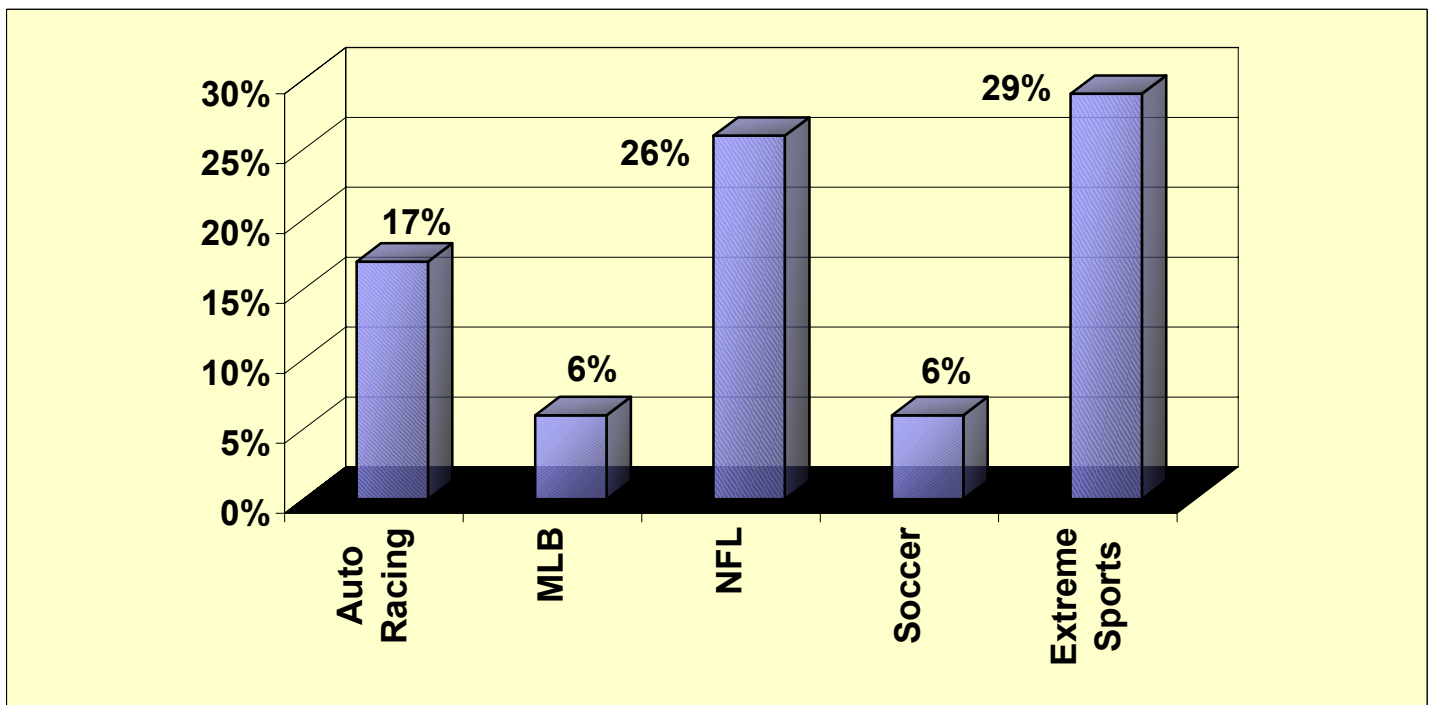


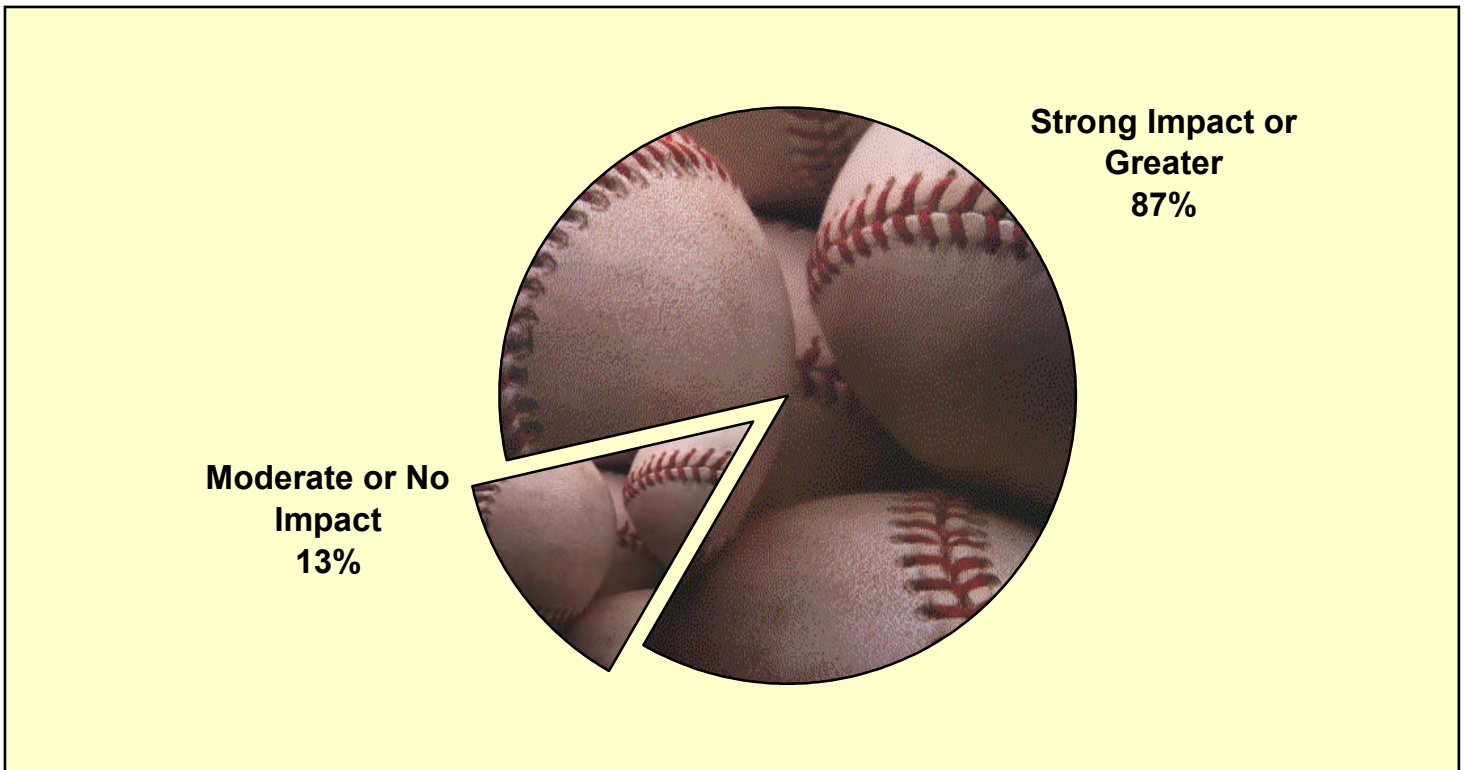
September 2002 Results

Extreme Sports Are Best Positioned For Growth In The Next 3 Years



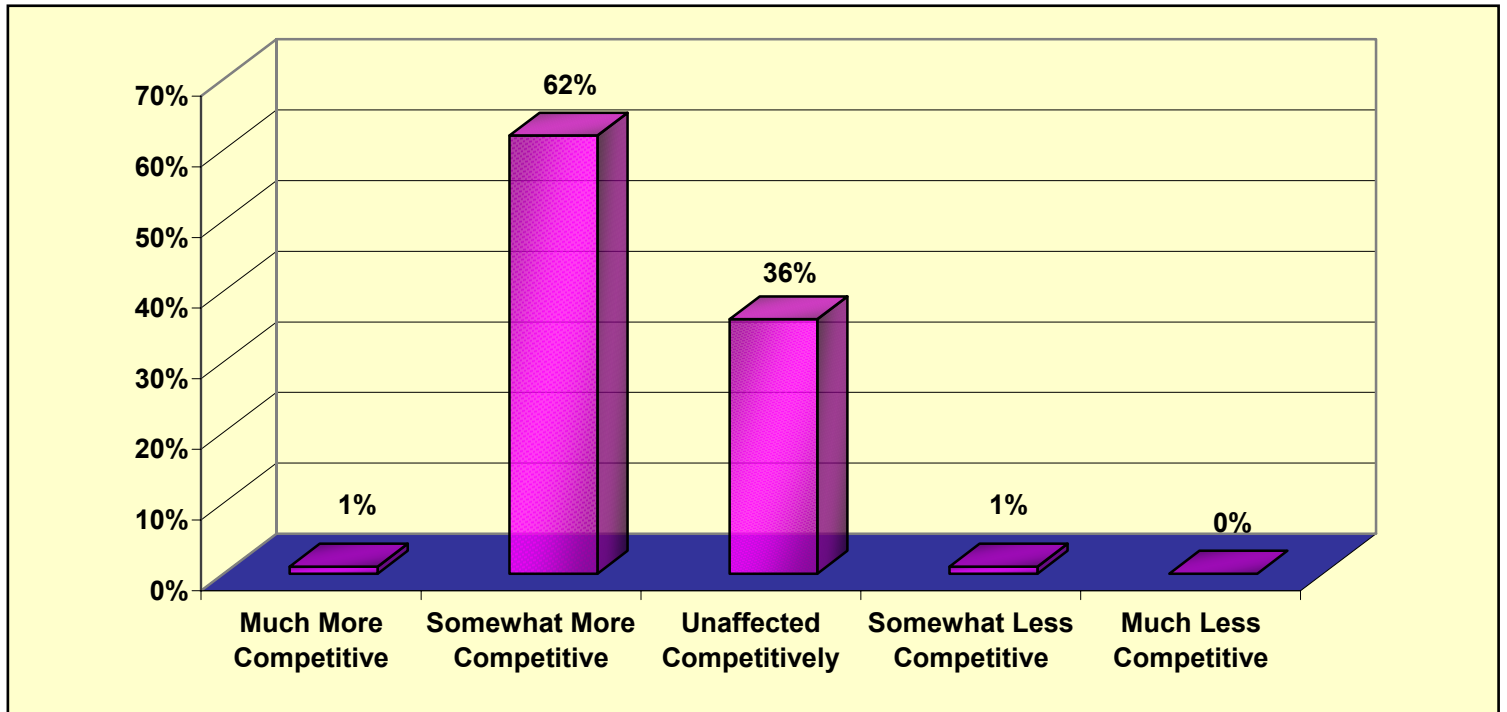
Question: Which sport is best positioned for growth over the next 3 years - in North America?

Impact of Negative Fan Reaction on MLB CBA Negotiations



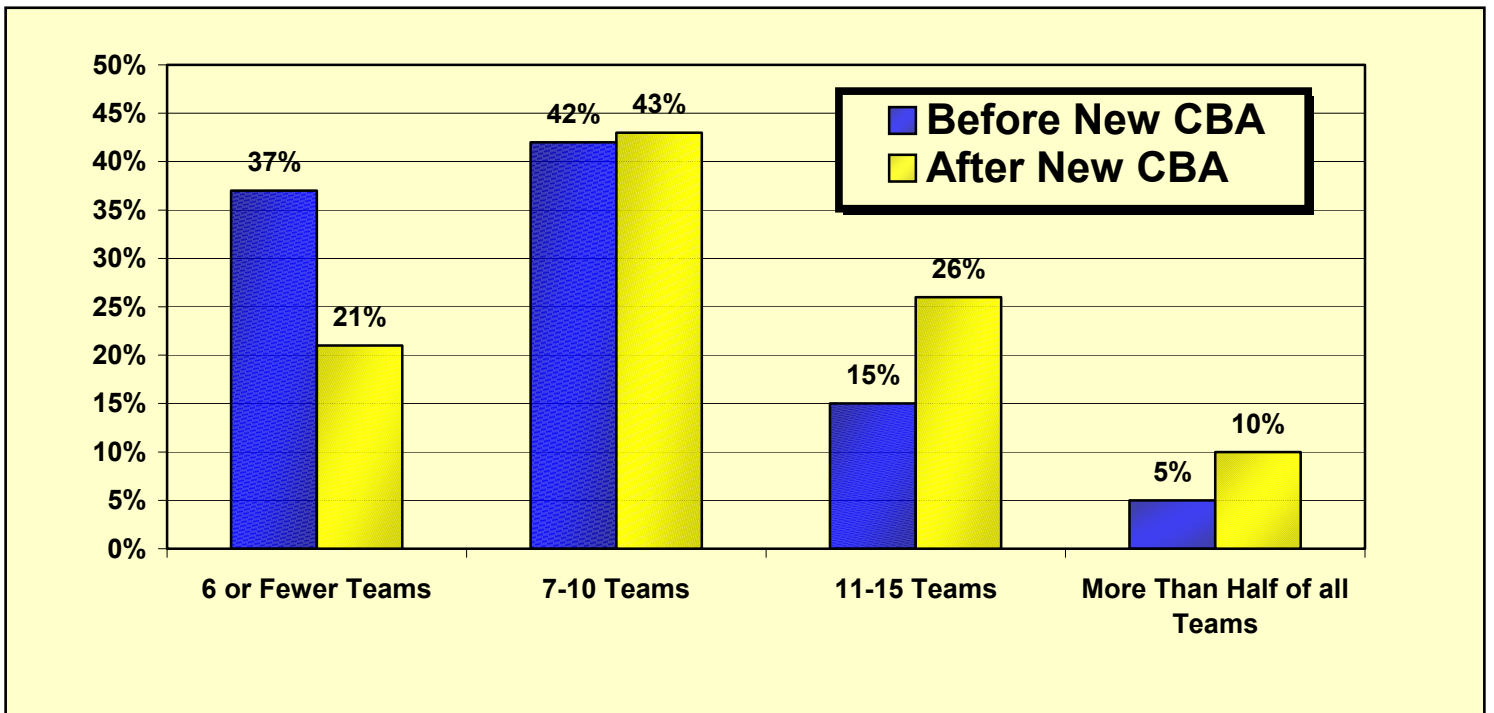
Question: Thinking about the different factors that pushed the parties to agree to a new MLB collective bargaining agreement last month (August 2002) in time to avoid another work stoppage - to what extent, if any, do you think the parties were impacted by the prospect of negative fan reaction to another work stoppage?

Level of Competitiveness in MLB Under the New CBA



Question: What affect do you think the new MLB collective bargaining agreement reached last month (August 2002) will have on team competitiveness? Overall, do you think MLB will be much more competitive, somewhat more competitive, unaffected competitively, somewhat less competitive, or much less competitive.

Number of MLB Clubs That Can Realistically Compete for the World Series



Question: Thinking about your perception of major league baseball (MLB) under the previous collective bargaining agreement (from 1994 through 2002), how many teams had a chance to realistically compete for a shot at the World Series in any given year?

Question: Thinking about the new MLB collective bargaining agreement reached last month (August 2002), under this new structure how many teams do you think will realistically compete for a shot at the World Series in any given year?