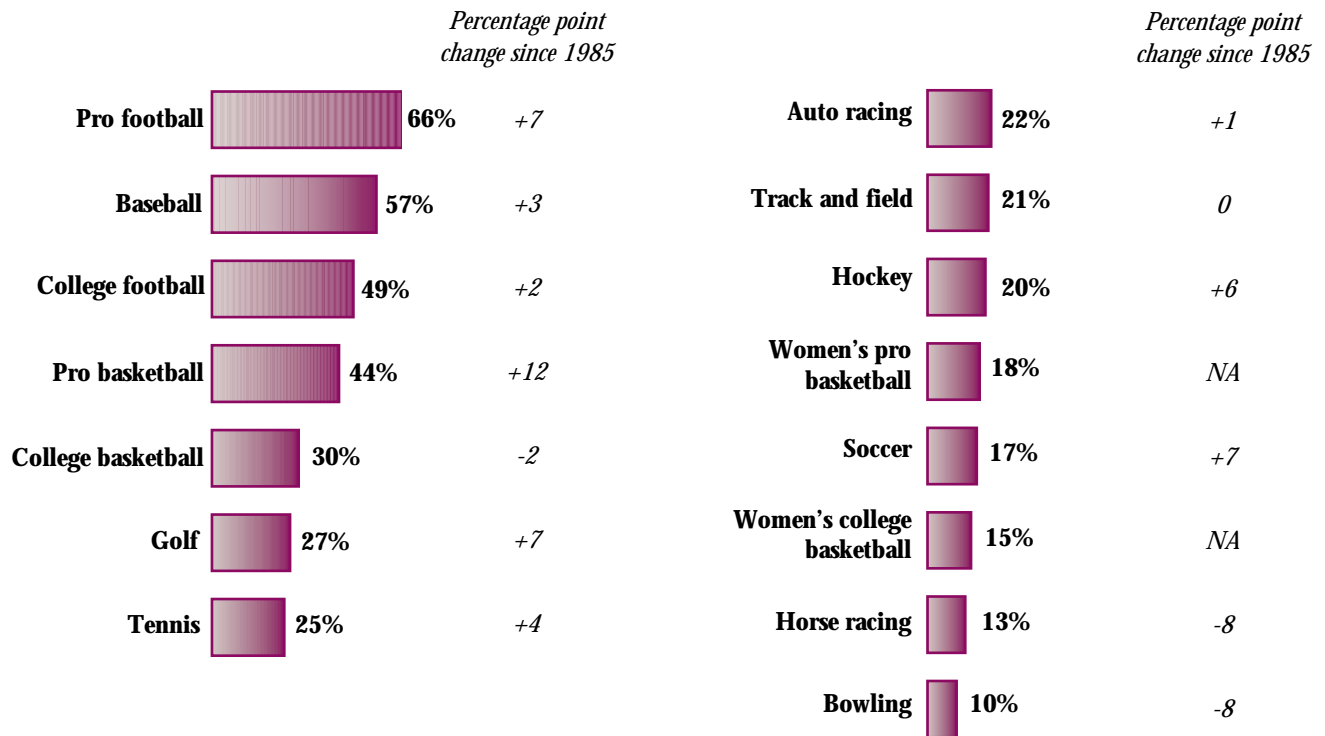


Question: Please tell me which of these sports you follow...



Source: Surveys by Louis Harris and Associates, latest that of September 9-13, 1998.

Pro Football Stats

Percent saying they follow football

By Sex

Men	76%
Women	56

By Region

East	67%
Midwest	69
South	62
West	67

By Age

18-24	61%
25-29	67
30-39	68
40-49	63
50-64	67
65+	67

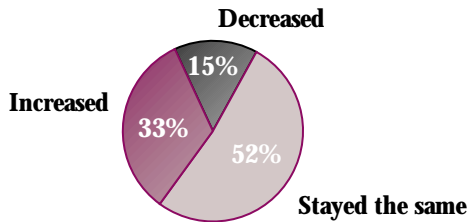
By Income

\$7,500 or less	50%
\$7,501-\$15,000	55
\$15,001-\$25,000	71
\$25,001-\$35,000	60
\$35,001-\$50,000	70
\$50,001-\$75,000	77
\$75,001+	70

Source: Survey by Louis Harris and Associates, September 9-13, 1998.

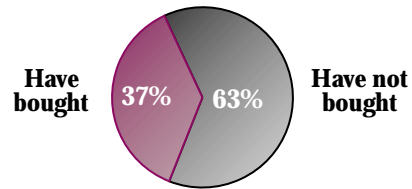
Gridiron Glory

Question: Would you say your interest in professional football has increased, decreased, or stayed about the same over the past five or so years?



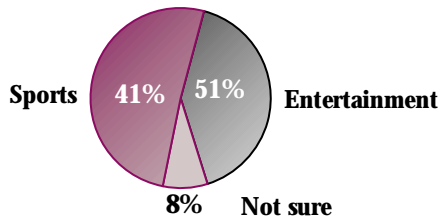
Note: Asked of fans of professional football (66%).
Source: Survey by ABC News/*Washington Post*, January 15-19, 1998.

Question: Thinking about team related sports merchandise, which includes t-shirts, hats, jerseys, posters, mugs, or other things, in the last year, have you bought any... professional football (NFL)... merchandise for yourself or as a gift?



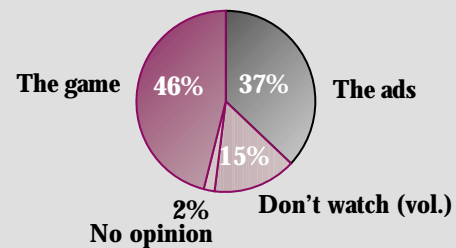
Source: Survey by Louis Harris and Associates, September 9-13, 1998.

Question: Do you consider the Super Bowl to be more of a sports event or more of an entertainment event?

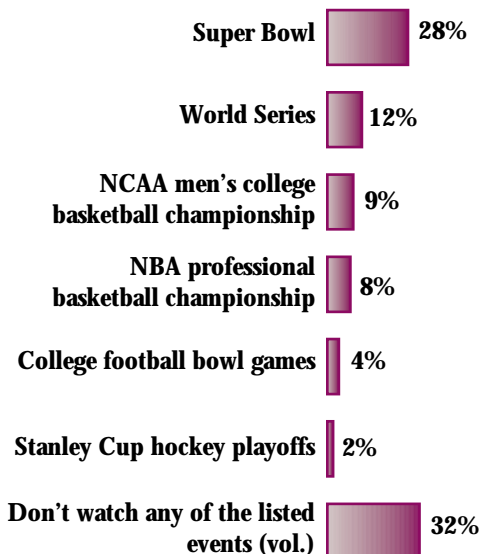


Source: Survey by Opinion Dynamics for Fox News, January 7-8, 1998.

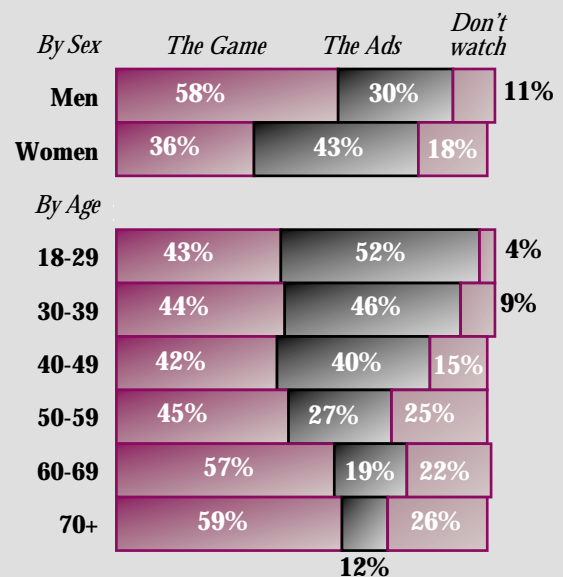
Question: Which do you personally find more entertaining—the Super Bowl game itself or the advertising commercials that run during the Super Bowl?



Question: Which of the following sports championships is your favorite...?



Source: Survey by Rasmussen Research, March 9, 1999.



Source: Survey by the Gallup Organization for CNN/*USA Today*, January 16-18, 1998.