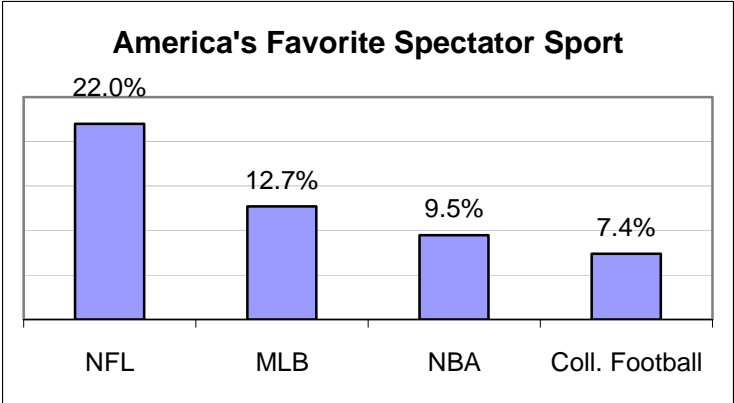


SURVEY SAYS!

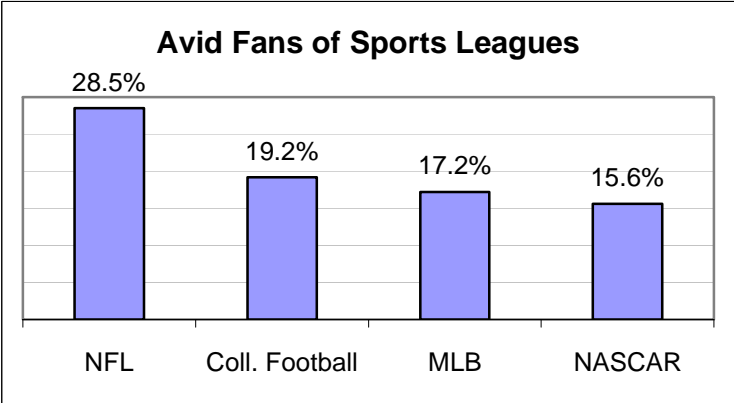
THE NFL has been acknowledged as America’s most popular sport for the past 39 years, rated No. 1 by fans in the Harris Poll since 1965. But NFL popularity can be measured in other ways. For instance:

- Twice as many women age 18-to-34 watched Super Bowl XXXVIII (9.2 million) than the 2004 Academy Awards (4.6 million). According to an Octagon survey, more women age 18-to-54 are “most interested” in the NFL (37%) than runner-up figure skating (30%).
- 18-to-34 year old men play Madden NFL 2004 an average of 7.7 hours per week, according to EA Sports. That's more than they watch prime-time TV (5.7 hours).
- Good Charlotte’s “The Young & The Hopeless” album jumped from 71 to 17 on the Billboard Top 100 after the group performed at NFL Kickoff Live in 2003.
- The NFL has ranked as the world's largest sports brand in licensing revenue every year since *License!* magazine began tracking the industry in 1998. According to the magazine’s April 2004 issue, the league’s \$3.2 billion in retail sales ranks as the seventh-largest brand in the world.

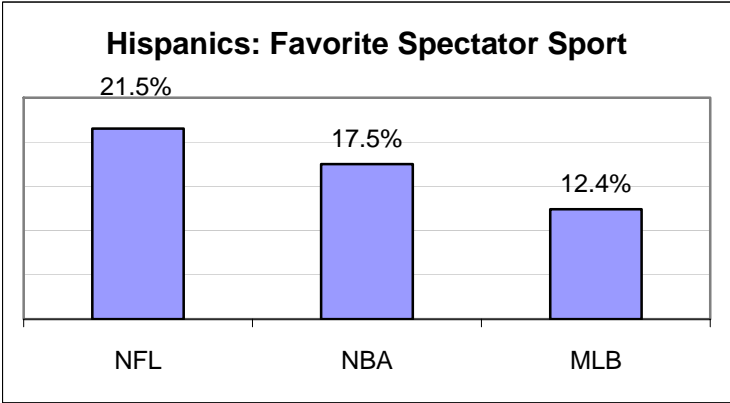
Following is a broader look at the NFL's popularity:



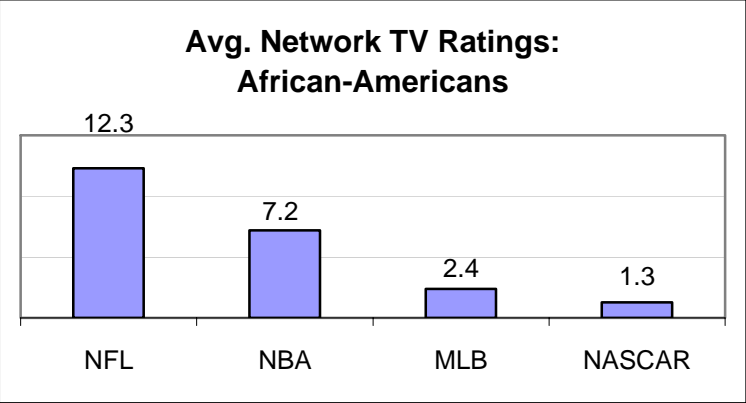
Source: 2003 ESPN Sports Poll



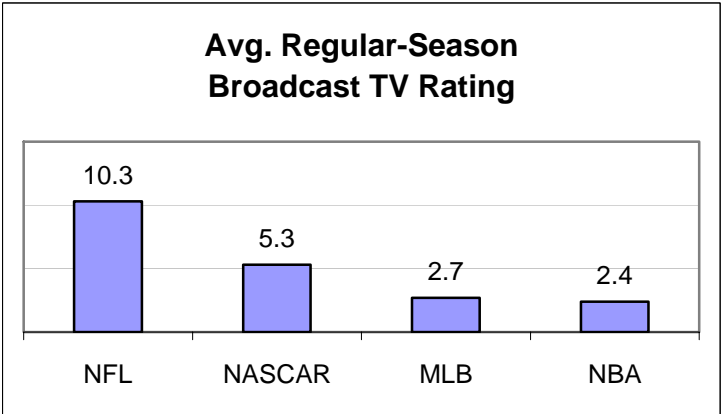
Source: 2003 ESPN Sports Poll



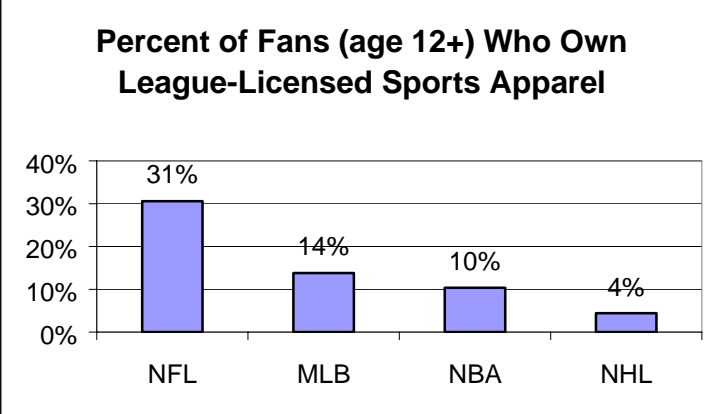
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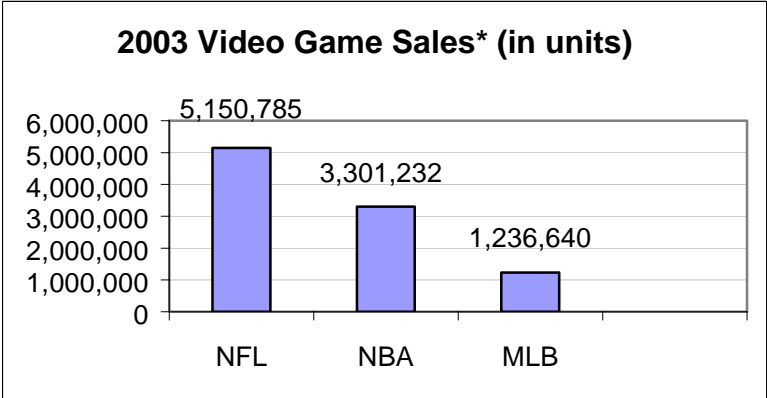
Source: NFL and Nielsen Media Research 2003-04



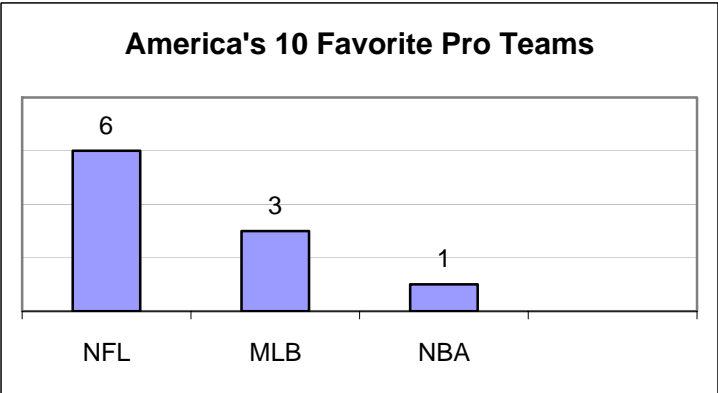
Source: NFL and Nielsen Media Research 2003-04



Source: 2004 ESPN Sports Poll



Source: TRST Data/ NPD Group
*Represents 2003 releases sold in 2003 calendar year



Source: 2003 ESPN Sports Poll