



2009 MLB SEASON



Who We Are & What We Do



Premier Spanish language sports media broadcasting and content company

Exclusive radio broadcaster of four Major League Baseball teams

- ✦ Boston Red Sox
- ✦ Oakland Athletics
- ✦ Philadelphia Phillies
- ✦ Washington Nationals



Live broadcasts of all home and away games

Quality programming with knowledgeable, first-rate announcers

Reaching a growing, loyal fan base: Hispanics

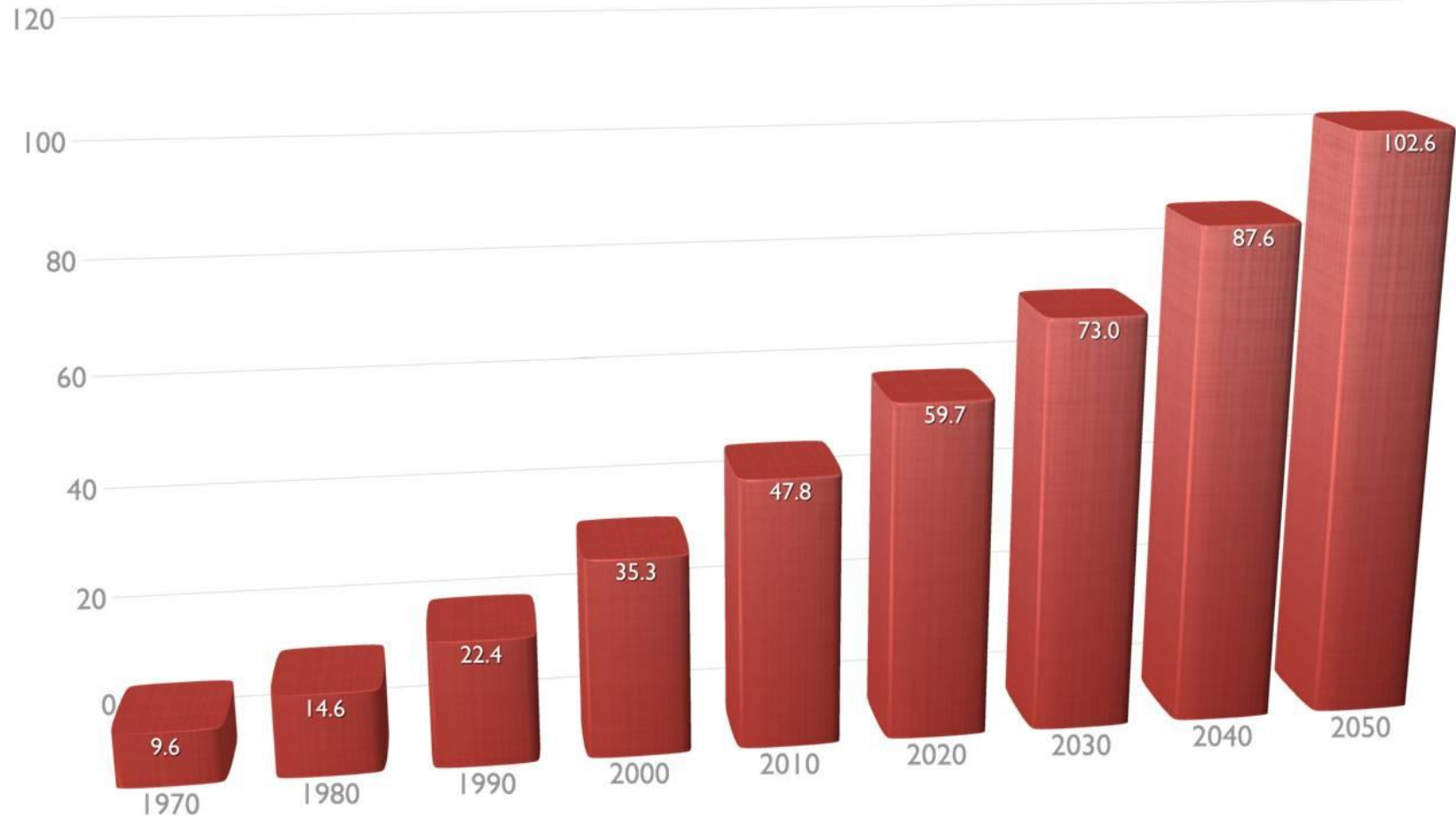


Hispanic Trends



Hispanic Population in the U.S. – 1970 to 2050

Population in millions



Source: U.S. Census Bureau

Hispanic Trends



Younger population than U.S. average

- ★ Average age of U.S. Hispanics: 26
- ★ Average age of U.S. overall: 34

U.S. Latino population predominantly male

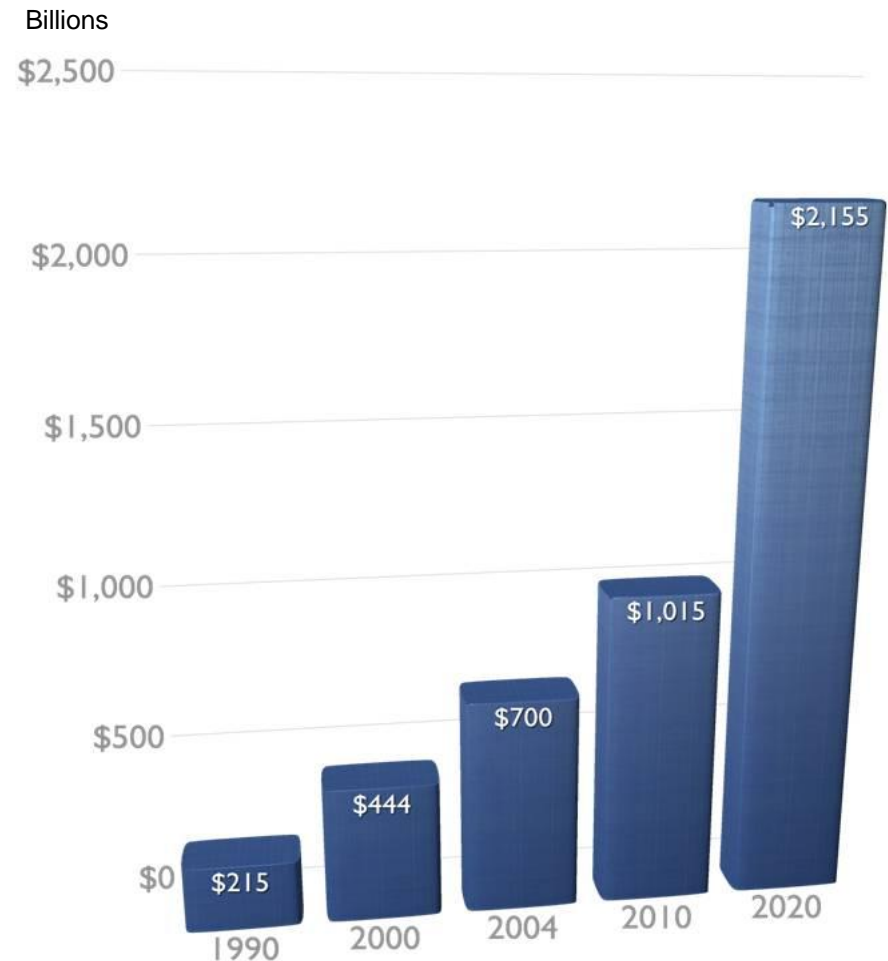
- ★ U.S. Hispanics: 51.4% male
- ★ U.S. Caucasians: 49.2% male

Households larger than U.S. average

- ★ U.S. Hispanics: 3.6 people per HH
- ★ U.S. overall: 2.6 people per HH

Hispanics are more brand loyal than average U.S. consumer

Purchasing Power of U.S. Hispanics



Source: U.S. Hispanic Chamber of Commerce

MLB & Hispanics

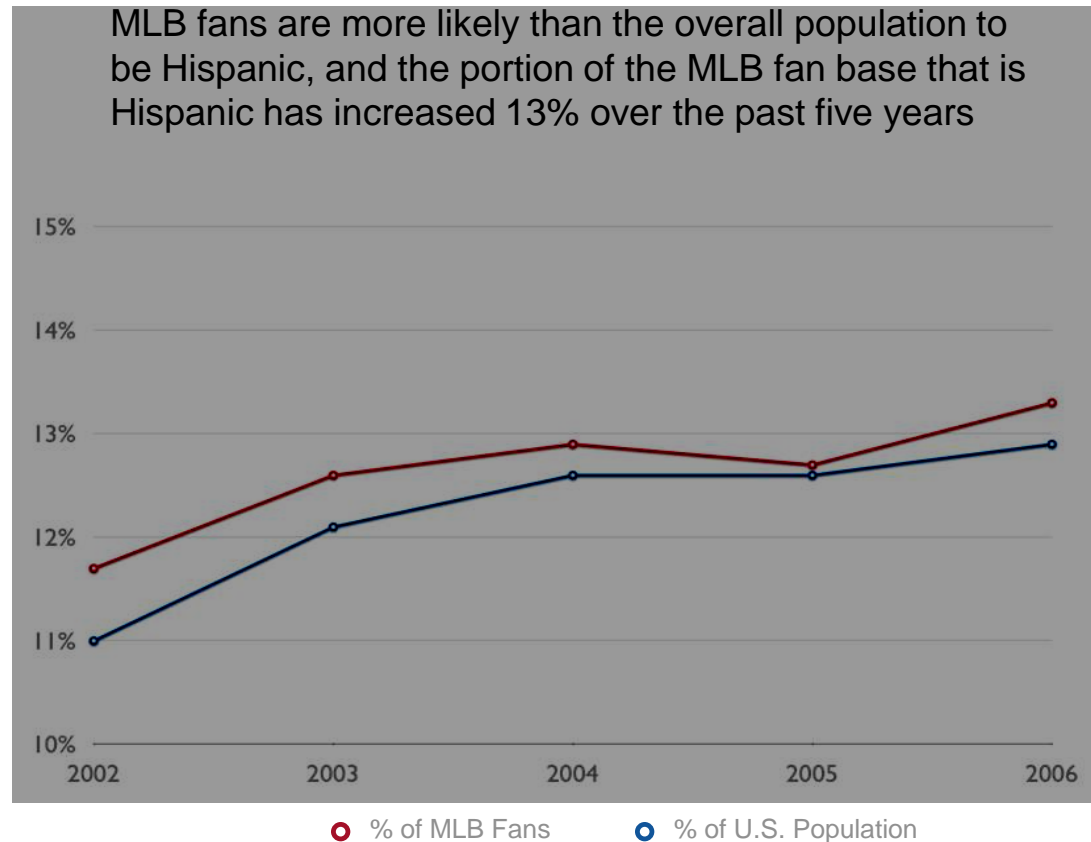


MLB has witnessed a 12% increase in its total fan base, the only major sports league to see that kind of growth over the last ten years

TOTAL FANS	% CHANGE 1995 – 2005
MLB	+ 12%
NFL	- 0.1%
NBA	- 14%
NHL	- 26%

Source: ESPN Sports Poll

Hispanic Percent Composition



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

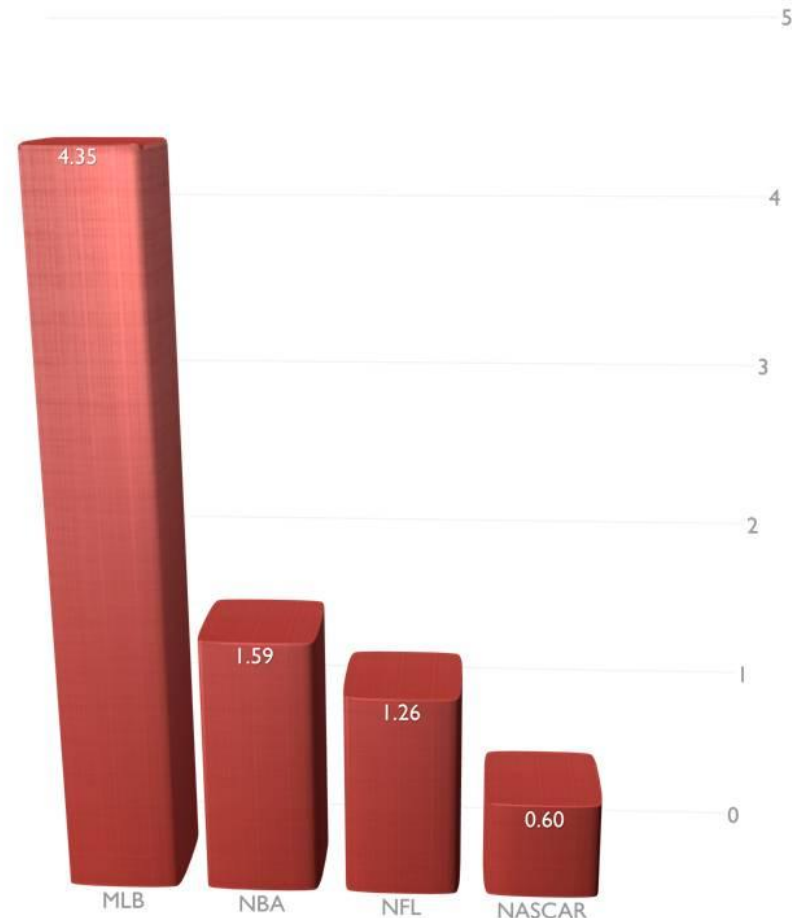
U.S. Hispanics are 6% more likely to be MLB fans than the average population, 27% more likely to be avid baseball fans and 33% more likely to attend MLB games

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

Cumulative Audience

1.	Los Angeles	7,803,451
2.	New York	4,309,437
3.	SBN: Phil + Bos + Was + Oakland	3,193,412
4.	Houston	1,977,409
5.	Miami	1,919,790
6.	Chicago	1,860,307
7.	Dallas-Fort Worth	1,704,598
8.	SF/Oakland/San Jose	1,502,803
9.	Phoenix	1,398,523
10.	San Antonio	1,262,895



#3: SBN all markets

#8: SBN Oakland



Boston's Hispanic community grew 119% between 1990 and 2006.

Philadelphia's Hispanic community grew 152% between 1990 and 2006.



DC Hispanic Population has the highest median HHI in the country.

The median HHI ranks second in the U.S. behind Washington DC.



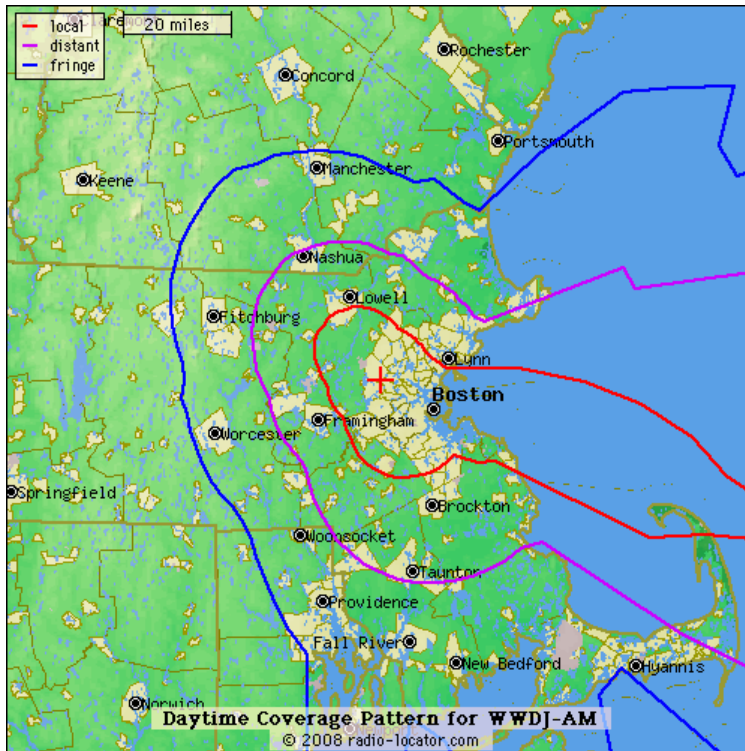
Hispanic populations in Philadelphia (617,248) + Boston (436,941) + Washington (636,420) + Oakland/SF (1,502,803)

SBN Coverage

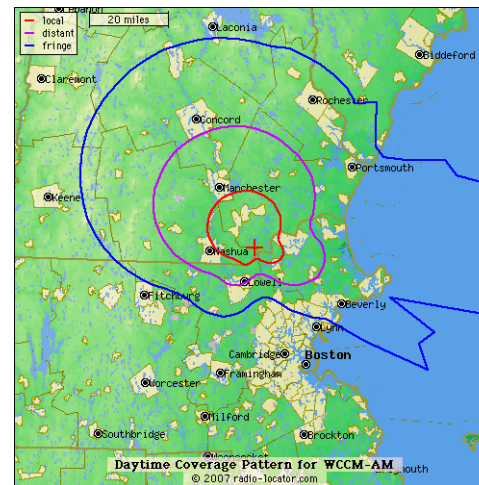


Boston

SAP-TV feed for New England Sports Network (NESN)



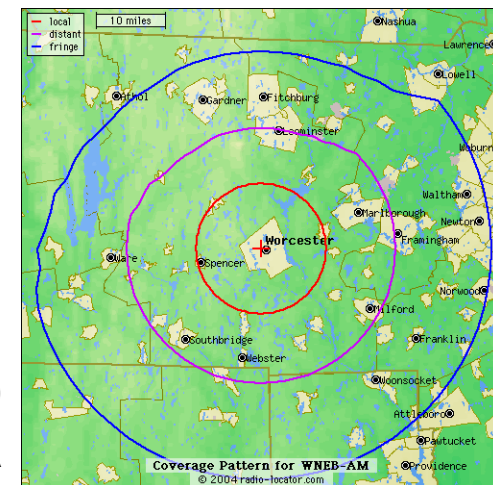
WWDJ – AM 1150



WCEC – AM 1490
Lawrence, MA

Every game is on www.mlb.com
Select games are carried by XM Radio

WNEB – AM 1230
Worcester, MA





Hispanic DMA: 24

Hispanic Population: 436,941

Median HHI: \$37,870.00

- The Latino population is a large player in the already avid Red Sox Nation.
- The fan base stretches the whole of New England, which includes densely Hispanic areas in Providence, RI and Lawrence, MA.
- Red Sox Team Notes:
 - 2004 & 2007 World Champions!
 - Extremely Loyal Fan Base
 - 2nd Highest Brand Value in MLB
 - Marquee Hispanic Players – David Ortiz
 - First Team to Join SBN

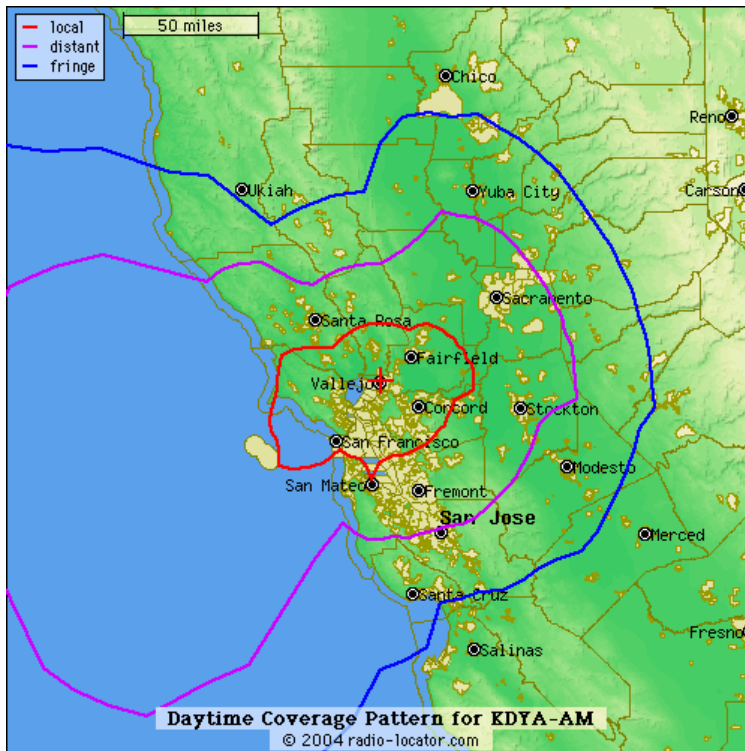
Language (Hispanic Language Usage Segment)	
English Dependent	63,412
Spanish Dependent	67,652
Bilingual Equal Usage	73,742
Bilingual English preferred	115,142
Bilingual Spanish preferred	75,729

SBN Coverage



Oakland

SAP-TV feed for Comcast Sports Network Bay Area (CSNBA)



KDYA – AM 1190
Day games

KDIA – AM 1640
Night games



Every game is on www.mlb.com
Select games are carried by XM Radio

SBN – Oakland



Hispanic DMA:7

Hispanic Population:1,503,803

Median HHI: \$54,400

- Oakland is home to some of the most prosperous Hispanics in the U.S.
 - The median HHI ranks second in the U.S. behind Washington DC
- Bay Area Hispanics are made of a younger demographic
 - 50+% of Hispanics in the Bay Area are between the ages of 26 and 34
- Oakland Team Notes:
 - Perennially Competitive in the AL West
 - New Stadium in 2011 – Cisco Field
 - New Market to SBN in 2009

Language (Hispanic Language Usage Segment)	
English Dependent	325,912
Spanish Dependent	268,554
Bilingual Equal Usage	183,581
Bilingual English preferred	341,806
Bilingual Spanish preferred	262,900

SBN Coverage

Philadelphia



Every game is on www.mlb.com
Select games are carried by XM Radio

WUBA – AM 1480

WUBA HD Radio - 104.5 HD2

SBN – Philadelphia



Hispanic DMA: 18

Hispanic Population: 661,478

Median HHI: \$35,637.00

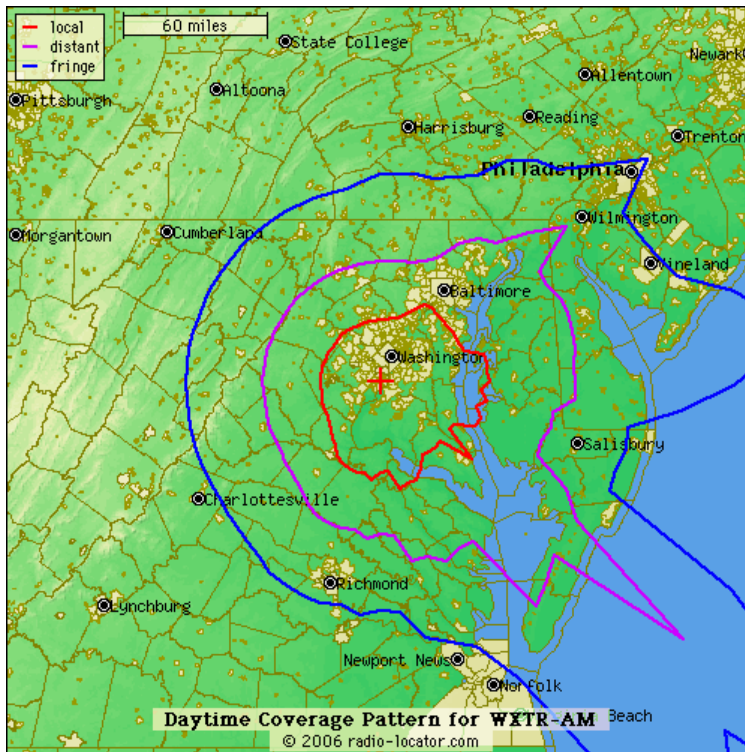
- Philadelphia's Hispanic population has seen huge growth in recent years
 - 28% population growth in the past 8 years
- Philly boasts and educated Latino Population
 - 60% over the age of 18 have completed high school or further
- Philadelphia Team Notes:
 - Current Defending World Champions!
 - High Brand Value (61 million)
 - Home Base of SBN

Language (Hispanic Language Usage Segment)	
English Dependent	112,317
Spanish Dependent	94,411
Bilingual Equal Usage	105,587
Bilingual English preferred	177,000
Bilingual Spanish preferred	95,703

SBN Coverage



Washington, D.C.



WXTR – AM 730

SAP-TV feed for Mid-Atlantic Sports Network (MASN)

124 Live games on WXTR 730 AM
ESPN Deportes Radio



Every game is on www.mlb.com
Select games are carried by XM Radio

SBN – Washington DC



Hispanic DMA:17

Hispanic Population: 636,420

Median HHI: \$59,647

- DC Hispanic Population has the **Highest Median HHI** in the country.
- One of America's most diverse Hispanic populations
- Washington DC Team Notes
 - Relatively new team to DC and new stadium
 - Host to many Opinion Makers
 - President Obama to throw out the First pitch of the Season
 - New Market to SBN in 2008

DMA: Washington, DC			
Bolivian	27,579	Mexican	191,273
Colombian	25,709	Nicaraguan	12,850
Cuban	24,318	Panamanian	12,915
Dominican	14,533	Peruvian	41,005
Ecuadorian	13,923	Puerto Rican	56,241
Guatemalan	36,063	Salvadorian	160,356
Honduran	25,848		

Sponsorship Opportunities



SBN can customize and assemble a wide array of media and sponsorship assets, as a way to associate your brand with the Hispanic Baseball fan:

Media

- ✦ Single or multiple team packages
- ✦ Half- and full-season packages
- ✦ Feature on-air sponsorships
 - Player of the game
 - Play of the game
 - Starting lineups
 - 7th Inning stretch
 - Quote of the day
 - Trivia question
 - Pitching change
 - Stolen base/home run/strike out
 - SAP Sponsorship (Secondary Audio Programming)
- ✦ In-game “live” reads
- ✦ Pre- and postgame shows



Sponsorship Opportunities



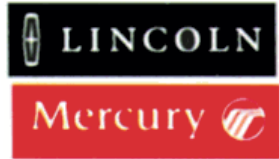
Sponsorship Activation

Enhancing your media components, SBN will work with you to build a customized and robust sponsorship activation plan – designed to build a relationship with your brand and our fans. Some of our offerings include:

- ✦ Game tickets (individual, small group, large group)
- ✦ Youth baseball clinics
- ✦ On-field pregame event sponsorship
- ✦ Broadcaster, player and coach appearances
- ✦ Dealer / co-op programs
- ✦ Pre- and post-game hospitality events
- ✦ Customized promotions (including offsite events, on-air contests, giveaways, etc.)



SBN Advertisers



Johnnie Walker

SYLVANIA



Why Become a Sponsor with SBN?



The economic impact of the Hispanic market continues to grow in the U.S.

Hispanics are passionate about baseball

SBN reaches this fast-growing, brand loyal demographic

Association with top tier MLB organizations

Flexible advertising packages to meet your media and marketing goals

Customized marketing platforms designed through sponsorship activation

Build a deeper connection and relationship between your brand and a targeted, passionate fan base



Thank You



Bill Kulik
President
william.kulik@beisbol.net