



MONSTER
ENERGY
SUPERCROSS

FIM World Championship

2010

Sponsor Fulfillment Report



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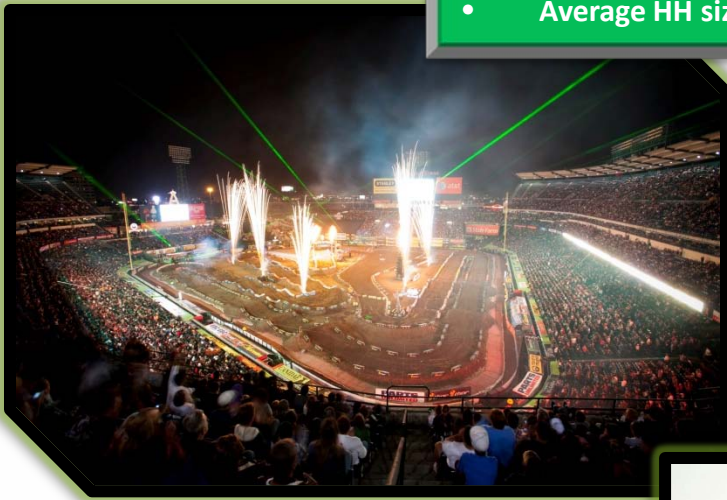
Why Supercross?

Supercross Fans *COMPARED TO THE AVERAGE AMERICAN

- Scarborough Research Multi-Market 2009 Release 2 (Current 6 month only) (Feb '09 – Sept '09)
- Most of the info reflects comparison to the average American adult, i.e. “40% more likely than”
- “Supercross Fans” represent those who are very and somewhat interested in Supercross

Our Fans...

- 63.3% Male + 36.7% Female
- Average Household (HH) Income: \$64,996
- 53.6% are Married
- Average HH size of 4 (30% larger than U.S. average)



Compared to the National average American, Supercross Fans are...

- 112% more likely to be men 18-34
- 84% more likely to be men 18-49



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2010 Fast Facts

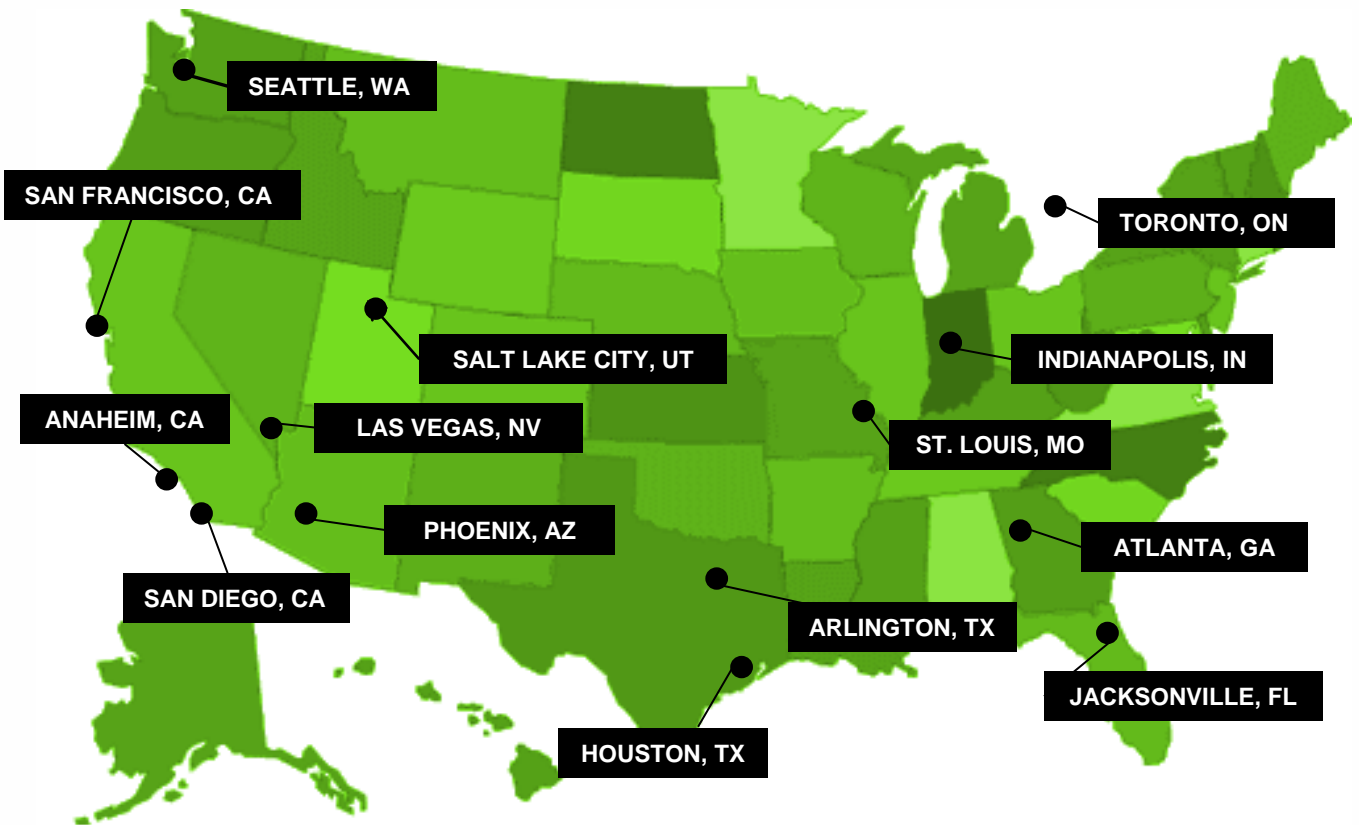
Total Pit Attendance	233,696
Average Pit Attendance	16,693
Total Live Event Attendance	741,259
Average Live Event Attendance	46,329
SupercrossOnline.com Pageviews (Dec-Apr)	5,827,731
SupercrossOnline.com Unique Users (Dec-Apr)	1,400,937
SupercrossOnline.com Visits (Dec-Apr)	1,645,403
Total One Hour CBS Broadcasts	9
Average CBS Rating	0.64
Average Number of Households per CBS Broadcast	734,667
Total Number of Households for all CBS Broadcasts	6,612,000
Total One Hour Speed Broadcasts	76
Total Three Hour Live Speed Broadcasts	5
Average Original Speed Broadcast Ratings	0.17
Average Number of Households per Original Speed Broadcast	125,000
Total Number of Households for all Speed Broadcasts	6,156,000
Total Number of Supercross Ads within Industry Publications	6
Number of Facebook Followers	63,017
Number of Myspace Followers	10,295
Number of Twitter Followers	3,837
Number of YouTube Views	795,093

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Supercross Market Locations Map



WEST COAST MARKETS

ANAHEIM, CA
PHOENIX, AZ
ANAHEIM, CA
SAN FRANCISCO, CA
SAN DIEGO, CA
ANAHEIM, CA
SEATTLE, WA
SALT LAKE CITY, UT

EAST COAST MARKETS

INDIANAPOLIS, IN
ATLANTA, GA
TORONTO, ON
ARLINGTON, TX
JACKSONVILLE, FL
HOUSTON, TX
ST. LOUIS, MO

*LAS VEGAS, NV FINALS

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2010 Event & Pit Party Attendance

2010 MONSTER ENERGY SUPERCROSS EVENT & PIT ATTENDANCE				
DATE	CITY	VENUE	PIT ATTENDANCE	LIVE EVENT ATTENDANCE
January 9th, 2010	Anaheim, CA	Angel Stadium	20,097	43,841
January 16, 2010	Phoenix, AZ	Chase Field	18,051	44,579
January 23, 2010	Anaheim, CA	Angel Stadium	10,110	31,874
January 30, 2010	San Francisco, CA	AT&T Park	19,500	41,872
February 6, 2010	San Diego, CA	Qualcomm Stadium	14,216	51,843
February 13, 2010	Anaheim, CA	Angel Stadium	11,958	34,227
February 20, 2010	Indianapolis, IN	Lucas Oil Stadium	n/a	60,019
February 27, 2010	Atlanta, GA	Georgia Dome	31,108	69,182
March 13, 2010	Toronto, ON	Rogers Centre	n/a	42,083
March 20, 2010	Arlington, TX	Cowboys Stadium	11,165	49,082
March 27, 2010	Jacksonville, FL	Jacksonville Municipal Stadium	12,949	38,321
April 10, 2010	Houston, TX	Reliant Stadium	14,521	44,624
April 17, 2010	St. Louis, MO	Edward Jones Dome	25,190	59,882
April 24, 2010	Seattle, WA	Qwest Field	13,210	51,442
May 1, 2010	Salt Lake City, UT	Rice-Eccles Stadium	12,570	38,882
May 8, 2010	Las Vegas, NV	Sam Boyd Stadium	19,051	39,506
Totals			233,696	741,259
Average			16,693	46,329



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CBS Broadcast Ratings

City	Time	Hslid.	Rtgs.	M18+ Demo Est	M18+	M18-34 Demo Est	M18-34	M18-49 Demo Est	M18-49	M25-54 Demo Est	M25-54	M50+ Demo Est	M50+
Preview Show	2:30pm ET	461,000	0.4	0.2	226,000	0.1	49,000	0.2	149,000	0.3	160,000	0.2	77,000
Anaheim (I)	1pm ET	1,418,000	1.2	1.0	1,090,000	0.9	293,000	1.0	658,000	1.1	668,000	1.0	433,000
San Francisco	12pm ET	1,007,000	0.9	0.6	627,000	0.4	152,000	0.5	310,000	0.6	351,000	0.7	316,000
Anaheim (III)	12pm ET	910,000	0.8	0.5	515,000	0.2	71,000	0.4	248,000	0.5	303,000	0.6	266,000
Four Legends	1pm ET	534,000	0.5	0.3	352,000	0.2	74,000	0.3	199,000	0.3	192,000	0.4	153,000
Jacksonville	12pm ET	725,000	0.6	0.5	531,000	0.4	134,000	0.4	278,000	0.6	349,000	0.6	253,000
St. Louis	2pm ET	654,000	0.6	0.4	417,000	0.3	109,000	0.4	255,000	0.5	302,000	0.4	163,000
Salt Lake City	12pm ET	560,000	0.5	0.3	353,000	0.2	82,000	0.3	210,000	0.4	230,000	0.3	143,000
Wrap Up	5pm ET	343,000	0.3	0.2	188,000	0.1	32,000	0.1	69,000	0.1	82,000	0.3	118,000
TOTALS		6,612,000	-	-	4,299,000	-	996,000	-	2,376,000	-	2,637,000	-	1,922,000
AVERAGES		734,667	0.64	0.4	477,667	0.31	110,667	0.40	264,000	0.49	293,000	0.50	213,556



CBS SPORTS



2010



SPEED Broadcast Ratings



Class	Event	Day	Air Date	City	Time	Episode	Hsld Ave.	Rtgs.
	9-Jan	Sat.	1/9/2010	Anaheim - LIVE	10pm ET	Original	245,000	0.33
	9-Jan	Sun.	1/10/2010	Anaheim - LIVE	1:30am ET	Repeat	151,000	0.2
	9-Jan	Sun.	1/10/2010	Anaheim - LIVE	3:30pm ET	Repeat	152,000	0.2
Lites	16-Jan	Sun.	1/17/2009	Phoenix	5pm ET	Original	193,000	0.26
SX	16-Jan	Sun.	1/17/2009	Phoenix	6pm ET	Original	182,000	0.24
Lites	16-Jan	Sun.	1/18/2010	Phoenix	3am ET	Repeat	36,000	0.05
SX	16-Jan	Sun.	1/18/2010	Phoenix	4am ET	Repeat	61,000	0.08
Lites	23-Jan	Sun.	1/24/2010	Anaheim (II)	10pm ET	Original	95,000	0.13
SX	23-Jan	Sat.	1/30/2010	Anaheim (II)	3am ET	Original	58,000	0.08
Lites	23-Jan	Sat.	1/30/2010	Anaheim (II)	4am ET	Repeat	70,000	0.09
Lites	30-Jan	Sun.	1/31/2010	San Francisco	10pm ET	Original	94,000	0.13
SX	30-Jan	Sat.	2/6/2010	San Francisco	3am ET	Repeat	64,000	0.08
Lites	30-Jan	Sat.	2/6/2010	San Francisco	4am ET	Repeat	53,000	0.07
Lites	6-Feb	Sun.	2/7/2010	San Diego	12pm ET	Original	199,000	0.26
SX	6-Feb	Sun.	2/7/2010	San Diego	1pm ET	Original	218,000	0.29
SX	6-Feb	Sun.	2/10/2010	San Diego	3am ET	Repeat	48,000	0.06
Lites	6-Feb	Sun.	2/10/2010	San Diego	4am ET	Repeat	33,000	0.04
Lites	13-Feb	Sun.	2/14/2010	Anaheim (III)	6pm ET	Original	58,000	0.08
SX	13-Feb	Sat.	2/20/2010	Anaheim (III)	3am ET	Repeat	78,000	0.1
Lites	13-Feb	Sat.	2/20/2010	Anaheim (III)	4am ET	Repeat	76,000	0.1
	20-Feb	Sat.	2/20/2010	Indianapolis - LIVE	8pm ET	Original	192,000	0.26
	20-Feb	Sat.	2/20/2010	Indianapolis - LIVE	11pm ET	Repeat	102,000	0.14
Lites	20-Feb	Sun.	2/21/2010	Indianapolis	5pm ET	Original	104,000	0.14
SX	20-Feb	Sun.	2/21/2010	Indianapolis	6pm ET	Original	121,000	0.16
SX	20-Feb	Tues	2/23/2010	Indianapolis	2pm ET	Repeat	32,000	0.04
SX	20-Feb	Sat.	2/27/2010	Indianapolis	3am ET	Repeat	27,000	0.04
Lites	20-Feb	Sat.	2/27/2010	Indianapolis	4am ET	Repeat	28,000	0.04
	27-Feb	Sat.	2/27/2010	Atlanta - LIVE	7:30pm ET	Original	159,000	0.21
	27-Feb	Sat.	2/27/2010	Atlanta - LIVE	10:30pm ET	Repeat	103,000	0.14
Lites	27-Feb	Sun.	2/28/2010	Atlanta	5pm ET	Original	30,000	0.04
SX	27-Feb	Sun.	2/28/2010	Atlanta	6pm ET	Original	97,000	0.13
Lites	27-Feb	Tues	3/2/2010	Atlanta	3am ET	Repeat	26,000	0.03
SX	27-Feb	Tues	3/2/2010	Atlanta	4am ET	Repeat	21,000	0.03
SX	27-Feb	Tues	3/2/2010	Atlanta	1pm ET	Repeat	33,000	0.04
	13-Mar	Sat.	3/13/2010	Toronto - LIVE	7:30pm	Original	206,000	0.27
SX	13-Mar	Sun.	3/14/2010	Toronto - LIVE	12am ET	Repeat	62,000	0.08
Lites	13-Mar	Sun.	3/14/2010	Toronto	5pm ET	Original	117,000	0.16
SX	13-Mar	Sun.	3/14/2010	Toronto	6pm ET	Original	129,000	0.17

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SPEED Broadcast Ratings



Class	Event	Day	Air Date	City	Time	Episode	Hsld Ave.	Rtgs.
SX	13-Mar	Tues	3/16/2010	Toronto	1pm ET	Repeat	18,000	0.02
Lites	13-Mar	Tues	3/16/2010	Toronto	2pm ET	Repeat	50,000	0.07
SX	13-Mar	Wed	3/17/2010	Toronto	3am ET	Repeat	34,000	0.05
Lites	13-Mar	Wed	3/17/2010	Toronto	4am ET	Repeat	35,000	0.05
SX	13-Mar	Wed	3/17/2010	Toronto - LIVE	12pm ET	Repeat	52,000	0.07
Lites	20-Mar	Sun.	3/21/2010	Dallas	5pm ET	Original	135,000	0.18
SX	20-Mar	Sun.	3/21/2010	Dallas	6pm ET	Original	158,000	0.21
Lites	20-Mar	Tues	3/23/2010	Dallas	1pm ET	Repeat	29,000	0.04
SX	20-Mar	Wed	3/24/2010	Dallas	3am ET	Repeat	59,000	0.08
Lites	27-Mar	Sun.	3/28/2010	Jacksonville	6pm ET	Original	115,000	0.15
Lites	27-Mar	Tues	3/30/2010	Jacksonville	1pm ET	Repeat	55,000	0.07
Lites	27-Mar	Thurs	4/1/2010	Jacksonville	4am ET	Repeat	51,000	0.07
SX	27-Mar	Sat.	4/3/2010	Jacksonville	3am ET	Original	71,000	0.09
Lites	27-Mar	Tues	4/7/2010	Jacksonville	4am ET	Repeat	45,000	0.06
Lites	10-Apr	Sun.	4/11/2010	Houston	3pm ET	Original	68,000	0.09
SX	10-Apr	Sun.	4/11/2010	Houston	5pm ET	Original	99,000	0.13
SX	10-Apr	Thurs	4/15/2010	Houston	3am ET	Repeat	34,000	0.05
Lites	10-Apr	Thurs	4/15/2010	Houston	4am ET	Repeat	19,000	0.03
Lites	17-Apr	Sun.	4/18/2010	St. Louis	6pm ET	Original	113,000	0.15
Lites	17-Apr	Tues	4/20/2010	St. Louis	4am ET	Repeat	26,000	0.03
SX	17-Apr	Sat.	4/24/2010	St. Louis	3am ET	Original	57,000	0.08
Lites	24-Apr	Sun.	4/25/2010	Seattle	5pm ET	Original	113,000	0.15
SX	24-Apr	Sun.	4/25/2010	Seattle	6pm ET	Original	113,000	0.15
Lites	24-Apr	Tues	4/27/2010	Seattle	4am ET	Repeat	28,000	0.04
SX	24-Apr	Thurs	4/29/2010	Seattle	4am ET	Repeat	41,000	0.05
Lites	1-May	Sun.	5/2/2010	Salt Lake City	6pm ET	Original	102,000	0.13
Lites	1-May	Tues	5/4/2010	Salt Lake City	1:30pm ET	Repeat	36,000	0.05
SX	1-May	Sat.	5/8/2010	Salt Lake City	3am ET	Original	57,000	0.08
	8-May	Sat.	5/8/2010	Las Vegas - LIVE	10pm ET	Original	138,000	0.18
	9-May	Sun.	5/9/2010	Las Vegas - LIVE	1:30am ET	Repeat	85,000	0.11
Lites	8-May	Sun.	5/9/2010	Las Vegas	5pm ET	Original	106,000	0.15
SX	8-May	Sun.	5/9/2010	Las Vegas	6pm ET	Original	115,000	0.14
Lites	8-May	Thurs	5/13/2010	Las Vegas	3am ET	Repeat	85,000	0.18
SX	8-May	Thurs	5/13/2010	Las Vegas	4am ET	Repeat	61,000	0.08
Original Broadcast Total							4,057,000	-
Original Broadcast Average							122,939	0.16
ALL Broadcasts Total							6,156,000	-
ALL Broadcasts Average							85,500	0.11

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International Broadcast Summary

Below is a list of the International countries and television stations that air all of the 2010 Monster Energy Supercross and Supercross Lites broadcasts.

Territories	Networks
Australia	ESPN International
French Polynesia	ESPN International
Futuna Islands	ESPN International
Micronesia	ESPN International
New Zealand	ESPN International
Palau	ESPN International
Pohnpei	ESPN International
Tahiti	ESPN International
USA	Speed
Canada	Speed
Military bases & installations	Speed
Latin America and Caribbean	Speed/Fox Sport Latinamerica
Anguilla	Speed/Fox Sport Latinamerica
American Samoa	Speed/Fox Sport Latinamerica
Antigua	Speed/Fox Sport Latinamerica
Argentina	Speed/Fox Sport Latinamerica
Aruba	Speed/Fox Sport Latinamerica
Bahamas	Speed/Fox Sport Latinamerica
Barbados	Speed/Fox Sport Latinamerica
Bermuda	Speed/Fox Sport Latinamerica
Bolivia	Speed/Fox Sport Latinamerica
Bonaire	Speed/Fox Sport Latinamerica
Brazil	Speed/Fox Sport Latinamerica
British Virgin Islands	Speed/Fox Sport Latinamerica
Cayman Islands	Speed/Fox Sport Latinamerica
Chile	Speed/Fox Sport Latinamerica
Colombia	Speed/Fox Sport Latinamerica
Costa Rica	Speed/Fox Sport Latinamerica
Dominican Republic	Speed/Fox Sport Latinamerica
Ecuador	Speed/Fox Sport Latinamerica
El Salvador	Speed/Fox Sport Latinamerica
Grenada	Speed/Fox Sport Latinamerica
Guadeloupe	Speed/Fox Sport Latinamerica
Guam	Speed/Fox Sport Latinamerica
Guatemala	Speed/Fox Sport Latinamerica
Haiti	Speed/Fox Sport Latinamerica
Honduras	Speed/Fox Sport Latinamerica
Jamaica	Speed/Fox Sport Latinamerica
Martinique	Speed/Fox Sport Latinamerica
Mexico	Speed/Fox Sport Latinamerica
Montserrat	Speed/Fox Sport Latinamerica
Nicaragua	Speed/Fox Sport Latinamerica
Panama	Speed/Fox Sport Latinamerica
Paraguay	Speed/Fox Sport Latinamerica
Peru	Speed/Fox Sport Latinamerica
Puerto Rico	Speed/Fox Sport Latinamerica
St. Kitts	Speed/Fox Sport Latinamerica
St. Lucia	Speed/Fox Sport Latinamerica
St. Maarten	Speed/Fox Sport Latinamerica
St. Vincent	Speed/Fox Sport Latinamerica
Suriname	Speed/Fox Sport Latinamerica
Trinidad & Tabago	Speed/Fox Sport Latinamerica
Turks and Caicos Islands	Speed/Fox Sport Latinamerica
Uruguay	Speed/Fox Sport Latinamerica
Venezuela	Speed/Fox Sport Latinamerica
UK	Motors and ESPN England
Ireland	Motors and ESPN England
UK/Poland	Extreme Sports
Ireland	Extreme Sports
Poland	Extreme Sports
Italy	Nuvolari
Vatican City	Nuvolari
San Marino	Nuvolari
Italian Switzerland	Nuvolari
Malta	Nuvolari

Territories	Networks
France	Sports+ (Canal +)
Andorra	Sports+ (Canal +)
Benin	Sports+ (Canal +)
Burkina Faso	Sports+ (Canal +)
Cameroon	Sports+ (Canal +)
Central African Republic	Sports+ (Canal +)
Chad	Sports+ (Canal +)
Congo	Sports+ (Canal +)
Congo (Democratic Republic of)	Sports+ (Canal +)
Cote d'ivoire	Sports+ (Canal +)
French Polynesia	Sports+ (Canal +)
Gabon	Sports+ (Canal +)
Gambia	Sports+ (Canal +)
Ghana	Sports+ (Canal +)
Guadeloupe	Sports+ (Canal +)
Guinea Equatorial	Sports+ (Canal +)
Guinea-Bissau	Sports+ (Canal +)
Guinee Conakry	Sports+ (Canal +)
Guyana	Sports+ (Canal +)
Liberia	Sports+ (Canal +)
Luxembourg	Sports+ (Canal +)
Madagascar	Sports+ (Canal +)
Mali	Sports+ (Canal +)
Martinique	Sports+ (Canal +)
Mauritania	Sports+ (Canal +)
Mayotte	Sports+ (Canal +)
Monaco	Sports+ (Canal +)
New Caledonia	Sports+ (Canal +)
Niger	Sports+ (Canal +)
Nigeria	Sports+ (Canal +)
Reunion	Sports+ (Canal +)
Saint-Pierre et Miquelon	Sports+ (Canal +)
Sao Tome and Principe	Sports+ (Canal +)
Senegal	Sports+ (Canal +)
Sierra Leone	Sports+ (Canal +)
Terres Australes et Antarctiques francaises	Sports+ (Canal +)
Togo	Sports+ (Canal +)
Wallis et Futuna	Sports+ (Canal +)
Middle East/ North Africa	ESPN International and Showtime
Algeria	ESPN International and Showtime
Bahrain	ESPN International and Showtime
Chad	ESPN International and Showtime
Djibouti	ESPN International and Showtime
Egypt	ESPN International and Showtime
Iran	ESPN International and Showtime
Iraq	ESPN International and Showtime
Jordan	ESPN International and Showtime
Kuwait	ESPN International and Showtime
Lebanon	ESPN International and Showtime
Libya	ESPN International and Showtime
Mauritania	ESPN International and Showtime
Morocco	ESPN International and Showtime
Oman	ESPN International and Showtime
Palestine	ESPN International and Showtime
Qatar	ESPN International and Showtime
Saudi Arabia	ESPN International and Showtime
Somalia	ESPN International and Showtime
Sudan	ESPN International and Showtime
Syria	ESPN International and Showtime
Tunisia	ESPN International and Showtime
United Arab Emirates	ESPN International and Showtime
Yemen	ESPN International and Showtime

Territories	Networks
Russian Federation	Drive TV
Azerbaijan	Drive TV
Armenia	Drive TV
Belarus	Drive TV
Estonia	Drive TV
Georgia	Drive TV
Kazakhstan	Drive TV
Kyrgyzstan	Drive TV
Latvia	Drive TV
Lithuania	Drive TV
Moldova	Drive TV
Tajikistan	Drive TV
Ukraine	Drive TV
Turkmenistan	Drive TV
Uzbekistan	Drive TV
South Africa	Super Sport
Angola	Super Sport
Benin	Super Sport
Botswana	Super Sport
Burkina Faso	Super Sport
Burundi	Super Sport
Cameroon	Super Sport
Central African Republic	Super Sport
Commores	Super Sport
Congo	Super Sport
Congo (Democratic Republic of)	Super Sport
Corporate Africa	Super Sport
Djibouti	Super Sport
Equatorial Guinea	Super Sport
Eritrea	Super Sport
Ethiopia	Super Sport
Gabon	Super Sport
Gambia	Super Sport
Ghana	Super Sport
Guinea	Super Sport
Guinea Bissau	Super Sport
Ivory Coast	Super Sport
Kenya	Super Sport
Liberia	Super Sport
Madagascar	Super Sport
Malawi	Super Sport
Mali	Super Sport
Mauritius	Super Sport
Mayotte	Super Sport
Mozambique	Super Sport
Namibia	Super Sport
Niger	Super Sport
Nigeria	Super Sport
Reunion	Super Sport
Rwanda	Super Sport
Sao Tome	Super Sport
Senegal	Super Sport
Seychelles	Super Sport
Sierra Leone	Super Sport
St Helena Island	Super Sport
Sudan	Super Sport
Swaziland	Super Sport
Tanzania	Super Sport
Togo	Super Sport
Uganda	Super Sport
Zambia	Super Sport
Zimbabwe	Super Sport

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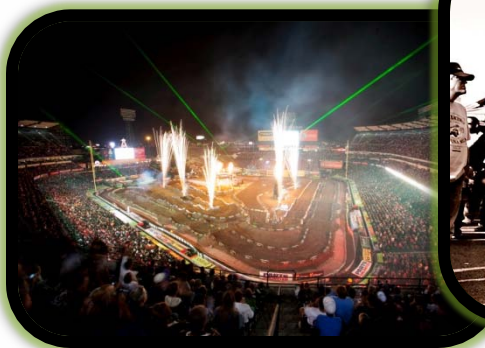


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2010 Monster Energy Supercross Results

DATE	CITY	SUPERCROSS LITES WINNER	SUPERCROSS WINNER
1/9/10	Anaheim, CA	Jake Weimer	James Stewart
1/16/10	Phoenix, AZ	Jake Weimer	Ryan Dungey
1/23/10	Anaheim, CA	Jake Weimer	Ryan Dungey
1/30/10	San Francisco, CA	Trey Canard	Ryan Villopoto
2/6/10	San Diego, CA	Jake Weimer	Davi Millsaps
2/13/10	Anaheim, CA	Trey Canard	Ryan Villopoto
2/20/10	Indianapolis, IN	Christophe Pourcel	Ryan Villopoto
2/27/10	Atlanta, GA	Christophe Pourcel	Ryan Dungey
3/13/10	Toronto, ON	Justin Barcia	Ryan Villopoto
3/20/10	Arlington, TX	Blake Bagget	Ryan Dungey
3/27/10	Jacksonville, FL	Christophe Pourcel	Ryan Villopoto
4/10/10	Houston, TX	Christophe Pourcel	Ryan Villopoto
4/17/10	St. Louis, MO	Justin Barcia	Ryan Dungey
4/24/10	Seattle, WA	Broc Tickle	Kevin Windham
5/1/10	Salt Lake City, UT	Josh Hansen	Kevin Windham
5/8/10	Las Vegas, NV	Jake Weimer	Ryan Dungey



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