



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

New affiliated teams recently added to SBN Roster

- ✦ New York Yankees
- ✦ Texas Rangers
- ✦ Los Angeles Angels of Anaheim

Live broadcasts of home and away games

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

Quality programming with knowledgeable, first-rate announcers

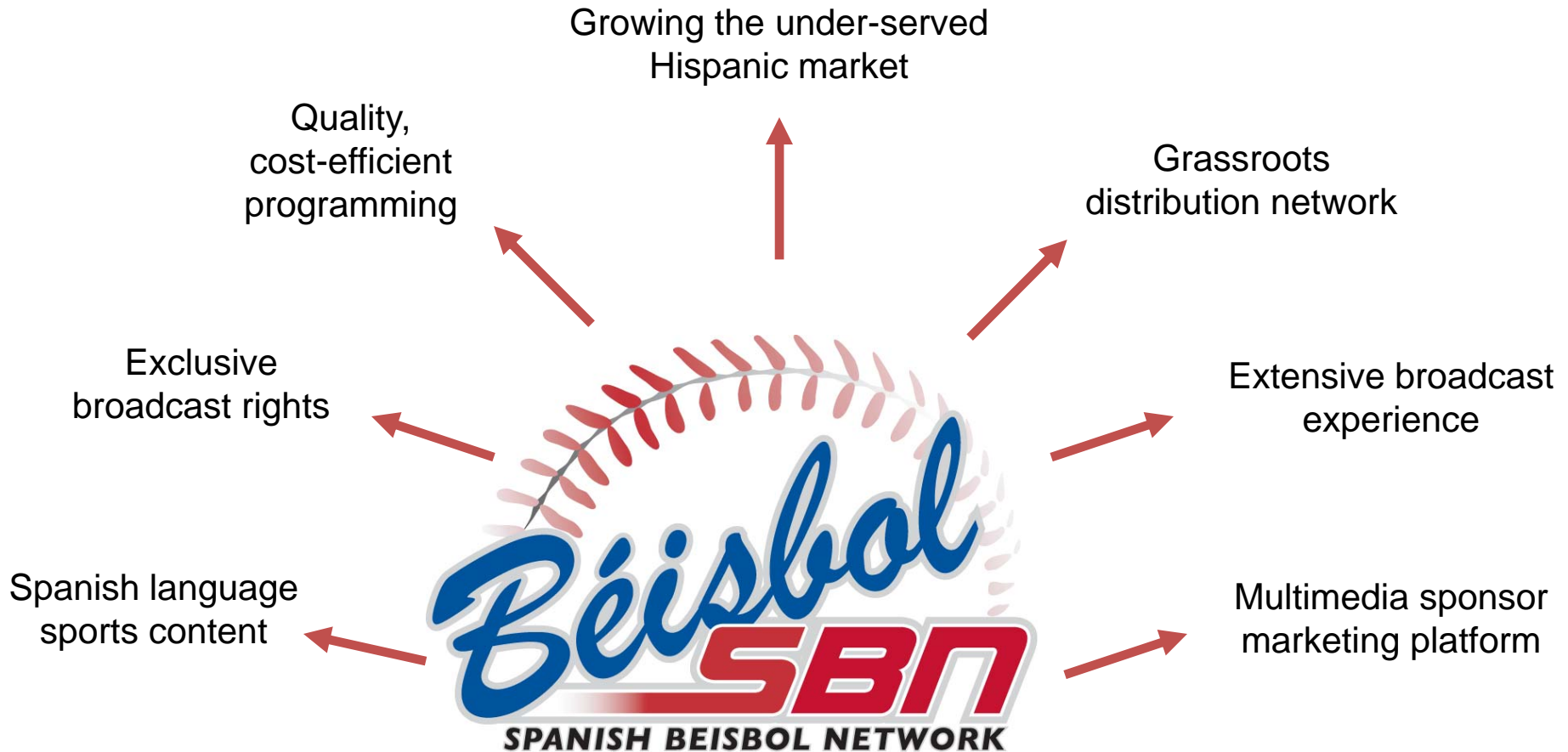
Reaching a growing, loyal fan base: Over 41% of the Hispanics in the U.S.

Building exclusive partnership arrangements with a select number of quality sponsors

Exclusive radio rightsholder of the Caribbean World Series in February 2010



SBN Business Model



SBN Keys to Success



- Provide teams with turn-key solution
 - Relationships are local: personnel, radio stations, community groups
 - Bring national advertising funds to market
 - Give local businesses opportunity to reach diverse, growing audience
- Proven business model – easily scalable
 - Partnerships with radio stations
 - Partnerships with MLB teams
 - Strong local appeal: “more than just baseball”
- Multimedia Hispanic marketing platform for advertisers and sponsors
- Strong reputation for quality and excellence
 - Professional sales team
 - First rate Spanish language sports broadcasters
 - Experienced producers
- Management focused on delivering results

MLB & Hispanics

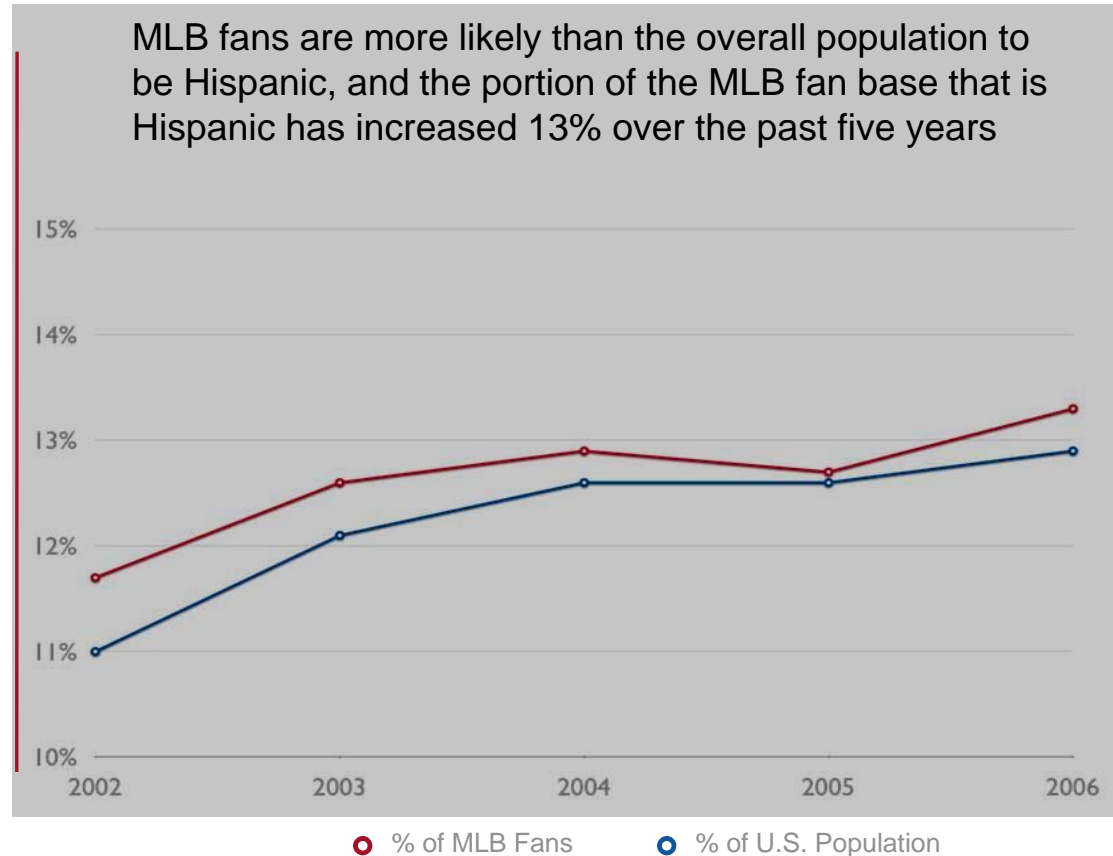


MLB has witnessed a 12% increase in its total fan base, the only major sports league to see that kind of growth over the last ten years

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

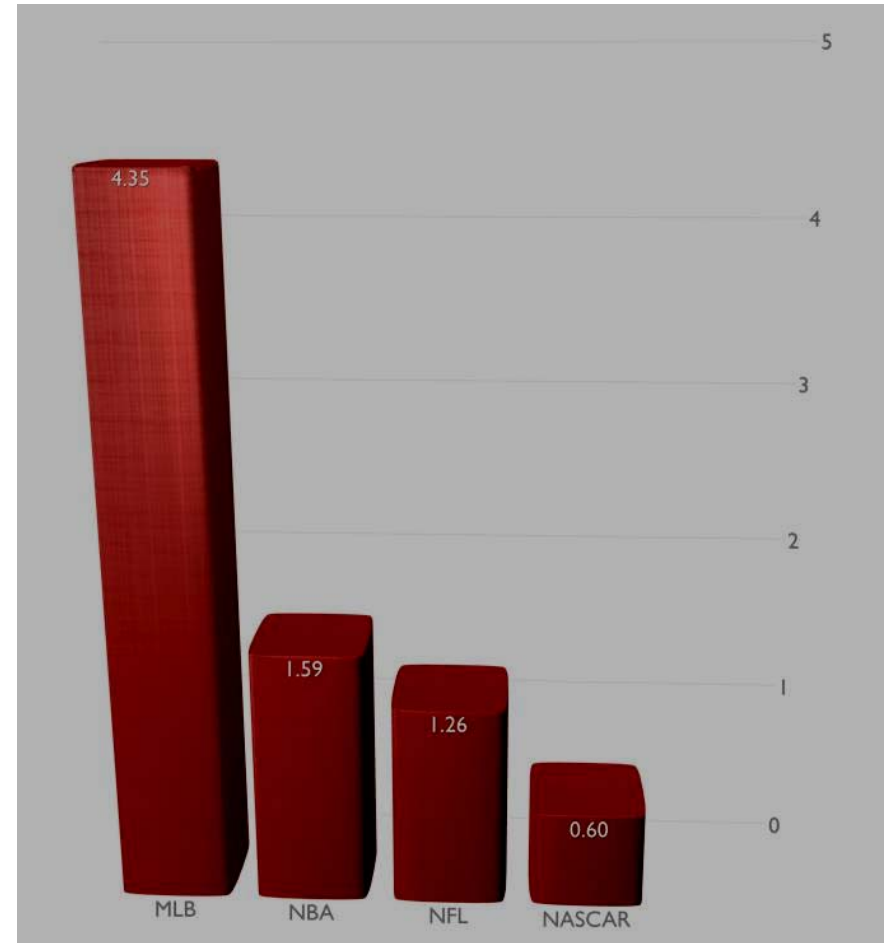
U.S. Hispanics are 6% more likely to be MLB fans than the average population, 27% more likely to be avid baseball fans and 33% more likely to attend MLB games

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

➤	SBN: LA + NY + Dal + Phil + Bos + Was + Oak	17,010,898
1.	Los Angeles	7,803,451
2.	New York	4,309,437
3.	Houston	1,977,409
4.	Miami	1,919,790
5.	Chicago	1,860,307
6.	Dallas-Fort Worth	1,704,598
7.	SF/Oakland/San Jose	1,502,803
8.	Phoenix	1,398,523
9.	San Antonio	1,262,895
10.	HRLG-WSL-BRN-MA, TX	1,073,898



SPANISH BEISBOL NETWORK
represents 4 out of the top 10
US Hispanic Markets.

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

SBN Highlights



- Founded in 2001
- Holds exclusive rights to broadcast MLB games on Spanish-language radio, SAP-TV, XM radio and milb.com

Broadcast Contracts:

- Boston Red Sox (2001-present)
- Philadelphia Phillies (2005-present)
- Washington Nationals (2008-present)
- Oakland Athletics (2009)
- Caribbean World Series (2008 – present)

Affiliate team Contracts:

- Los Angeles Angels (2009)
- New York Yankees (2009)
- Texas Rangers (2009)

- Reaches: 17,010,898+ Hispanics
- Interactive fan website, beisbol.net
- Acquired by Celeritas Management, Inc. in 2008

Celeritas Management



- Formed in 2008 and based in McLean, Virginia
- Identifies, invests in or acquires, and grows companies located at the intersection of sports, entertainment, or lifestyle pursuits whose products or services strike a chord with the passions of the American consumers, especially the Hispanic demographic
- Uses a collaborative approach to strategic business planning and management
- Founded with mission to create value for each investment entity and its capital funding partner
- Funded by Palladium Equity Partners
 - Palladium was formed in 1997 by Marcos A. Rodriguez
 - Currently manages more than \$750 million in committed equity capital with 16 investment professionals based in New York City
 - Collectively, team has 75 years of private equity experience
 - 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 — to profitability, 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



Del Wilber, President/CEO Celeritas Management

Mr. Wilber serves as President/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 September 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.



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