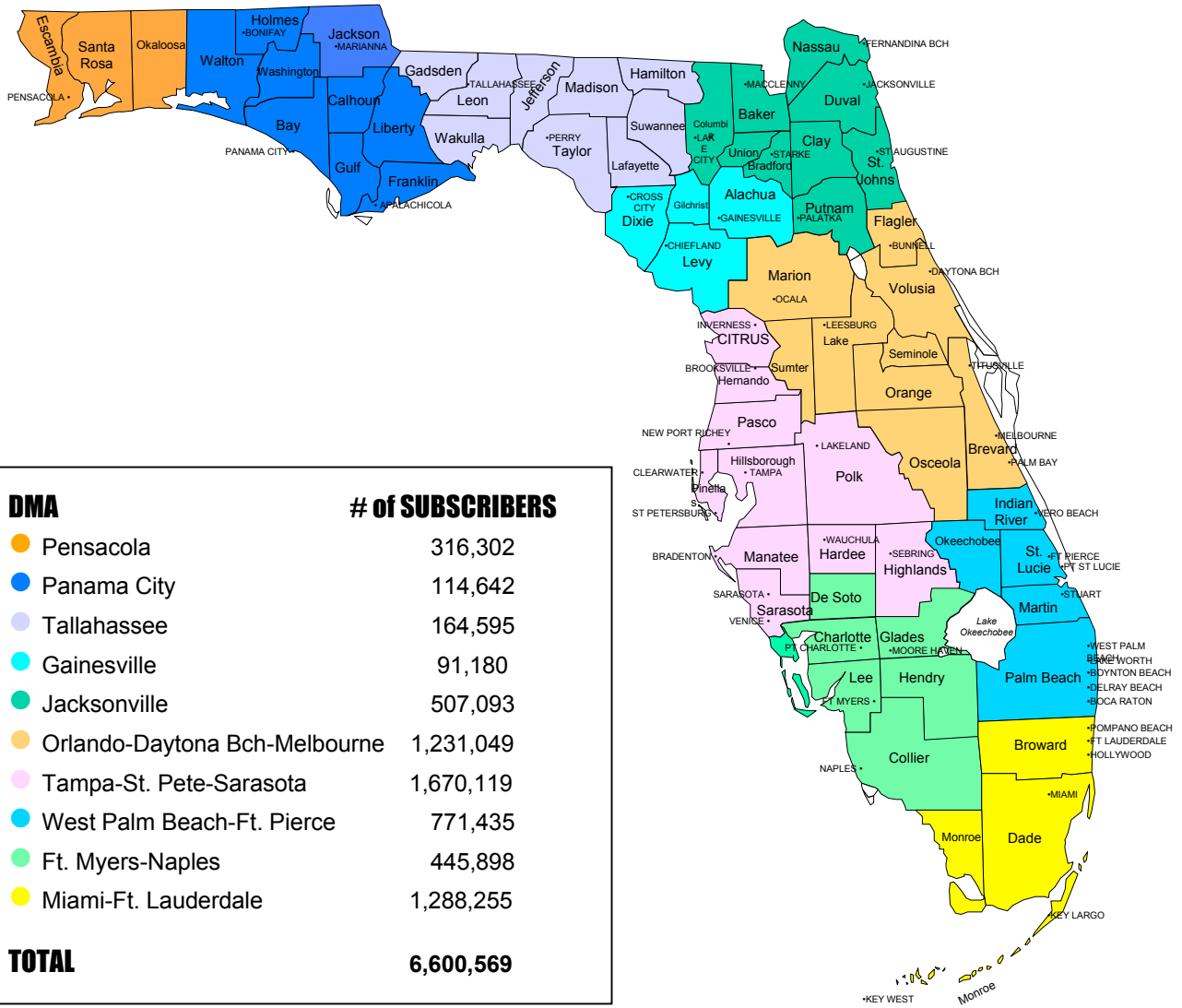


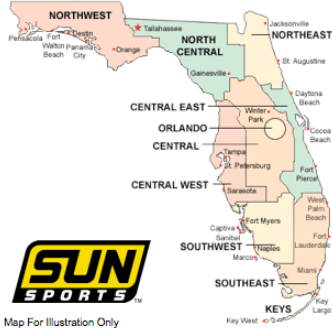


# DMA/COUNTY COVERAGE MAP



Data Source: AC Nielsen, 5/09

**COVERAGE AREA**



**Sun Sports Viewer Profile**

- Male 75% / Female 25%
- Age 18-34: 25%
- Age 35-54: 40%
- College Graduate: 58%
- Hispanic Origin / Descent: 29%
- HH Income: \$75K+: 44%
- Own Home: 73%
- 1+ Children under 18 in HH: 38%

**Major Properties**

- NBA: Miami Heat, Orlando Magic
- NHL: Tampa Bay Lightning
- ACC
- SEC: Florida College Football
- Original Studio Series
- Soccer
- Golf
- Talk/Magazine Shows and More!