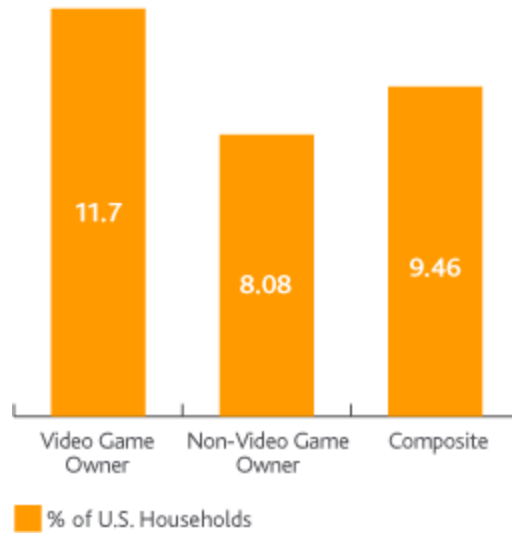


Video Game Owners Are Prolific NFL Viewers

NFL Games, U.S. Average Audience Percent 2008 YTD



Source: *Nielsen Media Research, 2008 NFL Games Broadcast on FOX, CBS, ESPN, NBC*