





GolTV is the original all-soccer network with unsurpassed, exclusive TV rights to international fútbol matches, featuring over 6,000 hours of pure soccer action from some of the world's most competitive leagues, including Spain's La Liga, Germany's Bundesliga, the Fútbol Profesional Colombiano, the Fútbol Uruguayo Championship and Brazil's Campeonato Brasileiro and Campeonato Paulista. Additionally, the network features elite tournaments, such as Emirates Cup, Copa del Rey and Coppa Italia, UEFA Europa League, South American Under 20 and Under 17 Championships.

The company recently launched GolTV Móvil, offering mobile phone subscribers exclusive news, updates, scores and video of their favorite clubs on the go.

NETWORK PROGRAM FORMAT

| | |
|-------------------------|-----------------------|
| Local Avails: | 2 one-minute per hour |
| Times: | Varies |
| Insertion Hours: | 24 hours per day |

NETWORK INFORMATION

| | |
|------------------------|---|
| Subscribers: | 13 million of which 3.4 million are Hispanics <small>Source: Internal Estimate</small> |
| Service Type: | HD, Basic, Digital, VOD |
| Satellite Feed: | Live (Single) |
| Launch Date: | February 2003 |
| Ownership: | Privately Owned |

BENEFITS TO ADVERTISERS

- 1) GolTV offers your clients an upscale and hard-to-reach male audience.
- 2) GolTV is one of the country's most popular networks among Hispanic viewers as well as marketers targeting all U.S. soccer fans.
- 3) GolTV has a true national presence, with over 35 cable and satellite affiliates covering more than 165 DMA's, including 24 of the top 25 Hispanic markets, and puts your clients in front of key audiences nationwide.
- 4) GolTV offers over 6,000 hours of pure soccer action made up by more than 4,200 hours of matches from some of the world's most competitive leagues, including Spain's La Liga, Germany's Bundesliga, the Fútbol Profesional Colombiano, the Futbol Uruguayo Championship and Brazil's Campeonato Brasileiro and Campeonato Paulista, in addition elite tournaments such as the European World Cup Qualifiers, UEFA Europa League, Coppa Italia and Copa Del Rey, among others.
5. GolTV provides advertisers with:
 - Branded Entertainment
 - Product/Content Integration
 - Entitlement Opportunities
 - Live Product Mentions
 - On/Off Air Promotions
 - In Game Advertising



GOLTV

RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54, 21+

Men: 18-49, 25-54, 21+

VIEWER PROFILE

- Male 69% - Avg Age: 32
- 44% of GolTV viewing homes are in the \$50K bracket vs. 38% of Hispanic households
- 1 in every 3 GolTV viewing homes is in the \$60K+ bracket
- 86% of GolTV viewing homes are Spanish Dominant
- 70% are Non-Mexican

Source: Nielsen Media Research, Apr '10 Viewer Profile, and Nielsen Universe Estimates 2009. Education and language based on P2+, all others based on household.

VIEWER LIFESTYLE

- 75% of GolTV Cell Phone owners use it for personal reasons
- 96% of GolTV viewers drink soft drinks
- 74% of GolTV viewers drink quencher/activity drinks
- 37% of GolTV vehicle owners own 3 or more vehicles
- 67% of viewers HH owned or leased any car/truck/SUV

Source: Simmons NCS/NHSC 2006; Base A18+.

DAYPART VIEWING

Highest day parts viewed include weekends with live matches and Monday to Friday 7pm - midnight.



PROGRAMMING

PROGRAMMING GENRES

PROGRAMMING GENRES: Sports: All Soccer, Matches, News, Debates, Highlights and News Magazines
Ethnic: Hispanic

VIEWER TARGETED PROGRAMMING

Adults 18-49: Soccer Matches, Original Programming, GolTV News
Teens & Children: Youth Soccer, Instructional Programming

NEW PROGRAMS FOR 2011/POPULAR ESTABLISHED PROGRAMS

THE BEST OF SOCCER... LEAGUE AND TOURNAMENT COVERAGE - GolTV presents exclusive live and original match broadcasts from GolTV's leagues and tournaments from around the world. The series delivers regular league play from Spain, Germany, Brazil and Colombia among others.

GolTV NEWS - Two times a day, every weekday, GolTV airs the nation's first and only newscast dedicated exclusively to international soccer. Featuring player, club and league news from around the globe, GolTV News goes inside the action with interviews, video highlights post-game analysis and so much more!

LA LIGA 360 - Every week *La Liga 360* shines the spotlight on the most amazing Spanish league soccer superstars. From the best highlights to the biggest mistakes.

HALLO! BUNDESLIGA - This GolTV weekly program showcases the best of each round of action in the German soccer league. Every Monday, GolTV viewers enjoy a half hour of Bundesliga's best highlights.

LA LIGA GOL A GOL - Offering the most complete recap of each action-packed La Liga weekend, "Gol A Gol" features player interviews, highlights of the best goals and everything related to the world's top league.

OH MY GOL! - GolTV's newest show features the best of the best and the worst of the worst, featuring clips of the most amazing goals, outstanding saves, hilarious blunders and colorful soccer fans. This winning combination of highlights and humor delivers a dynamic half-hour show that will make you say, "Oh My Gol!"

SOCCER ACES - *Soccer Aces* is the world's first soccer-oriented reality TV series. Judged by soccer legends Zinedine Zidane and Enzo Francescoli, the new show seeks to discover players from around the globe who dream of becoming the next big fútbol star. After six weeks of grueling competition, the winner of the series earns a once-in-a-lifetime opportunity to play for a club in Spain's La Liga.

FOOT BRAZIL - *Foot Brazil* offers soccer fans 30 minutes of front-row access to the passion and excitement of the Brazilian leagues. This show highlights the week's most exciting plays and outrageous goals from Brazil's best players and teams.

AC MILAN CHANNEL WEEKLY - AC Milan Channel offers fans the opportunity to follow the highly-recognized soccer players of Italy's top team AC Milan. The show features exclusive interviews with the club's standout players and behind-the-scenes coverage exclusive to GolTV. AC Milan Channel Classics airs past AC Milan matches, while *AC Milan Channel Weekly* delivers all the home game matches of AC Milan.

BUNDESLIGA MAGAZINE - The German soccer juggernaut is brought into sharp focus during this high-powered show hosted by Nils Jäger, who goes one-on-one with Bundesliga soccer stars.

FIFA FUTBOL MUNDIAL - *FIFA Futbol Mundial* is an in-depth weekly magazine show featuring human interest stories, interviews and mini-documentaries highlighting the most important and current happenings from the world of soccer.

LA LIGA REPORT - *La Liga Report* builds the suspense leading up to each La Liga match day with an exciting journey through the league's top teams, most colorful characters and the best action highlights from the world's greatest league.

FUTBOL DE MIS AMORES - This high-energy sports talk show focuses on Mexican soccer domestically and internationally while adding just a touch of Mexican culture. The 48-minute show is telecast twice weekly. On Fridays, the show delivers insight on the weekend's upcoming matches and top Mexican soccer news. On Mondays, viewers can enjoy highlights of the best plays and greatest goals along with commentary from soccer experts and interviews from some of the biggest names in the sport.



LEADING NATIONAL ADVERTISERS

Contact Go!TV directly for this information.

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Affiliate Website: www.goltv.tv/affiliates

Ad Sales Website: www.goltv.tv/mediakit

Mobile Website: m.goltv.tv

Press Website: http://www.goltv.tv/index.php?target=pressroom_releases_en