2009 NCAA® FOOTBALL

NOW AVAILABLE IN HD, THE CBS COLLEGE SPORTS NETWORK IS THE PULSE OF COLLEGE FOOTBALL

Extensive coverage all season long – from pre-season to Bowl season
Exclusive SEC football encores and shoulder programming
Integration with CBS Sports

CBS College Sports Network Delivers An Audience Of Highly Affluent & Educated Professionals:

CATEGORY	INDEX	CATEGORY	INDEX
Men 18-49	192	HHI $75K-$149,999	160
Men 25-54	188	HHI $150K+	133
Age 18-24	135	Professional and related occupations	122

(SOURCE: MRI Fall 2008)

CBS College Sports Network now has over 30 MM subscribers and is available in over 84 MM homes.

TONS OF LIVE GAMES AND IN-DEPTH PROGRAMMING:

- Live games in HD from top schools including Utah (#2), TCU (#7), Oregon St. (#18), BYU (#25), Miami, Kansas and more*
- Thursday Night Games and Saturday Doubleheaders featuring the MWC and C-USA
- Deeper coverage of the SEC with the SEC Tailgate show—live from the CBS SEC Game of the Week, the Official SEC Post-Game Show and CBS SEC Game of the Week Re-airs
- MaxPreps Friday Night High School Game of the week and weekly recruiting show
- Primary rights holder for the MWC, C-USA, as well as the home for Navy Football

PROMOTION ON CBS NETWORK:

- Studio "throws" with graphic to CBS College Sports Network programming
- CBS College Sports Network promo spots with sponsor integration
- Live read, drop-in and ticker copy in CBS Sports' college games

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Presenting sponsor of all games
- Presenting sponsor of the "Armed Forces on CBS College"
- Presenting sponsor of "Thursday Night Primetime in HD"
- Presenting sponsor of SEC Tailgate show
- Branded Vignette Series
- In-game spots and features including, but not limited to:
    - TxtStation, Polls and Trivia with real-time results
    - 1st & 10 line
    - In-game features such as Starting Line-ups, Player of the Game, and more
    - Also have the ability to extend features from CBS (e.g. Toyota Heroes of the Fall) on to CBS College Sports Network's air
- In addition, tap into a passionate audience of college sports fans with soccer, volleyball, basketball, ice hockey and more

* Rankings based on 2008 AP poll.