



2010 MLB SEASON



Who We Are & What We Do



Multi-layered marketing platform using the high passion point of baseball to connect brands with Latino consumers

- ✦ Building exclusive partnerships with a select number of quality sponsors
- ✦ Reach a growing, loyal fan base: **Nearly 50%** of the Hispanics in the U.S.

Premier Spanish language sports media broadcasting and content company, and exclusive radio broadcaster of six Major League Baseball teams

- ✦ Boston Red Sox
- ✦ Oakland Athletics
- ✦ Philadelphia Phillies
- ✦ Washington Nationals
- ✦ Los Angeles Angels of Anaheim
- ✦ Texas Rangers

Additional SBN MLB team partners

- ✦ New York Yankees
- ✦ Houston Astros
- ✦ Florida Marlins
- ✦ Arizona Diamondbacks

Live broadcasts of home and away games

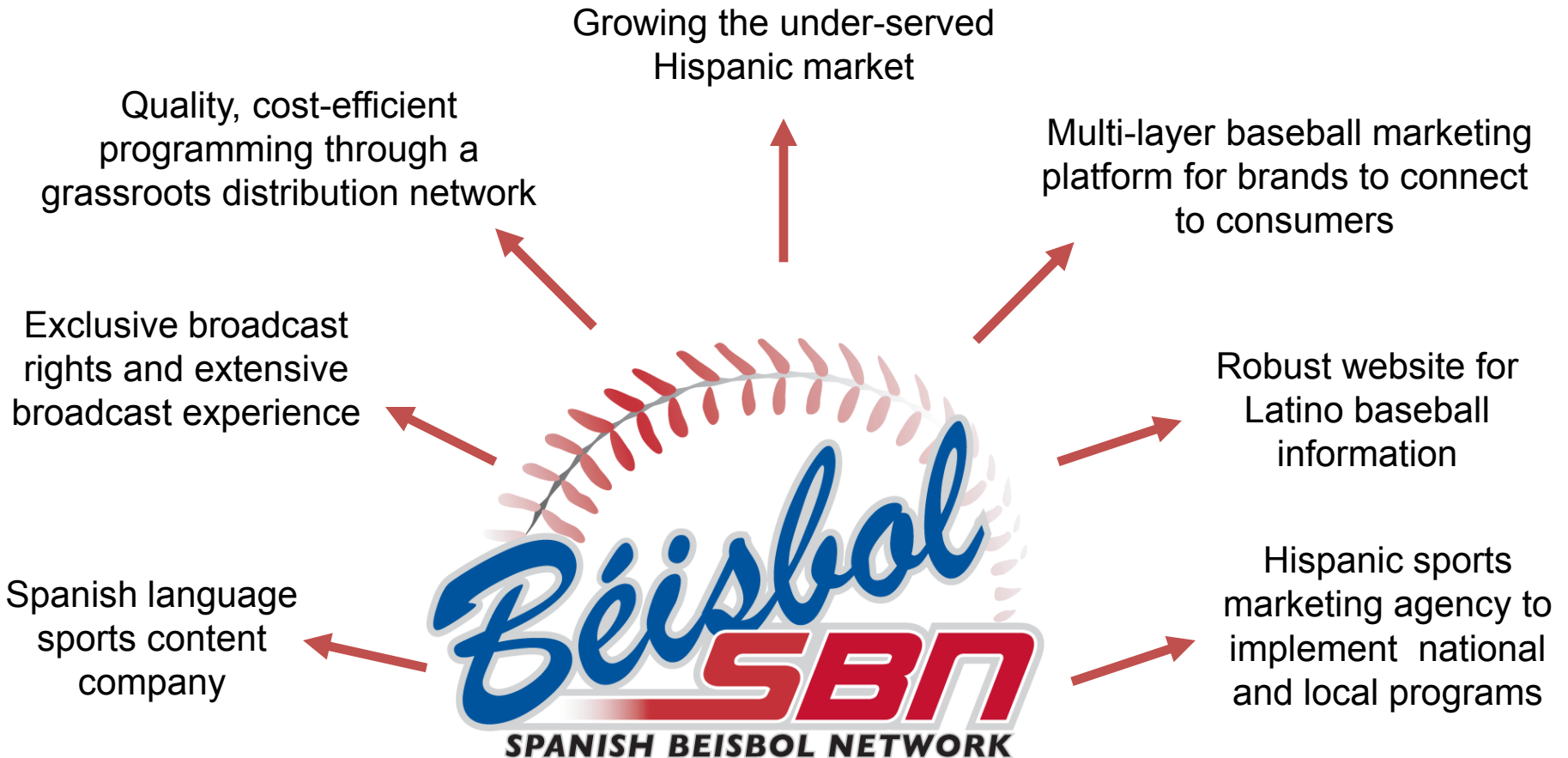
- ✦ Unwired network with radio stations partners
- ✦ SAP TV feeds in most markets and game day audio on mlb.com

Robust website, www.beisbol.net with interviews and articles on Latino players, teams and more.

Exclusive radio rights holder of the Caribbean World Series in February 2010



SBN Business Model



SBN Keys to Success



- Provide teams and sponsors with turnkey solutions
 - Relationships at local and league levels
 - Give local and national businesses opportunity to reach diverse, growing audience
- Serve as marketing agency for brands
 - Execute integrated experiential and retail promotions
 - Implement events, grassroots programs and PR initiatives
- Proven business model – easily scalable
 - Partnerships with radio stations
 - Partnerships with MLB teams and league
 - Strong marketing appeal for sponsors: “more than just baseball and radio”
- Strong reputation for quality and excellence
 - Professional sales and management team
 - First-rate Spanish language sports broadcasters
 - Experienced producers
 - Marketing team focused on delivering results for sponsors

Cumulative Audience



SBN: LA + NY + Hou + Mia + Dal + Phil + Bos + Was + Oak + Phx = 22,306,620

* Los Angeles	7,803,451
* New York	4,309,437
* Houston	1,977,409
* Miami	1,919,790
* Chicago	1,860,307
* Dallas-Fort Worth	1,704,598
* SF/Oakland/San Jose	1,502,803
* Phoenix	1,398,523
* San Antonio	1,262,895
* HRLG-WSL-BRN-MA, TX	1,073,898

**SPANISH BEISBOL NETWORK represents
7 out of the top 8 US Hispanic Markets.**

Hispanic populations in Boston (436,941), Washington (636,420), Philadelphia (617,248)

MLB & Hispanics



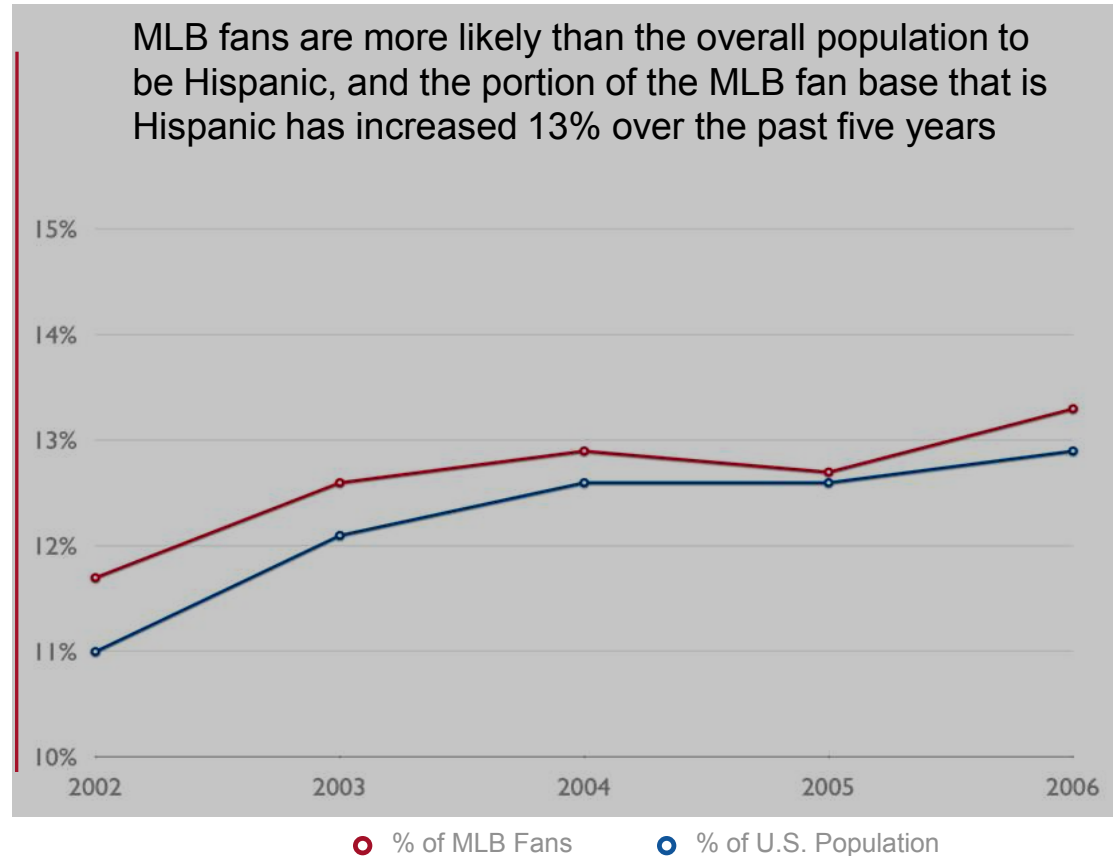
MLB has witnessed a 12% increase in its total fan base, the only major sports league to see that kind of growth over the last ten years

Total Fans	% Change 1995-2005
MLB	+12%
NFL	-0.1%
NBA	-14%
NHL	-26%

Source: ESPN Sports Poll

Hispanic Percent Composition

MLB fans are more likely than the overall population to be Hispanic, and the portion of the MLB fan base that is Hispanic has increased 13% over the past five years



Source: ESPN Sports Poll

MLB & Hispanics



62% of all U.S. Hispanics are MLB fans, compared to 59% of the total population

Since 1986, MLB is the only league in professional sports to maintain or grow both its total and avid Hispanic fan base

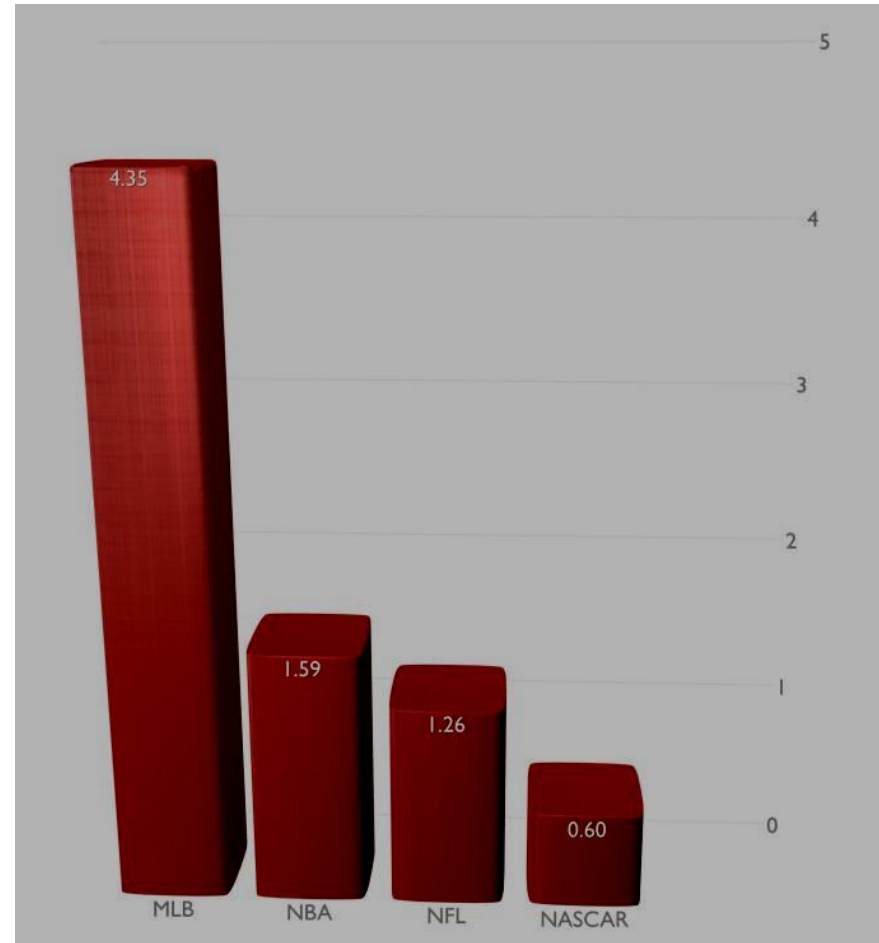
U.S. Hispanics are 6% more likely to be MLB fans than the average population, 27% more likely to be avid baseball fans and 33% more likely to attend MLB games

According to ESPN Sports Poll, 6 out of 10 Hispanic fans indicated that they plan to follow more MLB games in the future

Approximately 30% of MLB rosters are made up of players born in Spanish-speaking countries

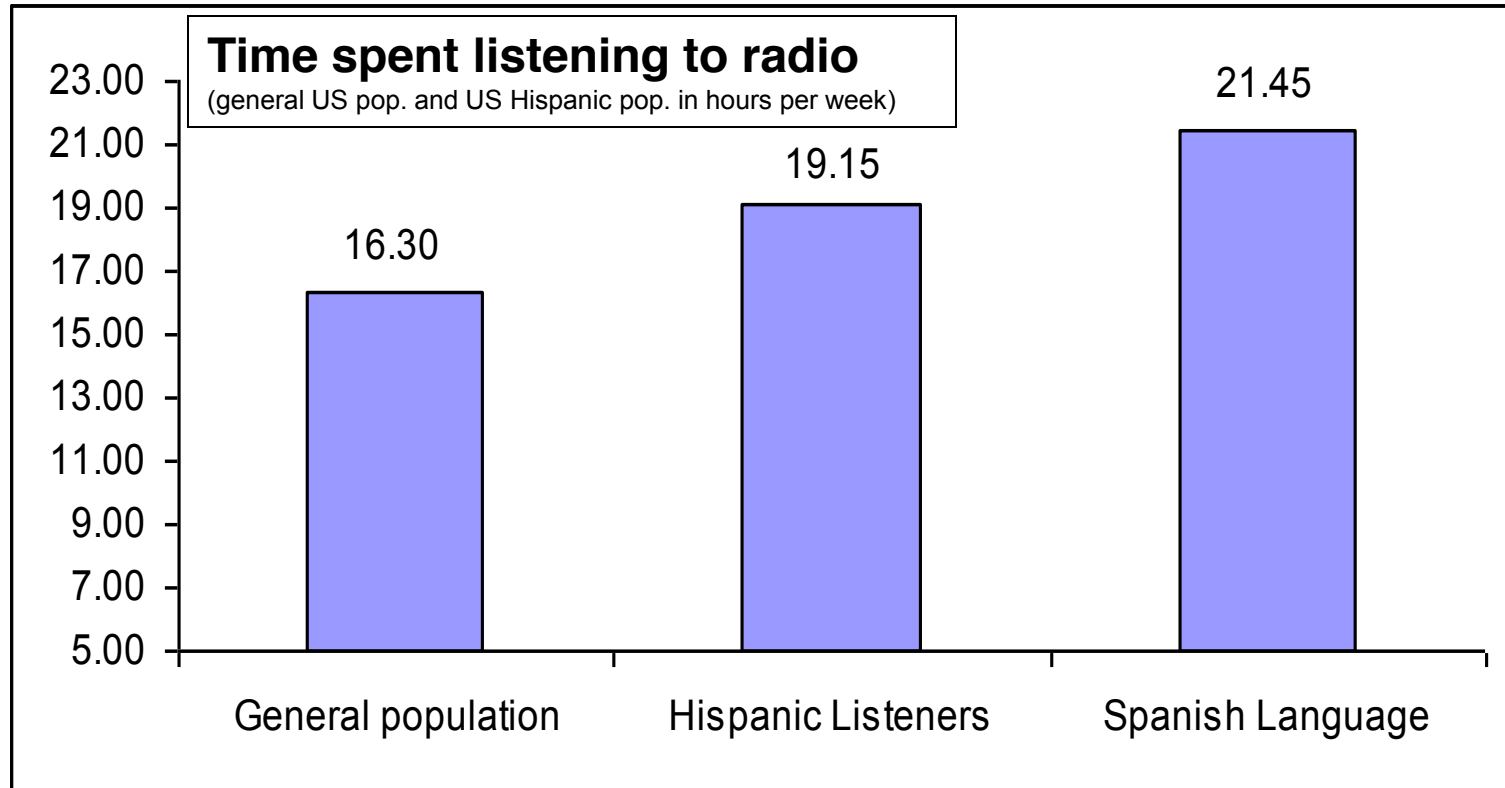
Hispanic Sports Attendance

Hispanics attend more MLB games than those of the other major sports leagues combined



Source: Scarborough Research Multi-Market Release 1 2006

Hispanics Are Radio Listeners



Total Radio Listener time over past decade is **down -14%**

Spanish Radio Listener time over past decade is **up +4.4%**

(Source: Arbitron 1998 to 2006 among listeners 12 and over)

SBN Team Partners



SBN Team Partners Market Overview



	Boston	Dallas	Florida	Houston	L.A.	New York	Oakland	Philly	D.C.	Phx
Radio Station	1150 WWDJ	1270 KFLC	710 WAQI	1010 KLAT	1330 KWKW	1280 WADO	1640 KDIA	1450 WUBA	730 WXTR	1400 KSUN
	1230 WNEB 1490 WCEC	1010 KTNZ					1190 KDYA	1450 WENJ		
General DMA Rank	7	5	17	10	2	1	6	4	8	12
Hispanic DMA Rank	24	6	4	3	1	2	7	17	18	8
Hispanic Population	440K	1.7M	1.86M	1.88M	7.8M	4.3M	1.5M	661K	640K	1.39M
Rating	.2	.2	.2	.7	.6	.7	.2	.2	.1	.4
Team Attendance	3.06M	2.15M	1.46M	2.52M	3.24M	3.74M	1.41M	3.6M	1.81M	2.13M
Hispanic Buying Power	\$6B	\$23B	\$41B	\$27B	\$128B	\$78B	\$27B	\$7B	\$14.6B	\$18B
Median HHI	\$37,900	\$37,226	\$57,474	\$40,856	\$46,500	\$41,506	\$54,400	\$35,700	\$59,600	\$48,061

AMTRAK.COM *As aprendelo un NUEVO IDIOMA.*
Visite Español.Amtrak.com

AMTRAK

Buscar más noticias...

[BEISBOL.NET]
ESTE ES NUESTRO JUEGO

Beisbol
SPANISH BEISBOL NETWORK

PAGINA PRINCIPAL
LA RIZARRA
MAS NOTICIAS
DICEN LO QUE DICEN
HORARIOS DE RADIO
EQUIPO SEN
ANUNCIANTES
ACERCA DEISBOL SEN
CONTACTANDOS

SEN TEAM
CORPORATE SPONSORS
ABOUT SEN
CONTACT US

ESQUINA CALIENTE
Richards Pedro Martínez bien al inicio de la temporada

Si
 No

**Grandes ahorros.
Precios bajos.**

OAKLAND, CA
KZIA^{AM}
1640 NIGHT
KDYA^{AM}
1190 DAY
[VIEW SCHEDULE](#)

Tras Bastidores Con Los Cardenales
Con mi casa de San Juan Beisbol Network me aventuré a entrevistar los Cardenales en el Citrus Bank Park casa de los Phillies, ¡y buena sorpresa me llevó!

El Mundo Es Un Diamante: Uribe, suplente De Leju
Por muy exigentes que sean las diferentes posiciones del cuadro ninguna tiene secretos para Uribe

Los Esteroides: Un Caso Perdido
Junque no nos gusta al mal, los esteroides son noticia y son parte del escándalo del beisbol

El Mundo es un Diamante: Victor Martinez robustece el arsenal de los Medias Rojas
Francón lo hizo el domingo bateando detrás de Dabney y Dustin Pedroia, y tiene a Kevin Youkilis y David Ortiz

Tras Bastidores Con Los Cardenales
Con mi casa de San Juan Beisbol Network me aventuré a entrevistar los Cardenales en el Citrus Bank Park casa de los Phillies, ¡y buena sorpresa me llevó!

¿Hablando de ojeses?
Los carnes están mucho más astucosados, más planeados y muchas veces alejados con la precisión de un lanzamiento conrado del gran Mariano Rivera

El nacimiento colombiano, colombiano

Albert Pujols Entrevista
19 days ago

ESCRITORES
Amaury Pi-González
• [Una Pelicula Sobre La Vida De Luis Tiant A Cuba](#)
• [Los Esteroides: Un Caso Perdido](#)

Angel Castillo
• [El Nuevo "Chule" Impresora Con Los Campeones](#)
• [Casi lo he hecho la diferencia para los Phillies](#)

Celeritas Management



- Formed in 2008 and based in McLean, Virginia (www.celeritasmgmt.com)
 - Identifies, invests in or acquires, and grows companies located at the intersection of sports, entertainment, marketing or lifestyle pursuits whose products or services strike a chord with the passions of the American consumers, especially the Hispanic demographic
 - Founded with mission to create value for each investment entity and its capital funding partner
 - Uses a collaborative approach to strategic business planning and management of its portfolio companies
- Acquired SBN in 2008 and ANC Sports Enterprises in 2009
 - ANC Sports Enterprises, LLC is the industry leader in team and venue services, providing integrated signage, design, and marketing solutions for sports and commercial facilities.
 - For more information, visit www.ancsports.com
- Funded by Palladium Equity Partners
 - Currently manages more than \$750 million in committed equity capital with 16 investment professionals based in New York City
 - Focus on investing in and acquiring companies in the following industries: consumer & retail, food, beverages & restaurants, manufacturing, business & financial services, healthcare, and media & technology

Biographies of Principals



William Kulik, Founder/President Spanish Béisbol Network

Mr. Kulik established the Spanish Béisbol Network (SBN) in the spring of 2001 and secured the broadcast rights for the Boston Red Sox games.

In just a few short years, he grew the company from a start-up operation, obtaining the rights to the Philadelphia Phillies in 2005, and Washington Nationals in 2008. Also in 2008, Mr. Kulik and SBN joined the Celeritas Management family.

Parlaying his interest in baseball into an extracurricular activity, Mr. Kulik had worked as a sports columnist for a local Hispanic newspaper. Mr. Kulik is bilingual and has served as on-air talent for SBN where listeners refer to him as "El Gringo Malo" and "The Professor" — nicknames earned due to his assertive commentary style and extensive knowledge of the game.

Prior to establishing SBN, Mr. Kulik held several senior positions in the communications and cable industries. Following graduate school, he joined Trident Communications. He was instrumental in negotiating contracts with movie studios, and developing a \$40-million pay-per-view hotel television business across New England.

Mr. Kulik also helped establish the New England Sports Network (NESN), overseeing the construction of communication towers. After growing Trident, which was sold in 1987 for a profit, he joined AT&T Broadband (today's Comcast), where he rose from Community Relations Manager to Director of Marketing. Mr. Kulik earned a B.A. in Marketing from Bryant College, and attended graduate school at Boston College.

Biographies of Principals



Sergio del Prado, Vice President of Sales Spanish Béisbol Network

Sergio del Prado serves as SBN's Vice President of Sales. Mr. del Prado, a senior-level sports executive with 20 years of sales and business development experience is in charge of increasing SBN's national sponsors and managing SBN's network of sales representatives. SBN, which had focused on its core local MLB markets, expanded its efforts nationally in 2010. Mr. del Prado is spearheading this effort.

Previously, Mr. del Prado oversaw sponsorship and Spanish broadcast sales for the Los Angeles Dodgers. During 8 seasons at the Dodgers, he increased sponsorship revenues over 100% and created a Spanish Radio Broadcast Sales department which reached a complete sell out in the 3rd season.

Prior to the Dodgers, Mr. del Prado served as General Manager for the Los Angeles Galaxy, Senior Vice President of Corporate Marketing for the 1999 FIFA Women's World Cup, and Director of Marketing, Corporate Sales for the Los Angeles Kings.

Prior to joining SBN, he was a sports marketing consultant to the Los Angeles Kings, LationBaseball.com, and Arena Media Network.

Mr. del Prado is based out the SBN's Los Angeles office.

Biographies of Principals



Sara Loarte, Senior Vice President and COO

Celeritas Management

In September 2009, Sara Loarte joined Celeritas Management as a Senior Vice President and Chief Operating Officer to serve as interim general manager of SBN and lead the expansion of Celeritas Management's and SBN's integrated Hispanic sports marketing products and services.

She began her career in the sports industry with Major League Baseball and served as MLB's Director of Latin America. As MLB's highest-ranking Hispanic female, Ms. Loarte developed the League's Latin America business plan, collaborated in the World Baseball Classic tournament plan, and helped grow the television, sponsorship and licensing business.

In 2004, Ms. Loarte founded the Hispanic marketing firm, Altus Entertainment - d/b/a Cultiva Entertainment. She spearheaded Cultiva's business development and relationships with multi-national clients and professional sports teams. In 2005, Cultiva acquired the Caribbean World Series tournament, and Ms. Loarte grew the television distribution to 70+ million households and successfully sold sponsor activation programs.

In 2006, she positioned Cultiva as the lead Hispanic marketing agency for the World Baseball Classic tournament which led to being named the Hispanic Agency of record in 2009. She serves on the PR Baseball Academy Board of Directors, which fosters growth of Puerto Rican baseball athletes. She was instrumental in the inception of NYC Academy of Arts & Communication and serves on the Board of the LYCA (Latino Youth in Communications & Arts). Born in Puerto Rico, Ms. Loarte attended college at Bernard M. Baruch in New York City.

Biographies of Principals



Del Wilber, President and CEO Celeritas Management

Mr. Wilber serves as President and CEO of Celeritas Management. He is a senior executive with extensive experience in branding, marketing, and sales management with major multinational corporations and organizations.

Prior to the creation of Celeritas in August of 2008, Mr. Wilber was President of MVPGROUP, a marketing agency he co-owned with The Martin Agency/Interpublic Group of Companies. Prior to that, he owned DelWilber+Associates, a worldwide sports and entertainment business that was sold to International Family Entertainment (Family Channel) in 1996.

Mr. Wilber has provided brand-building consulting for companies in the United States and Canada. A former Big Ten quarterback at Purdue, he signed with the Philadelphia Phillies in the very first Major League Baseball Free Agent Draft. Mr. Wilber has also worked for Procter & Gamble, Wilson Sporting Goods, and Spalding, where he served as Vice President Worldwide Tennis, working for Palladium Equity Partners Operating Executive Sandy Grieve.

Mr. Wilber is a graduate of the Krannert School of Management at Purdue University. He has served on many advisory and corporate boards, including the Hilsinger Companies (when it was a Palladium Equity Partners portfolio business), eJets, Gobabies, Evite, the Major League Baseball Players Alumni, the Krannert School of Management, the President's Council Purdue University, and the LPGA Tournament Sponsors Association.



Sergio del Prado
Vice President of Sales
Sergio.delprado@beisbol.net