

Debating May, 2010 on Regional Sports Networks Across North America

ATV-24/7

What happens on -- and off -- the track is the real story.



photo/atvriders.com



photo/ATVRE MEDIA GROUP



photo/stolen off internet

REALITY TELEVISION MEETS ATV RACING



ATV-24/7 is a heart-pounding reality program that follows a group of professional motocross racers in real time as they prepare for, and compete in, the AMA's National ATV Racing Championships.

Each half-hour episode of "ATV-24/7" is presented in the semblance of real time over the course of six ATV motocross races, in the same format as "24," the hit FOX TV show.

Our cameras follow three racers each episode — the top two pros and a youth racer — as they prepare for and race in the AMA's National ATV Championship.

Sun-up to sun-down — how the racers interact with their parents, their mechanics, and other racers — wrapped around high-flying race coverage of the competitors on the track. An exciting

reality program that is truly ATV racing 24/7!

The production is fast-paced, the presentation in your face, using a mix of both hand-held and steady camera. Following the "24" style of split screen edits with the digital clock ticking in the lower right corner, the compelling racer stories are supported by a powerful, driving soundtrack.

ATV-24/7 is watched not only by powersports enthusiasts, but also reality TV viewers who are ready and primed powersports product buyers.

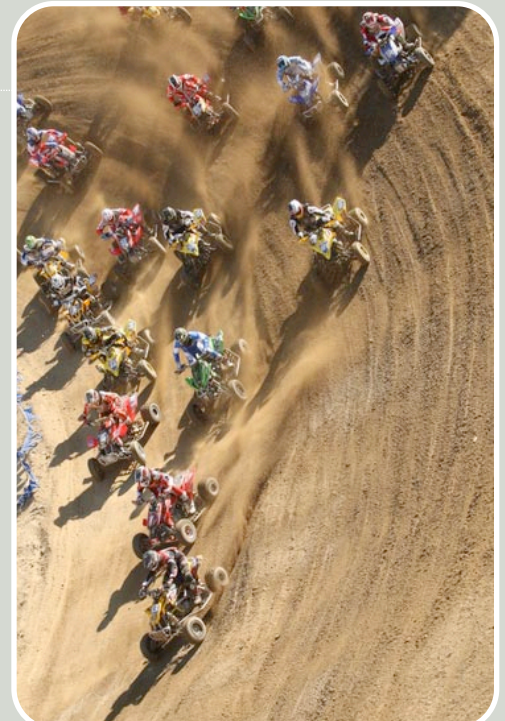


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Distribution

UNTAMED
SPORTS^{tv}™

Includes Satellite
and Canadian Distribution

WILD^{TV}
HUNTING & FISHING
NETWORK



NORTH AMERICAN BROADCAST FOOTPRINT

ATV-24/7 is distributed nationally to the top 100 DMAs through a

comprehensive network of regional cable sports channels (Comcast, Cox and Time Warner), Dish and Direct TV, plus Fox Sports Net Regional Sports

networks. Total households served in the national footprint:
65 million HH.

774-247-2474

Broadcast Schedule



ATV-24/7's air schedule stretches from May to October, 2010.

A total of seven episodes will be telecast in 2010. Each new episode will air a minimum of three times per month, for a total of 21 individual airings.

Specific broadcast dates and airtimes for each network are available online, in regional program guides and network on-air listings.

photos courtesy of ATVRE MEDIA GROUP and atvriders.com

ATV-24/7



ITP/MOOSE RACING AMA ATV MOTOCROSS CHAMPIONSHIP PRESENTED BY PARTS UNLIMITED

2010 SCHEDULE

ROUND 2	APRIL 17-18	BALLANCE MOTO X	BOWLING GREEN, KY
ROUND 5	MAY 29-30	STEEL CITY RACEWAY	DELMONT, PA
ROUND 6	JUNE 12-13	SPRING CREEK MX	MILLVILLE, MN
ROUND 9	JULY 17-18	UNADILLA	NEW BERLIN, NY
ROUND 10	JULY 31-AUGUST 1	REDBUD	BUCHANAN, MI
ROUND 11	AUGUST 14-15	LORETTA LYNN RANCH	HURRICANE MILLS, TN

ITP MOOSE RACING PARTS UNLIMITED can-am FMF HINSON ESKO MOTORCYCLES USA ATVMOTOCROSS.COM WWW.ATVMOTOCROSS.COM

Six GNC MX races will be covered

Six MX Episodes, One Mud Race slated for coverage

In addition to the reality coverage of the MX Nationals, "ATV-24/7" will also cover the finals of the **CMR Championship Mud Racing** finals.



ADVERTISING



Reality programming that is truly ATV racing 24/7!

Viewer Profile:

Gender: Male 87% Female 23%
Age: 18-34 34%
35-54 40%
55+ 26%
Attended college: 29%
HH Income: \$75K+ 26%
Own home: 75%

Audience Estimates:

HH Universe: 65,400,000
HH per Episode: 74,720
HH per Month: 224,160
HH per schedule: 1,569,120

Show Producer

"ATV-24/7" is produced by Long Haul Productions, Inc., distributor of award-winning national sports programming, including the snowmobile racing and lifestyle program, "SLEDHEAD 24/7," broadcast on regional sports networks ... "Softball 360," a national series covering weekly game highlights from the World Softball League ... and "The

Amsoil Championship Snocross Racing Series," a one-hour program broadcast on the VS. network, covering the national ISOC SnoCross racing series.



ATV-24/7

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