

AT A GLANCE

The logo for CBS College Sports, featuring the CBS eye symbol and the text "CBS COLLEGE SPORTS" in a stylized font.

CBS COLLEGE SPORTS NETWORK – THE PULSE OF COLLEGE SPORTS

The CBS College Sports Network has tons of live games, groundbreaking studio programming and everything fans need to keep their blood pumping.

It's all the action – all the passion – all the time.

- The first NATIONALLY DISTRIBUTED 24-hour cable network devoted to college sports
- The cable home of NCAA® MARCH MADNESS®
- One of the fastest growing cable sports networks
- The ability to utilize CBS ASSETS
- Over 700 hours of LIVE EVENT PROGRAMMING

WHO'S WATCHING?

- Affluent, highly educated, tech-savvy audience
- Passionate sports fans with fierce spending power
- Men 18-49 with an average income of \$100K or more

*Source: MRI Spring 2009

ON-AIR PROGRAMMING

CBS College Sports Network, now available in HD, covers more than 25 men's and women's college sports from kick-off to the final out and everything in between.

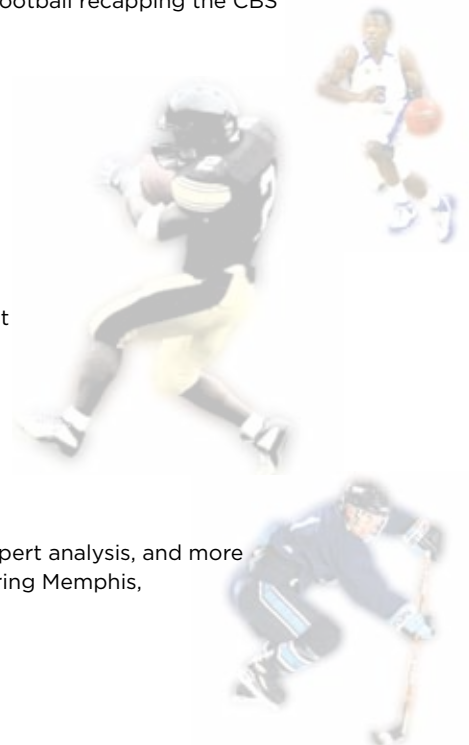
GROUNDBREAKING STUDIO PROGRAMMING – We bring fans inside the scores, highlights, and beyond with *Inside College Football*, *MaxPreps Lemming Report* and *Pre-game shows* on CBS College Sports.

FOOTBALL - NCAA AND HIGH SCHOOL

- Our entire D1 schedule in HD including top schools such as #2 Utah, #7 TCU, #18 Oregon State, #25 BYU, Miami, Kansas, and more
- Thursday night games and Saturday doubleheaders featuring the MWC, C-USA, Army, Navy, and NCAA Division II Showcase
- *SEC Tailgate show* – Pre-game show live on-site from the CBS SEC Game of the Week
- *SEC Post-game show presented by GEICO* – Wraps up Saturday's action in SEC football recapping the CBS SEC Game of the Week, as well as all the action across the SEC Conference
- CBS SEC Game of the Week re-airs
- *The Tony Barnhart Show* – A different guest joins Tony every week to debate the hot topics in college football
- *Inside College Football* weekly from the studio
- *CBS College Sports Desk* – Breaking news and highlights during every halftime
- *MaxPreps Friday Night High School Football Game of the Week*
- *MaxPreps Lemming Report* – weekly recruiting show

NCAA COLLEGE BASKETBALL

- The cable home of NCAA March Madness with LIVE first round NCAA Tournament games and NCAA Tournament game re-airs
- *NCAA March Madness Central* – Over 75 hours of live look-ins, the most in-game highlights, exclusive access, press conferences, and more each tournament day
- *Official NCAA March Madness Pre-game Show* – Kicks off each tournament game day
- *Official NCAA March Madness Highlight Show* – A full hour of the most complete highlights each game night of the tournament
- Live NCAA Final Four® coverage including exclusive access to team practices, expert analysis, and more
- Plus a full season schedule of games from C-USA, MWC and the Atlantic 10 featuring Memphis, BYU, Xavier and more.



AT A GLANCE

CBS
COLLEGE
SPORTS

COLLEGE SPORTS PROPERTIES & EVENTS

Conference & Team Rights

- On-air, digital, and on-the-ground opportunities
- Marketing and promotional rights



The Alt Games: College Action Sports Championships

- 4th annual first-of-its-kind event to crown national college champions in lifestyle sports
- Thousands of college athletes from around the country compete for their sport's national title in dozens of sports, including snowboarding, wakeboarding, beach volleyball, and more

Customized Multi-Platform Programs and On-the-ground activation

- Tailgate tours putting your brand and product on campus at the top games and events in the space
- On-campus activation includes programs such as the POWERade Intramurals, a season-long 50-campus flag football and basketball program



Campus Rep Program

- Grassroots marketing on over 200 campuses
- On-the-ground and online activation including sampling, branding, postering, and more