOW Kids, Jimmy V Celebrity Golf Classic-Pinehurst, NC, V Foundation Board Mtg. & Wine Celebration		MEAC-SWAC-High School Program, Hispanic Heritage Month-ESPN Soccer Clinic-Bristol		Jimmy V Basketball Classic New York Dinner Auction		Holiday Programs		Holiday Programs, V Men's Classic-MSG, V Women's Classic-Rutgers			
		ESPN	TODD HELMRICH/MICHAEL LAKE	Around the Horn, Pardon the Interruption, 1st and 10, Jim Rome is Burning																					
				US Poker Championship				World Series of Poker				SC Presents: Lives in Sports													
After Dark				Ultimate NASCAR		Bronx is Burning		ESPN Reports		Contender		SC Presents: Lives in Sports													
ESPN 2	TODD HELMRICH/MICHAEL LAKE	NBA Live						Mike and Mike in the Morning, First Take																	
		NASCAR Now						Summer House																	
ESPN NEWS	TODD HELMRICH	The Fantasy Show																							
		The Hot List, Around the Horn, Pardon the Interruption, The Pulse, Football Friday																							
ESPN Classic	TODD HELMRICH	Reel Classics, Top 5 Reasons You Can't Blame..., Who's #1, 60 Minutes on Classic, Stump the Schwab																							
ESPN DEPORTES	FELIX PEREZ	Australian Open, Mexican Pacific, Venezuelan and Dominican Baseball League Playoff's		Start of 2nd Half of UEFA Champions League: Mexican Soccer, NBA		UEFA Champions League: Mexican Soccer, NBA		UEFA Champions League knock-out round, MLB Opening Day, NBA, Mexican Baseball League		Indy 500, French Open, UEFA Champions League Finals, NBA Playoffs		NASCAR Busch Series: The Milwaukee Mile, Mexican Baseball League, French Open, MLB		NASCAR Nextel/Busch Series, MLB, Wimbledon, Mexican Baseball League		NASCAR Nextel/Busch Series, ATP Masters Series: Roger Masters Toronto, MLB		NASCAR Nextel/Busch Series, NFL, UEFA Champions League, MLB		NASCAR Nextel/Busch Series, NFL, UEFA Champions League		NFL, Tennis Masters Cup, UEFA Champions League, Dominican Baseball League		NFL, Mexican Pacific Baseball League, Venezuelan Baseball League, Dominican Baseball League	
		Australian Open, NFL Playoffs, Copa Libertadores (Soccer)		Super Bowl, Baseball's Serie del Caribe, NBA All-Star, NASCAR Begins (+ Fantasy)		MLB Spring Training (+ Launch of Fantasy)		MLB Season Starts (+ Fantasy), Augusta Masters, America's Cup, NBA Playoffs		UEFA Champions League Final, Roland Garros, NBA Playoffs		Roland Garros, Wimbledon, Copa Libertadores final, ConCACAF's Gold Cup in USA, US Open, Copa America, NBA Finals		Wimbledon, Copa America, Tour de France, MLB All-Star, Pan American Games, The Open Championship, NFL Training Camps		PGA Championship, NFL Pre-Season, LLWS, US Open, Copa Sudamericana (Soccer), American's Pre-Olympic Tournament (Basketball)		NFL Season Begins (+ Fantasy), US Open, Rugby World Cup, WC 2010 (Soccer) Qualifier, UEFA Champions League, MLB Playoffs start		Rugby World Cup, MLB World Series		NBA Season Begins (+ Fantasy), Masters Cup, Davis Cup Final, Baseball's Winter League Begins		FIFA's Club World Championship, Copa Sudamericana Final	
ESPN U	ROB TEMPLE/MICHAEL LAKE	College Basketball Championship Week																							
		College Football																							
ESPN PLUS	DEE DECARLO	O'Reilly Auto Parts ESPNU Bracket Busters																							
		MEAC/SWAC Football Challenge																							
ESPN HD ESPN2 HD	TOM HAGEL	5 flighted opportunities for HD endemic sponsors. Tremendous on-air added value opportunity for sponsors to associate their brand with ESPN/ESPN2 HD offerings.																							
ESPN .COM	TIM WARE	Winter X, BCS Bowls, Australian Open		Suberbowl, CFB National Signing Day, NHL All-Star Weekend		Tourney Challenge and March Madness, Champ Week, Spring Training		Masters, MLB Opening Night, Fantasy Baseball		NBA Playoffs, NHL Playoffs and Finals, French Open		US Open, NBA Finals, NBA Draft, NHL Finals		British Open, MLB All-Star Game and Home Run Derby, Brickyard 400, Wimbledon, ESPYS		Summer X, PGA Championship, US Open, Little League World Series		Tour Championship, Chase for the Cup begins		MLB Playoffs, World Series		Chase for the cup ends, NIT		CFB Bowls	
		Winter X, College Basketball Championships		College Basketball (Bracket Busters), College Football Signing Day		College Basketball Championship Week, Big East Tournament		NFL Draft Capsule, Indy Car		Indy 500		US Open Golf, French Open, Wimbledon, College World Series, UEFA Under 21 Championship, FIFA U20 World Cup, NASCAR, MLS, AFL		Wimbledon, MLB All-Star Home Run Derby, Celebrity Softball, FIFA U20 World Cup, NASCAR, MLS, AFL		X Games, Little League World Series, NASCAR, MLS, FIFA U17 World Cup, College Football		College Football, Rugby, Women's World Cup, NASCAR, MLS, UEFA Champions League		College Football, NASCAR, MLS, UEFA Champions League		College Football, UEFA Champions League, NASCAR, MLS		College Football, College Basketball, UEFA Champions League	
ESPN THE MAGAZINE	MICHAEL BESHAR	ESPN 100: 2006 Greatest Moments in Sports, BCS Preview, NFL Playoffs, Australian Open Tennis Preview, College Basketball Conference Preview, Winter X Games Preview		NEXT '07, Super Bowl Preview, NASCAR Preview, NBA All-Star		Fantasy MLB Preview, NCAA Tourney Preview		MLB Preview, Final Four Preview, Masters Golf Preview, EXPN, NFL Draft Preview		NBA Playoff Preview, NBA Playoff Coverage		Speed Issue + Indy 500 Preview, French Open Preview, WNBA Preview; Summer Fun: Athletes on Athletes + 24 Hours in Sports - Photo opp, US Open Golf Preview, NBA Finals Preview		NBA Draft Preview, NHL Draft Preview, Wimbledon Preview, Tour de France Preview, MLB Mid-Season Report, British Open Preview, NFL Fantasy Preview, Summer X Preview		PGA Preview, Fall Preview, College Football Preview, US Open Tennis Preview		NFL Preview, NASCAR Chase for the Cup Preview, Jobs in Sports		The Power 100 Issue, NHL Preview, MLB Playoffs Preview, EXPN, Midnight Madness, MLB Playoffs		World Series Preview, NBA Preview, College Basketball Preview		NFL Mid-Season Report, SportsNation: State of the Fan, ESPN 100: 2007 Greatest Moments in Sports, BCS Preview	
		Soccer Mexican League, Baseball Caribbean Series		Soccer MLS Preview		Next Hispanic Athlete, Boxing Oscar de la Hoya, Baseball MLB Preview		Soccer Champions League, World Cup sub 20, European Leagues finals		Soccer Copa America, Gold Cup, Dominos World Cup, Tennis Roland Garros		Fan Issue, Soccer Mexican League Finals, MLS New Blood, NBA Finals, Panamericans Games, MLB All-Stars, Tour de France		Soccer Mexican League World Cup sub 17, X Games, Baseball Latino All-Stars		Tennis US Open, Soccer Champions League Preview, Copa Sudamericana Preview, NFL Preview		Hispanic Heritage Month, MLS Playoffs, MLB Playoffs		NBA Preview, MLS Cup, Motorsports: NASCAR F1, IRL, Championship Car		Year in Sports, Soccer Mexican League finals, Latin American championships, New Year 2008			
ESPN INTERNATIONAL	MASCHA JOOREN	X Games Shanghai																							
		X Games Mexico City																							
ESPN RADIO	KEITH GOLDSTEIN	ESPN Radio is the premier 24/7 sports radio network in the country, boasting over 720 affiliates (300 full-time) and 99.9% U.S. DMA coverage.																							
ESPN Special Events	LYNN KADRI	ESPN Lounge at Sundance Film Festival, Winter X Games Eleven		Super Bowl XLI, Daytona 500, NBA All-Star Weekend, Bassmaster Classic		NASCAR, Men's Final Four		Women's Final Four, Tribeca/ESPN Sports Film Festival		Executive Committee Meeting, NCTA Dinner		Home Run Derby, MLB All-Star, ESPY Celebrity Golf Events: ESPY Awards, Brickyard 400		X Games Thirteen: ESPN the Picnic		Monday Night Football Event		ESPN Fall Classic at Trump National Golf Course		ESPN Holiday Party					
		ESPN Affiliate Sales & Marketing enables marketers to target geographic areas and reach specific demographics across multiple mediums including television, radio, online, team marketing, events and promotions.																							
ESPN CONSUMER PRODUCTS	STEVE TEDDER	Credit Card		Credit Card		Credit Card, Better Batter Baseball		Credit Card, Better Batter Baseball		Credit Card, Better Batter Baseball, ESPN Gift Collection		Credit Card, Better Batter Baseball, ESPN Gift Collection		Credit Card, ESPNU Apparel, College GameDay Apparel		Credit Card, ESPNU Apparel, College GameDay Apparel, ESPN Tailgating		Credit Card, ESPNU Apparel, College GameDay Apparel, ESPN Tailgating, ESPN Hand held games, ESPN 21st Century Trivia		Credit Card, ESPNU Apparel, College GameDay Apparel, ESPN Tailgating, ESPN Hand held games, ESPN 21st Century Trivia, ESPN Indoor Rec		Credit Card, ESPNU Apparel, College GameDay Apparel, ESPN Hand held games, ESPN 21st Century Trivia, ESPN Indoor Rec, ESPN Holiday Ornaments		Credit Card, ESPNU Apparel, College GameDay Apparel, ESPN Hand held games, ESPN 21st Century Trivia, ESPN Indoor Rec, ESPN Holiday Ornaments	
		X Games Apparel		X Games Apparel		X Bike, Electronics		X Bike, Electronics		X Games Apparel, Electronics		X Games Apparel, Electronics		X Games Apparel, Electronics		Electronics		X Bike, Electronics		X Bike, Electronics		X Bike, Electronics			
EA ELECTRONIC ARTS	BRIAN DAILEY	NCAA Football '08																							
		NASCAR '08																							
ESPN HOME ENTERTAINMENT	SHELLEY TABOR	Madden NFL '08, Tiger Woods PGA Tour '08																							
		NHL '08, FIFA '08																							
ESPN GOLF SCHOOLS	CHRIS LONG	Through the Fire - Special Edition, 2007 Rose Bowl						Honor Roll: College Basketball (Vol. 1, 2, 3)		2006 Year in Review, ABC's Wild World of Sports, Before They Were Pro's: High School Hoops, Remembering Marshall, SportsCentury Wayne Gretzky		SportsCentury Barry Bonds, The 3-Club Tour with Hank Haney, Top Tips with Hank Haney, Ali's 65, Ali's dozen, Ruffian		Best of X Games, Ultimate NASCAR (Vol. 1, 2, 3, 4), SportsCentury Dale Earnhardt		Honor Roll College Football (Vol. 1 & 2)		Bronx is Burning, Ringside Top 10 Heavyweights							
		Ongoing one-, two- and three-day resort school programs. Our schools are places throughout the year in over 50 different markets. To get the latest dates and locations log onto www.espngolfschools.com						Ongoing one-day programs						Ongoing one-day touring schools and resort school programs											
ESPN BOOKS	SANDY DESHONG	Third and Mile: The Trials and Triumphs of the Black Quarterback, Man in the Middle		ESPN Ultimate NASCAR: 100 defining Moments in Stock Car Racing History		After Jackie: Pride, Prejudice, and Baseball's Forgotten Heroes: An Oral History		Ruffian: A Racetrack Romance, 23 Ways to Get to First Base: The ESPN Encyclopedia		ESPN GameDay Gourmet		The Big Jump: The Tao of Travis Pastrana		It Never Rains in Tiger Stadium, ESPN Guide to Psycho Fan Behavior, Meat Market: A Season Inside College Football's No. 1 Recruiting Machine		Steroid Nation, Breaker Boys: The NFL's Greatest Team and the Stolen 1925 Championship		ESPN Sports Almanac 2008							
		An affordable way to incorporate a message or product into an immersive ESPN experience. With over 5M impressions per year from eight high-profile restaurant locations, ESPN Zone offers what no other competitor can on either a national or regional level. Custom messaging opportunities include: check inserts, spots on internal TV network, posters, sampling, product placement, watch parties, special events and extensive website presence (over 4M impressions per month).																							
Walt Disney Pictures	JOELLE DOWNES	Pirates of the Caribbean: At World's End																							
		Ratatouille																							
Touchstone Pictures	JOELLE DOWNES	The Invisible																							
		Dan in Real Life																							
Underdog	The Game Plan	The Nightmare before Christmas in 3D																							
		Enchanted																							
National Treasure: Book of Secrets																									