

# 2010 SCHEDULE

## Calendar of Annual Programming

■ In Season      ■ Sponsorship Opportunity      ■ In Season and Sponsorship Opportunity

	JAN	FEB	MAR	Q1	Q2	Q3	Q4					
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>SPORTS ADVERTISING</b>												
<b>FOOTBALL</b>												
NFL SUNDAY TICKET™												
MONDAY NIGHT FOOTBALL												
NFL NETWORK												
ESPN GAMER AN												
NCAA BOWL GAMES												
NASCAR												
NASCAR® DRIVE™ DRIVER CHANNELS												
NASCAR® SPRINT™ CUP SERIES™												
NASCAR® NATIONWIDE™ SERIES™												
NASCAR® CAMPING WORLD™ SERIES™												
<b>GOLF</b>												
US OPEN GOLF												
PGA												
BRITISH OPEN												
RYDER												
TENNIS												
US OPEN												
FRENCH OPEN												
WIMBLEDON												
AUSTRALIAN OPEN												
BASKETBALL												
NCAA® MARCH MADNESS®												
ESPN FULL COURT												
COLLEGE BASKETBALL CHAMPIONSHIP WEEK												
NBA PLAY OFFS												
<b>BASEBALL</b>												
MLB												
MLB EXTRA INNINGS®												
MLB NETWORK												
MLB PLAY OFFS												
HOCKEY												
NHL®												
NHL® CENTER ICE®												
<b>ALL SPORTS</b>												
BIG 10 NETWORK												
SPORTS MIX												
WINTER OLYMPICS												
SPORTSMAN CHANNEL												
WORLD CLIP												
<b>ORIGINAL ENTERTAINMENT</b>												
<b>THE 101® NETWORK</b>												
THE WIRE												
FRIDAY NIGHT LIGHTS												
UNDERBELLY												
BROTHERHOOD												
SUPREME COURT OF COMEDY												
TRAILER PARK BOYS												
THE DAN PATRICK SHOW												
DIRECTV CONCERT SERIES												
FARM AID 2010												
CELEBRITY BEACH BOWL 2011												
<b>ENHANCED PROGRAMMING</b>												
<b>FOOTBALL</b>												
NFL GAME MIX												
PLAYER TRACKER AND ALERTS												
SHORTCUTS												
RED ZONE CHANNEL®												
NFL STANDINGS												
NFL TRIVIA												
SUPERFAN												
NFL MOBILE												
NFL ONLINE												
<b>NASCAR</b>												
NASCAR® DRIVE™ DRIVER CHANNELS												
<b>GOLF</b>												
US OPEN GOLF EXPERIENCE												
PGA CHAMPIONSHIP MIX												
THE MASTERS EXPERIENCE												
OPEN CHAMPIONSHIP GOLF EXPERIENCE												
<b>TENNIS</b>												
US OPEN EXPERIENCE												
FRENCH OPEN EXPERIENCE												
WIMBLEDON EXPERIENCE												
AUSTRALIAN OPEN EXPERIENCE												
<b>BASKETBALL</b>												
NCAA® MARCH MADNESS® GAME MIX												
<b>BASEBALL</b>												
MLB GAME MIX												
VANCOUVER 2010												
VANCOUVER 2010 MEDAL COUNT												
VANCOUVER 2010 MIX												
VANCOUVER 2010 TRIVIA												
<b>SOCCER</b>												
UEFA CHAMPIONS LEAGUE MIX												
UEFA EUROPA LEAGUE MIX												
<b>GENERAL ENTERTAINMENT</b>												
NEWS MIX												
WALT DISNEY MINUTE												
STARSHIP												

Schedule subject to change.

