

# AT A GLANCE

The logo for CBS College Sports, featuring the CBS eye symbol above the words "COLLEGE SPORTS" in a bold, sans-serif font. The logo is set against a dark blue circular background with a lighter blue ring around it, all contained within a larger blue graphic element that resembles a stylized "C" or a network connection.

## 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 Fall 2008

### 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.

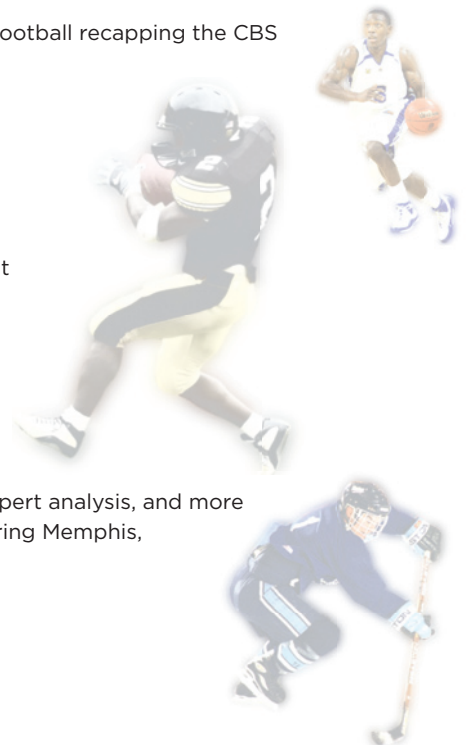
**GROUNDBREAKING STUDIO PROGRAMMING** – We bring fans inside the scores, highlights, and beyond with *Inside College Football*, *MaxPreps Lemming Report* and *Pre-game shows on CBS College Sports*.

### FOOTBALL - NCAA AND HIGH SCHOOL

- 30 games in HD from 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, Navy, and NCAA Division II Showcase
- *SEC Pre-game show* – Live 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
- *Inside College Football* weekly from the studio
- 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



## thealtgames

### 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