

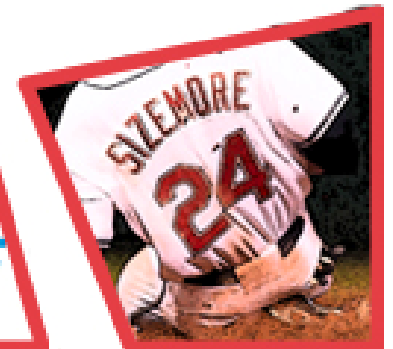


2009 Cleveland Indians Television Marketing Opportunities

PRESENTED BY: XXXXX

DATE: Month 2008

SPORTSTIME
OHIO



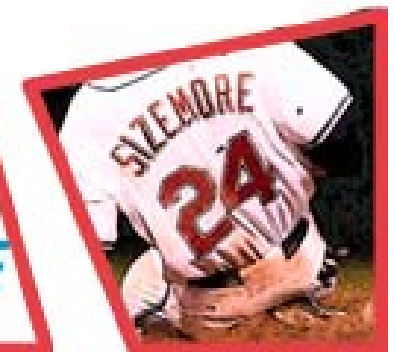
2008 – Lee and Sizemore help Indians overcome key injuries



The 2008 Cleveland Indians battled through key injuries to star players to finish in 3rd place in the AL Central. Cliff Lee and Grady Sizemore turned in **All-Star** performances to not only keep the team competitive but finish with one of the best records after the All-Star break.

Season Highlights:

- ★ Pitcher Cliff Lee finished with an America League best 22-3 record and 2.54 era
- ★ Cliff is the favorite to win the AL Cy Young Award as the best pitcher in the American League
- ★ Grady Sizemore became only the 10th player in American League history to hit 30 home runs and steal 30 bases in a season
- ★ Indians finished strong with a 34-21 record in August & September



2009 Cleveland Indians Package



We thank you for your business and look forward to a fantastic season!

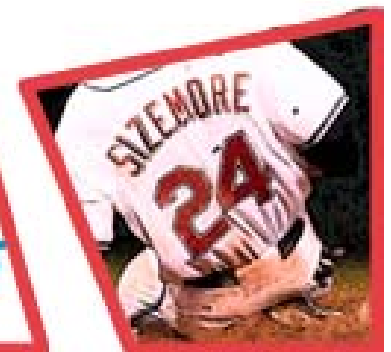
- 1 spot (:30) in 135 (estimated) games
- 100 :30 sponsorship spots (6a-mid)



Details subject to change.



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2009 Cleveland Indians Sponsorship

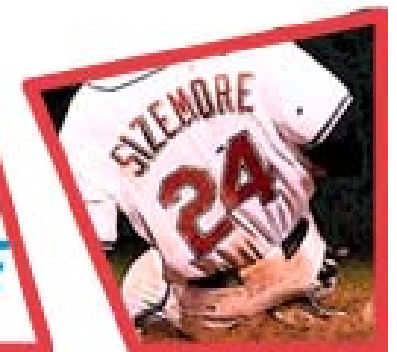


- ★ Associate your business with the 2009 Cleveland Indians
- ★ Be a part of the MLB home team when your business utilizes high profile :30 promotional spots
- ★ :23/:07 sponsorship spots will be available in March 2009

Details subject to change.



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2009 Cleveland Indians Audience



Demographic Snapshot

- Cleveland Indians viewers are mostly **males (59.0% of the total audience)**.
- Cleveland Indians viewers are most **between the ages of 21-54 (58.1% of the total audience)**.
- Indians viewers are **more likely to have a white collar occupation (Index: 107)**.
- 55.5% have a **household income of \$50K+**.
- **78.5% are home owners**.

Assuming that Tribe Viewers (as described above) are males, **ages 21-54**, who have household **incomes of \$50K+**, who have **white collar occupations**, and **who are homeowners**,* their planned and previous purchase intentions reveal that they have money to spend on:

•**Furniture**: Over 100% more likely than the average market adult to plan on purchasing a furniture in the next year (204 index).

•**Home Improvement**: Over 100% more likely than the average market adult to have spent \$10K+ on adding a home addition in the past year (265 index).

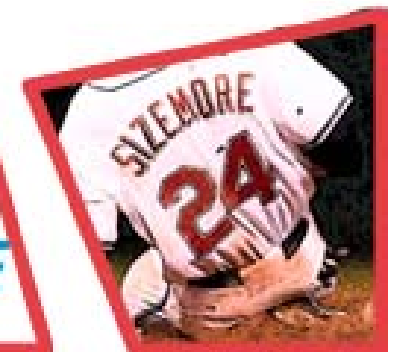
•**Pets** : 15% more likely than the average market adult to own a dog (115 index).

•**Sports Equipment**: Over 100% more likely than the average market adult to have purchased \$500+ in sports equipment in the past year (309 index).



**Source: Scarborough, Cleveland-Akron (OH), Se07Au08 –Adults 18+ who viewed the Cleveland Indians on cable in the past year.*

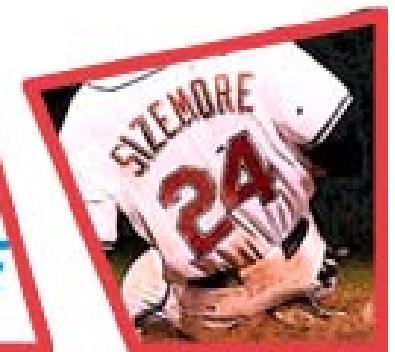
***Source: Scarborough Research, Cleveland-Akron (OH), Se7-Au08: Men ages 21-54 who viewed the Cleveland Indians on cable in the past year, who are homeowners, who have household incomes of \$50K+ and who have white collar occupations*



2008 Local Ratings

A 18-49	A 25-54	A 35-64	M 18-49	M 25-54	M 35-64
1.4	1.8	2.6	2.0	2.4	3.5

**Estimates based on May08/July08/Sept.08 Nielsen Cleveland-Akron (OH) C-DMA actual averages of Indians games on STO .
Ratings zoned to the NEO-TWC-Cleveland North regions exclusively.*



Cleveland Indians Baseball: Unsurpassed Media Value

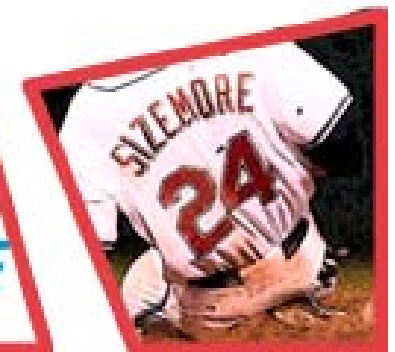
With so many media choices available, why should Cleveland Indians baseball be a cornerstone of your media strategy?

- Cleveland Indians baseball provides a turn-key, 6 ½ month marketing platform for your product, including :30 commercials in both games and support programming, combined with unique promotional elements.
- Cleveland Indians baseball has an audience with intense loyalty.
- Live sports is nearly TiVo-proof and provide extra value to your media plan. Significant out-of-home viewing (not measured by Nielsen) also adds bonus viewers to your Indians investment.
- Indians baseball is the perfect family viewing experience, with multi-generational appeal.
- Cleveland Indians baseball delivers results according to our current advertisers. Results that are tangible and identifiable.
- Cleveland Indians baseball advertisers have a renewal rate of nearly 90%.
- All Cleveland Indians games are broadcast in High Definition.

MEDIA SALES 



SPORTSTIME
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Excerpts from article on USA Today.com

Ad Track: Advertisers turn to live sports to zap ad zapping

Updated 02/25/2008 By Theresa Howard, USA TODAY

Whether they come down to a finish line, final buzzer, final seconds or final inning, live sports continue to be hot for ad sales.

Live sports programming got a bump in viewers and ad spending thanks to the writer's strike, but the increased enthusiasm is showing signs of going long.

Many new marketers were drawn to live sports by the lack of other fresh programming, but they may be sticking around because of something longtime sports advertisers count on: Consumers are much less likely to use ad-skipping TiVos and other digital video recorders to watch the events.

"In this world of technology it's not 100% TiVo-proof, but people want to see a sporting event as it happens," says Tony Ponturo, vice president of global media and sports marketing for Anheuser-Busch ([BUD](#)), whose \$500 million ad spending this year includes high single-digit growth for sports programming. "Watching it after takes a lot of the luster from it."

That's why A-B has locked in exclusive alcohol advertiser status until 2012 for such high-profile sports events as the Super Bowl and the Daytona 500.

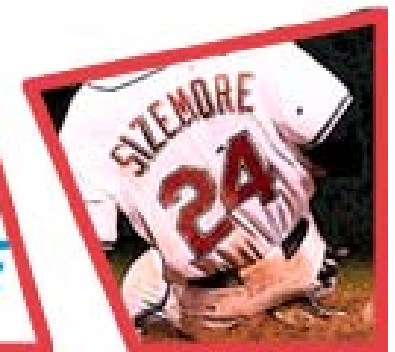
For networks, higher demand means higher ad rates. Totals due in March from *Sports Business Journal* are expected to show sports ad spending rose 5% in 2007 to \$13 billion, and spending in 2006 was up nearly 11% vs. 2005.

"Judging by the continued growth in rights fees for sports ... networks are apparently not worried about advertisers closing their wallets any time soon," says David Broughton, research director for *Sports Business Journal*.

MEDIA SALES 



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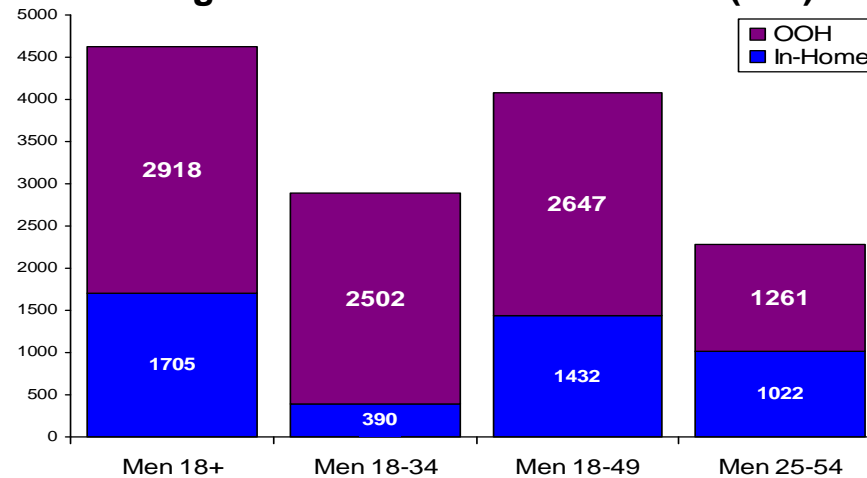


Out-of-Home Sports Viewing Study 2004

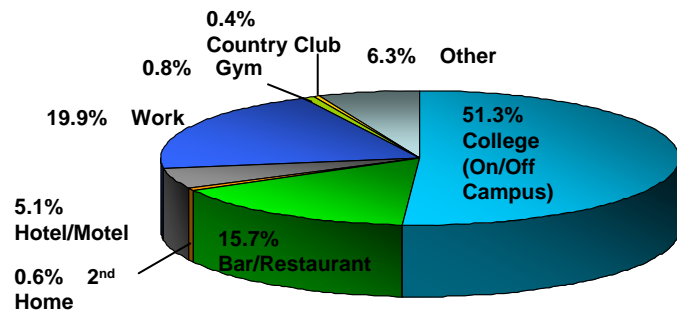


- Of the 4.6 million men who view ESPN out-of-home each week, 63% were reached only in those unmeasured locations and are not reached in-home.
- 87% of Men 18-34 were only reached out-of-home.

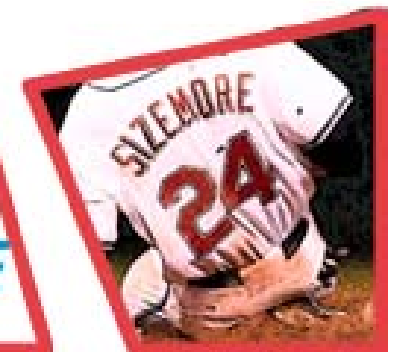
Avg. Week ESPN OOH Audience (000)



ESPN Male OOH Average Audience Distribution



- The majority of ESPN's out-of-home viewing occurs in the "home-like" setting of college dorm rooms & off-campus housing.



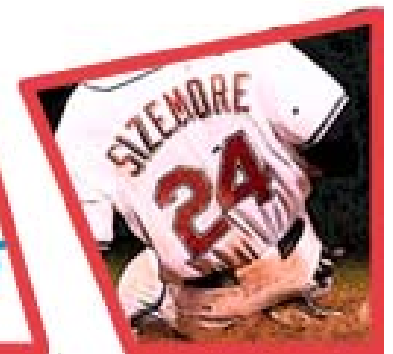
Cleveland Indians Baseball: Addendum



- ★ One-Sheet Grab-and-Go
- ★ Televised Schedule



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Cleveland Indians Baseball

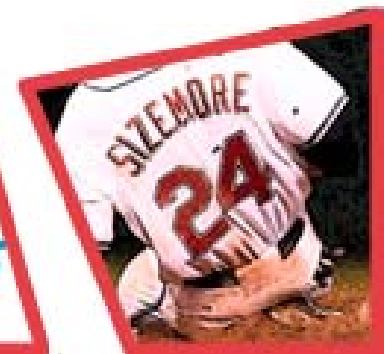


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Receive the following with this exclusive package:

- Fill In Your Package Here

X Package Available



Cleveland Indians Baseball: Schedule



2009 CLEVELAND INDIANS SCHEDULE

APRIL						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6 TEX	7	8 TEX	9 TEX	10 TOR	11 TOR
12 TOR	13 KC	14 KC	15 KC	16 NYY	17 NYY	18 NYY
19 NYY	20	21 KC	22 KC	23 KC	24 WIM	25 WIM
26 WIM	27 BOS	28 BOS	29 BOS	30		

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
	1 NYY	2 MIN	3 MIN	4 MIN	5 CWS	6 CWS
7 CWS	8	9 KC	10 KC	11 KC	12 STL	13 STL
14 STL	15 MIL	16 MIL	17 MIL	18	19 CHC	20 CHC
21 CHC	22	23 PIT	24 PIT	25 PIT	26 CIN	27 CIN
28 CIN	29 CWS	30 CWS				

AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT
						1 DET
2 DET	3 DET	4 MIN	5 MIN	6 MIN	7 CWS	8 CWS
9 CWS	10	11 TEX	12 TEX	13 TEX	14 MIN	15 MIN
16 MIN	17	18 LAA	19 LAA	20 LAA	21 SEA	22 SEA
23 SEA	24 KC	25 KC	26 BAL	27 BAL	28 BAL	29 BAL

MAY						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 DET	2 DET
3 DET	4 TOR	5 TOR	6 BOS	7 BOS	8 DET	9 DET
10 DET	11 CWS	12 CWS	13 CWS	14 TB	15 TB	16 TB
17 TB	18	19 KC	20 KC	21 KC	22 CIN	23 CIN
24 CIN	25 NYY	26 NYY	27 NYY	28 NYY	29 NYY	30 NYY

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
			1 CWS	2	3 OAK	4 OAK
5 OAK	6 CWS	7 CWS	8 CWS	9 CWS	10 DET	11 DET
12 DET	ALL-STAR BREAK			14 SEA	15 SEA	16 SEA
17 SEA	18	19 TOR	20 TOR	21 TOR	22 SEA	23 SEA
24 SEA	25 LAA	26 LAA	27 LAA	28	29 DET	

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
		1 DET	2 DET	3 DET	4 MIN	5 MIN
6 MIN	7 TEX	8 TEX	9 TEX	10	11 KC	12 KC
13 KC	14 MIN	15 MIN	16 MIN	17 OAK	18 OAK	19 OAK
20 OAK	21	22 DET	23 DET	24 DET	25 BAL	26 BAL
27 BAL	28 CWS	29 CWS	30 CWS	1 BOS	2 BOS	3 BOS

■ HOME
■ AWAY



indians.com

All Game Dates are Subject to Change.
Schedule Tentative as of September 2008.



SPORTS TIME
OHIO

