

XCC 45/46 BEATDOWN AT THE BALLROOM 8-9 TV COVERAGE - LOCAL AND NATIONAL



XCC MMA ON



FSN Information:

- FSN Detroit is the #1 Prime Time Cable Network in Michigan
- FSN Detroit is the #5 Overall Television Network in Michigan
- FSN Detroit reaches 3.2 million fans here in the Midwest market and more than 8 million displaced fans across the USA.

Previous XCC events broadcast on FSN Detroit have aired as much as a ten times during their circulation period in the tri-state area, as well as nationwide. Most episodes air between 5-10 times.

The ratings for XCC MMA events have reached as high as a 2.1 share -- which is the percentage of the 12 million plus households that viewed the broadcast. This means that the past event was watched by more than 3 million households.

Comparatively speaking, Pistons games on FSN Detroit range from 3.6 to 5.0. Indiana Pacer games (on FSN Midwest) range from 2.3 - 3.4, while on FSN Ohio, Cavs games are pulling a 3.6

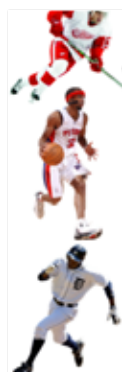
FSN DETROIT - COVERAGE AREA REACHING OVER 3.2 MILLION SUBSCRIBERS!



DMA's:	Cable & Satellite:
Detroit	1,541,312
Grand Rapids/Kalamazoo/B.C.	503,896
Flint/Saginaw/Bay City	358,289
Toledo	262,896
Lansing	198,424
Traverse City/Cadillac	161,072
Marquette	76,994
South Bend/Elkhart	55,384
Green Bay-Appleton	16,046
Albany	11,592
Dayton	10,304
Duluth/Superior	9,016
Total Subscribers	3,204,286

22% of total subscribers come from 700,000+ satellite homes (DirectTV, Dish Network, etc.)

Source: Nielsen Media Research 2008



- FSN Detroit is the #1 Prime Time Cable Network in Michigan
- FSN Detroit is the #5 Overall Television Network in Michigan
- FSN Detroit reaches every market in every corner of Michigan consistently. *Statewide reach is mission critical when considering recruiting efforts.*
- FSN Detroit reaches 3.2 million fans here in Michigan and more than 8 million displaced fans across the USA.
- **The Red Wings, Pistons and Tigers organizations each decided that FSN Detroit was the single, best Television Network to produce, promote and distribute their games and related content**

Source: National Hockey League Communications Dept.

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AMERICA ONE TELEVISION NETWORK (National Coverage)

15 to 20 Million Homes plus options from sports networks throughout the United States

NEW ENGLAND SPORTS NETWORK

4.5 Million Homes

FOX SPORTS INTERNATIONAL

4.5 Million Homes

SPORTS NETWORK NEW YORK

(Covers entire state of N.Y.)
8.3 Million Homes

MID ATLANTIC SPORTS NETWORK

(Wash. D.C., Maryland, N.C., S.C., 5.0 Million Homes Virginia, parts of Delaware, parts of Pennsylvania)

FIGHT CHANNEL CANADA

(Covers country of Canada)
5.0 Million Homes

SUNSPORTS NETWORK (FSN)

(Entire State of Florida)
8 Million Homes

FUSION T.V. NETWORK

(National Coverage)
20 Million Homes Shows air twice a month Wednesday and Saturday at 9 to 11p.m.

TIME WARNER SPORTS

450,000 Homes Rochester, New York

TIME WARNER SPORTS

1 million homes Buffalo/Seneca New York

COMCAST SPORTSNET BAY AREA

LONE STAR SPORTS NETWORK

3 million

COMCAST SPORTSNET CHICAGO

5 million homes

COMCAST SPORTSNET WEST

2.5 million homes

COMCAST SPORTSNET CLEVELAND

2.4 million homes

WRCXTV 40 DAYTON OHIO

KOTV

(England, South Africa) 35 million homes

TOTAL

130 Million Homes Minimum

COMCAST SPORTS SOUTHEAST

6 million homes

COMCAST PHILADELPHIA

CARIBVISION

(Shown in 21 Islands) 500,000 homes

FOX SPORTS NORTH

KOLO TV

(ABC AFFILIATE IN RENO)
(CHARTER CABLE)

FOX SPORTS MIDWEST

FOX SPORTS OHIO

SPORTS TV - CHICAGO

20 million homes

OVER 130 MILLION HOMES REACHED