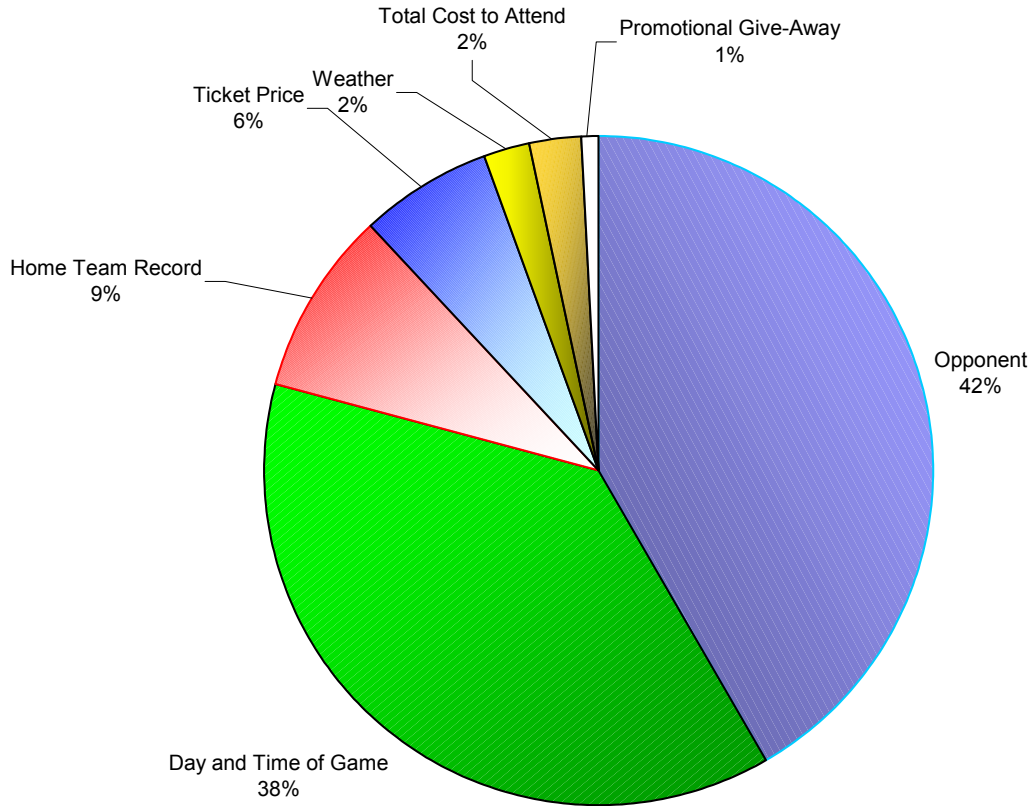


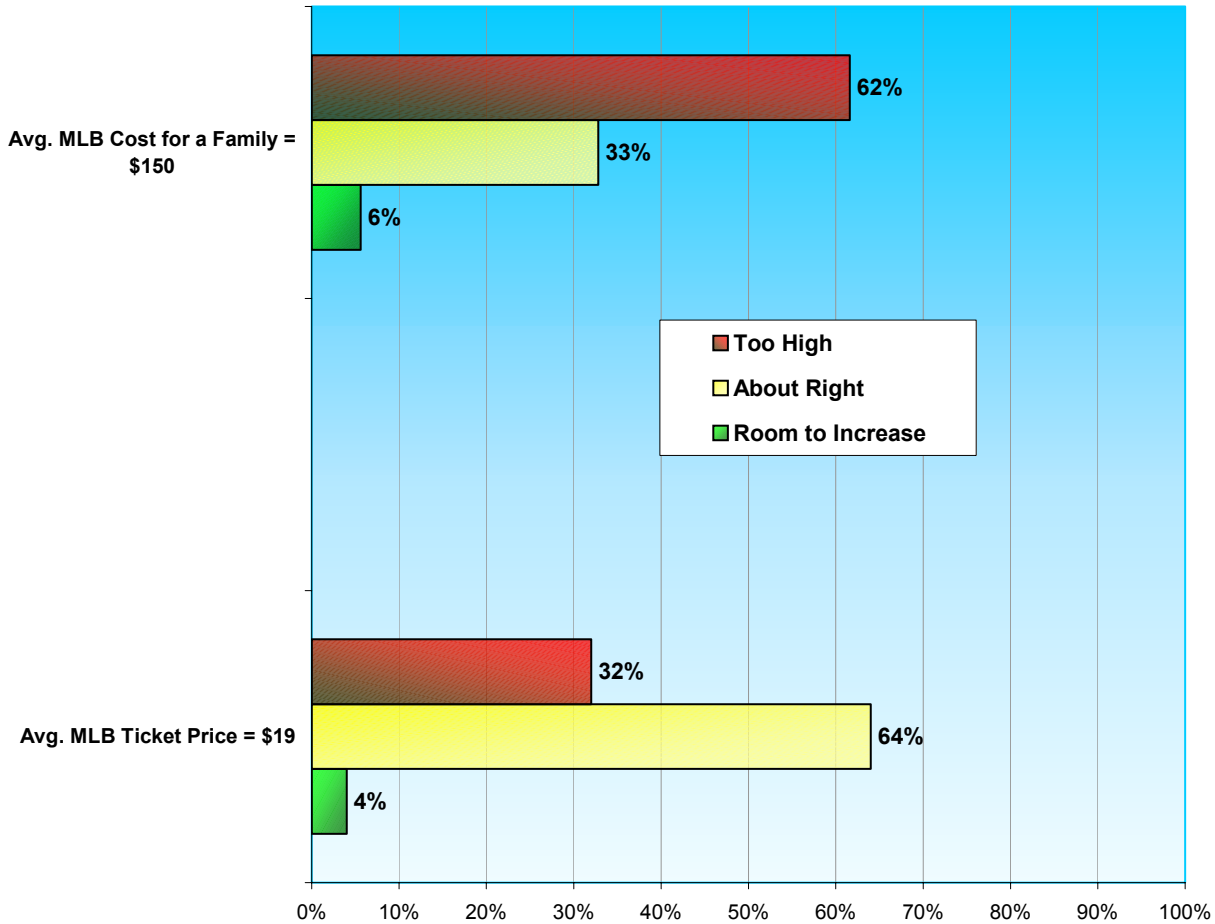
March 2003 Results

Most Important Factors When Fans Buy MLB Tickets



Question: Which of the following do you think is the most important decision factor that fans consider when buying an individual ticket to a Major League Baseball game?

MLB Prices and Demand/Revenue Maximization



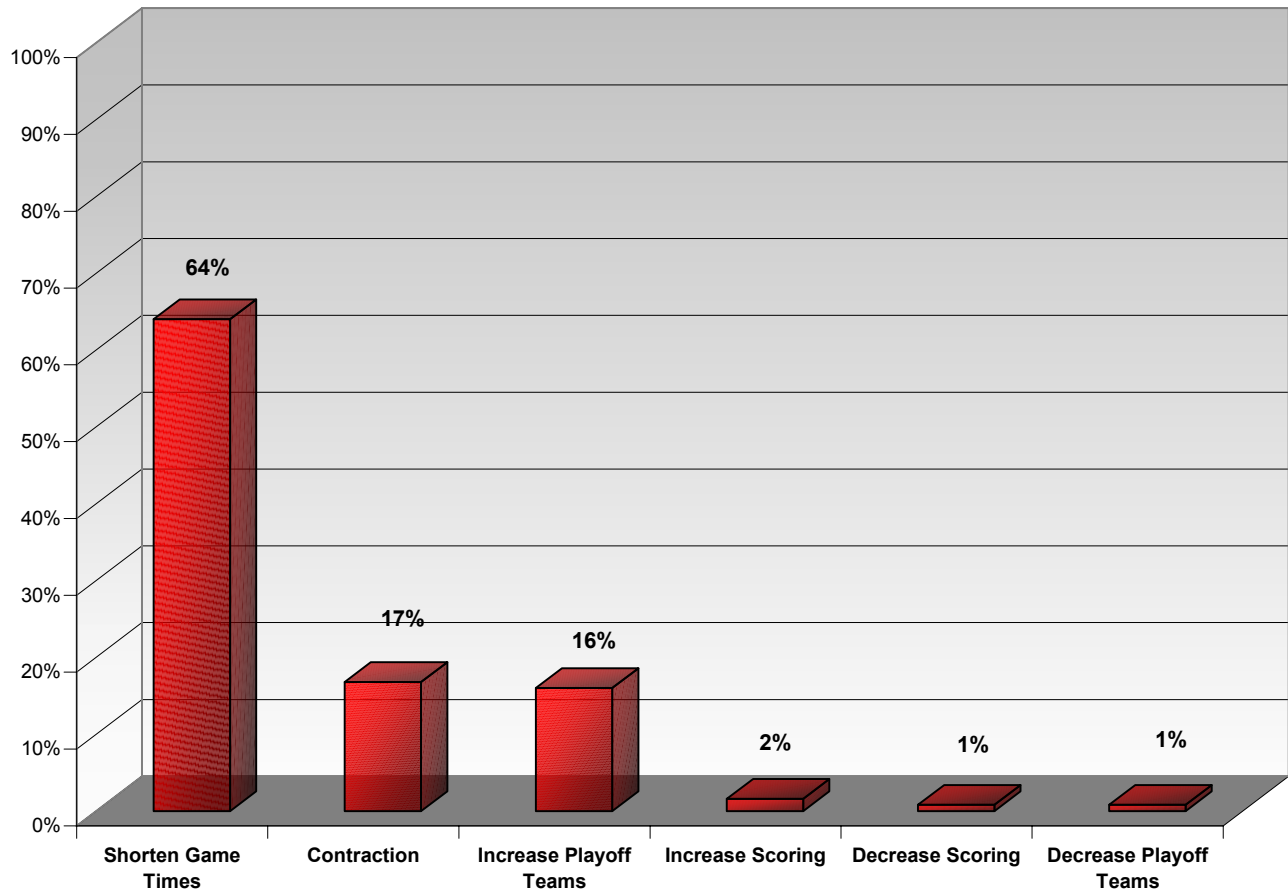
Question: The average MLB ticket price for the 2003 season is estimated to be \$19.00. Do you feel this average ticket price is:

- Less than optimal to maximize demand and revenue
- About right to maximize demand and revenue
- Too high to maximize demand and revenue

Question: The average cost for a family of four to attend a MLB game in 2003 is estimated to be \$150.00. Do you feel this average cost to attend a game is:

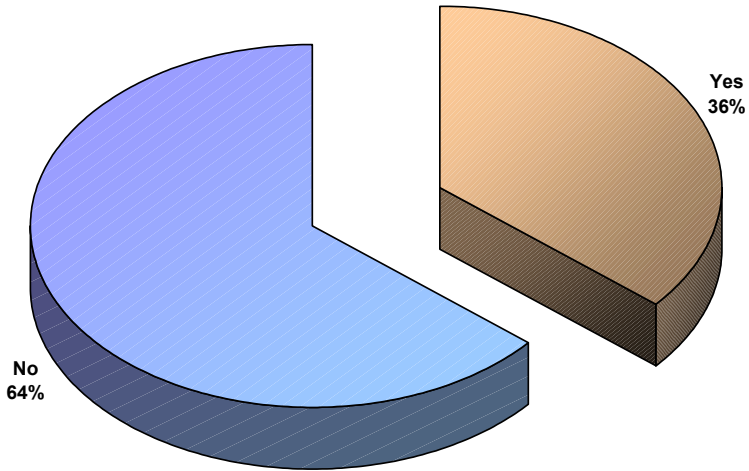
- Less than optimal to maximize demand and revenue
- About right to maximize demand and revenue
- Too high to maximize demand and revenue

Adjustments That Would Increase MLB Fan Base The Most

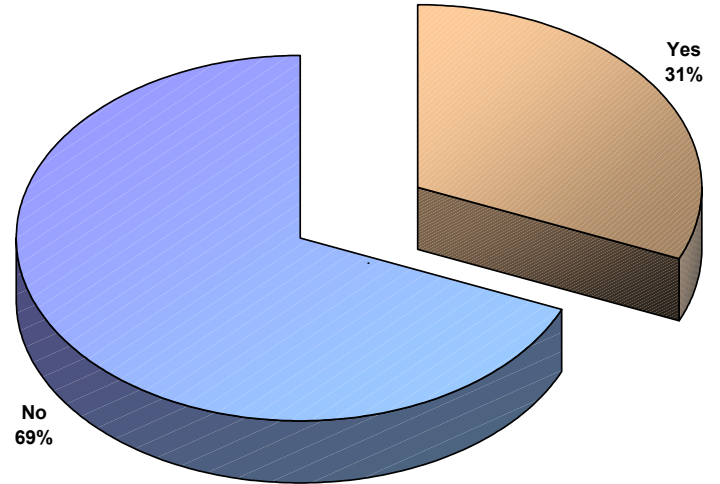


Question: Which of the following adjustments do you feel would most help MLB increase its fan base?

**Should WNBA Allow Ownership
by Gaming Operators?**

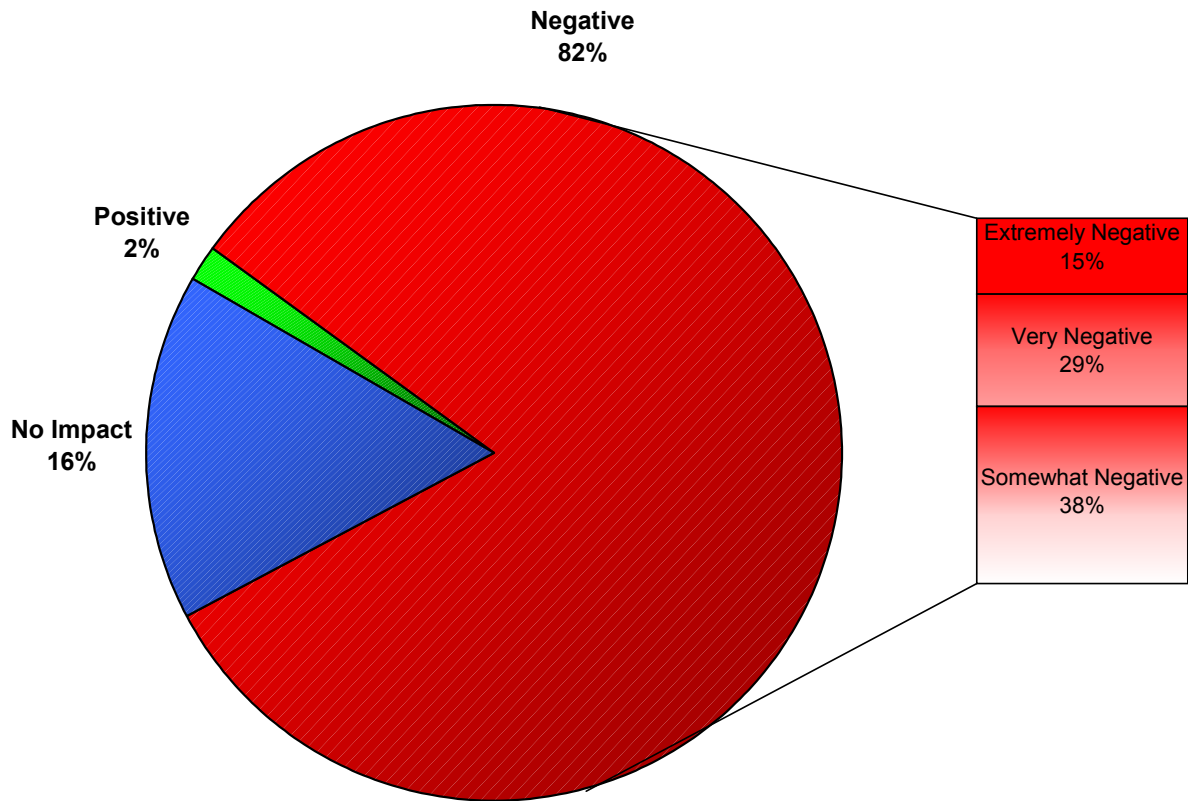


**Will Other Leagues Follow
WNBA's Lead?**



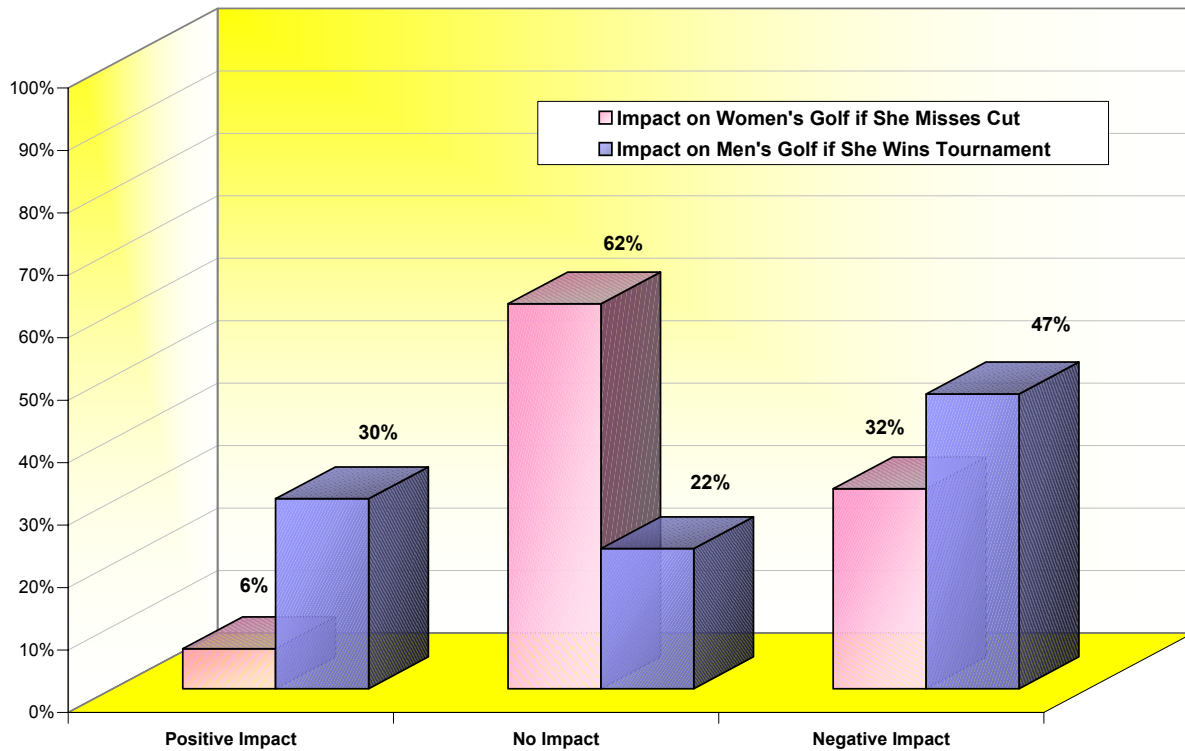
Question: The NBA has sold a WNBA franchise to the Mohegan Sun Casino in Connecticut. The team will play in an arena adjacent to the casino. In your opinion, should leagues allow gaming operators to own franchises?

Question: Do you think other leagues will follow the NBA's lead and open ownership opportunities to gaming operators?



Question: What impact do you think franchise ownership by gaming operators would have on the brand image of a league?

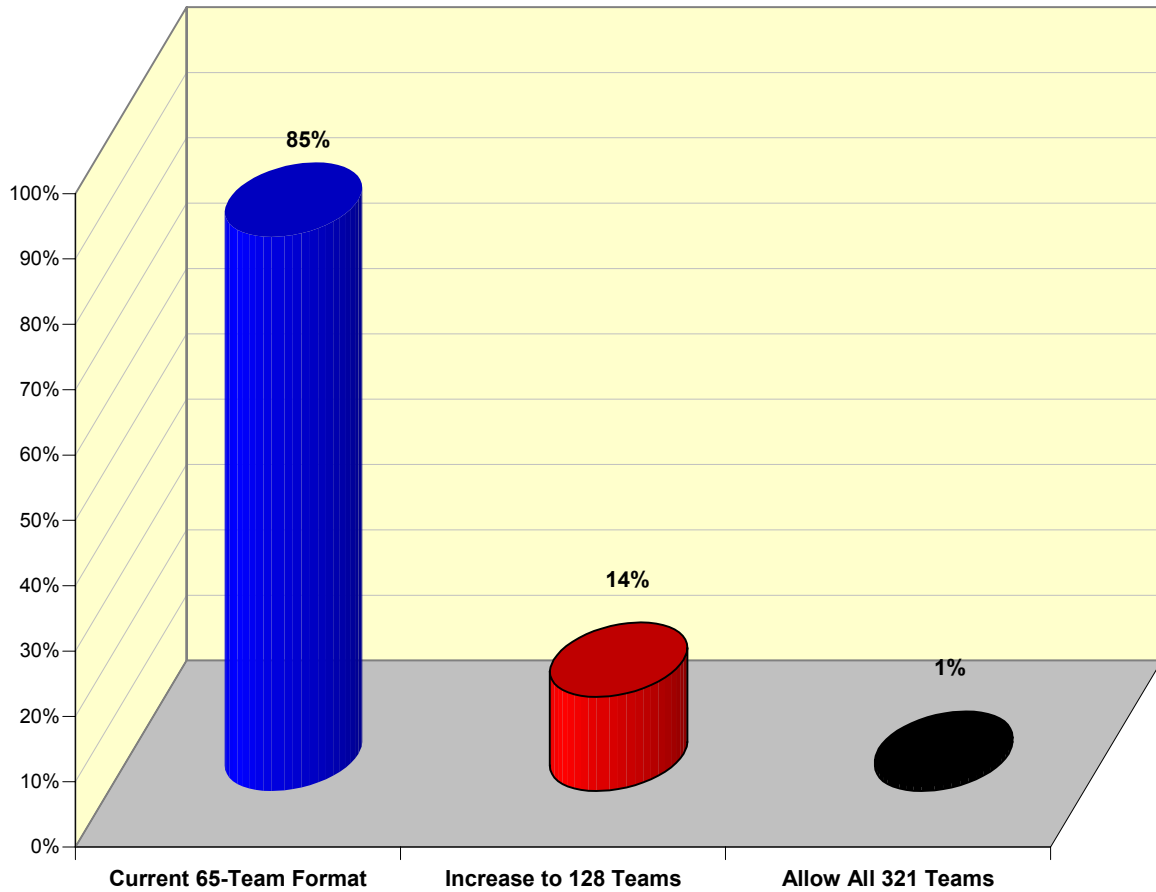
Impact on LPGA of Annika Missing the Cut and on the PGA if She Wins the Tournament



Question: Annika Sorenstam, the leading LPGA golfer, will play in a men's PGA tournament in May. If she misses the cut, what impact will this have on women's professional golf?

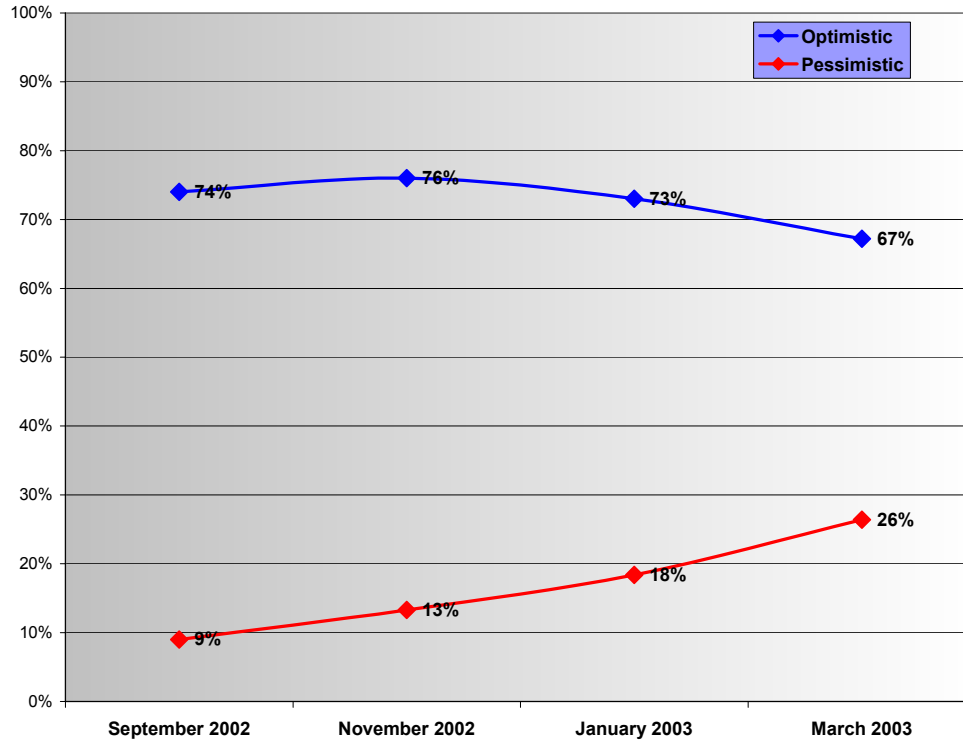
Question: If Sorenstam wins the tournament, what impact will this have on men's professional golf?

Should NCAA Alter Size of Basketball Tournament?



Question: To maximize revenue from its men's basketball championship tournament do you think the NCAA should continue with the current 65-team format, increase participation to 128 teams and extend the tournament by one week or allow all 321 Division 1-A teams into the tournament and extend the tournament by two weeks?

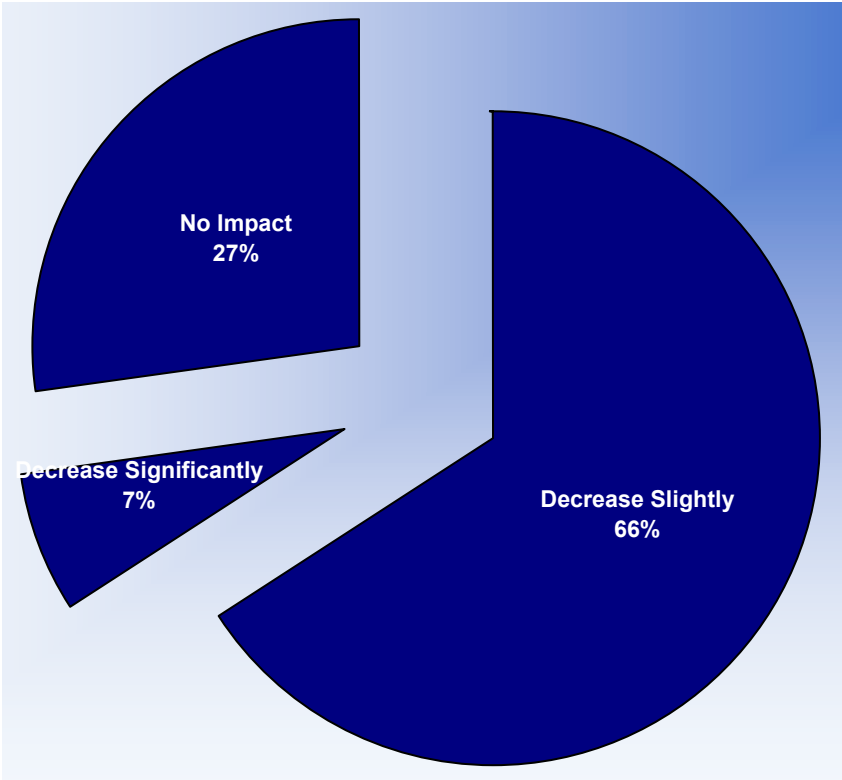
12-Month Outlook for Business



Question: Thinking about your own particular business, what best describes your confidence level regarding the next 12 months for your business?

- Extremely optimistic
- Very optimistic
- Somewhat optimistic
- Neither optimistic nor pessimistic
- Somewhat pessimistic
- Very pessimistic
- Extremely pessimistic

Impact of War on Attendance



Question: How do you think a U.S. war in Iraq will impact attendance at professional and major college sports events in the U.S.?