

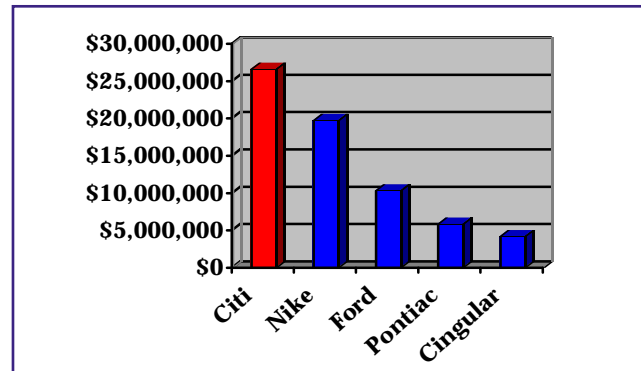
Sponsors Report®

2007 Special Report

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 Editor: David Yott

Rose Bowl Game presented by Citi

Venue:	Rose Bowl Stadium
City/State:	Pasadena, CA
Date:	January 1, 2007
Attendance:	92,500
Match Up:	Michigan vs. USC
Winner:	USC (32-18)
Weather:	Sunny
Network:	ABC-Live (4.5 Hours)
Time:	8 pm (EST)
Est. CP:30:	\$650,000



Top 25 Sponsors

	Exp. Time	Spon. Ment.	CP:30 Value	Exp. Time	CP:30 Value
Citi	16:08	26	\$26,606,675	Citi: (26 Mentions)	16:08 \$26,606,675
Nike	15:11	0	19,738,340	Midfield Identity	5:35 \$7,258,325
Ford	4:17	22	10,335,000	Mentions	N/A 5,633,335
Pontiac	2:20	13	5,850,010	Presented By Graphics	3:42 4,810,005
Cingular	3:14	0	4,203,350	Jersey Patches - USC Players	3:12 4,160,010
Honda	2:52	0	3,726,655	Jersey Patches. - Mich. Players	1:26 1,863,345
Bud Light	1:54	0	2,470,005	Stadium Sign	0:29 628,330
Riddell	1:42	0	2,210,015	Miscellaneous Graphics	0:26 563,330
Capital One	0:57	2	1,668,345	Game Summary Graphics	0:23 498,335
Home Depot, The	0:36	4	1,646,665	Goal Post Padding	0:14 303,335
Sprint	0:34	4	1,603,330	Brought to You By Graphics	0:14 303,330
Budweiser	1:10	0	1,516,655	Chain Gang Vests	0:09 195,000
Outback Steakhouse	0:51	1	1,321,675	Down Markers	0:07 151,665
F-Series (Ford)	0:00	6	1,300,000	1st & 10 Graphics	0:07 151,665
AllState	0:28	3	1,256,665	Credential Holder	0:02 43,335
AFLAC	0:36	2	1,213,335	Spectator Hat	0:01 21,665
Gatorade	0:45	0	975,000	Scoreboard Sign	0:01 21,665
Goodyear	0:12	2	693,340		
TripleTred (Goodyear)	0:10	2	650,005		
Pontiac.com	0:20	1	649,995		
Dodge	0:05	2	541,670		
Oakley	0:25	0	541,670		
Edge (Ford)	0:04	2	520,000		
ESPN.com	0:24	0	520,000		
Taco Bell	0:04	2	520,000		

	Exp. Time	CP:30 Value
Nike:	15:11	\$19,738,340
Jerseys - USC Players	6:43	\$8,731,690
Jerseys - Michigan Players	2:01	2,621,675
Shirt - USC Head Coach	1:25	2,123,325
Shirt - Mich. Head Coach	1:26	1,863,335
Hat - Mich. Head Coach	0:49	1,061,665
Highlight Clip Identity	0:21	455,000
Hats - USC Sideline Personnel	0:17	368,330
Gloves - Mich. Players	0:16	346,665
Jacket - Mich. Head Coach	0:16	346,665
Football Identity	0:16	346,665
Spectator Hat	0:15	325,000
Pants - USC Players	0:11	238,330
Wristbands - Mich. Players	0:10	216,665
Shoes - USC players	0:10	216,665
Skull Cap - Mich.	0:04	86,665
Pants - Mich. Players	0:03	65,000
Shoes - Game Officials	0:03	65,000
Spectator Shirt	0:03	65,000
Accessories - USC	0:03	65,000
Shoes - Mich. Players	0:02	43,335
Accessories - Mich. Players	0:02	43,335
Gloves - USC Players	0:01	21,665
Wristbands - USC Players	0:01	21,665

Ford: (22 Mentions)	4:17	\$10,335,000
Mentions	N/A	\$4,766,665
Pre-Game Report Desk	1:21	1,755,000
Pre-Game Report Graphics	1:00	1,300,005
Post-Game Report Graphics	0:55	1,191,670
Post-Game Report Desk	0:43	931,665
Brought to You By Graphics	0:18	389,995

Pontiac: (13 Mentions)	2:20	\$5,850,010
Mentions	N/A	\$2,816,665
Halftime Report Desk	1:00	1,300,005
Game Changing Perf. Graph.	0:44	953,330

Methodology: In-Broadcast Exposure

All clear, in-focus exposure time observed during the in-broadcast portions of the telecast(s) is monitored and tabulated. In addition, each verbal mention of a brand is counted and valued at :10, based on proprietary Joyce Julius and Associates historic research.

When two or more of the same sponsor's identities appear on screen simultaneously, only the dominant source is counted to prevent duplication of exposure.

To attribute a dollar value for each sponsor's exposure, on-screen time and verbal mentions are compared to the network's estimated or non-discounted cost per :30 commercial rate (estimated, \$650,000 for this Report). Values may vary \$100 per source due to rounding. Values contained within this report are for comparison purposes only.

	Exp. Time	CP:30 Value
<i>Pontiac, continued</i>		
Halftime Report Graphics	0:28	606,675
Brought to You By Graphics	0:08	173,335
Cingular:	3:14	\$4,203,350
Headset - USC Head Coach	1:21	\$1,755,015
Headset - Mich. Head Coach	0:45	974,995
Headset - Mich. Sideline Pers.	0:44	953,335
Headset - USC Sideline Pers.	0:24	520,005
Honda:	2:52	\$3,726,655
Stadium Sign	2:09	\$2,794,990
Scoreboard Signage	0:43	931,665
Bud Light:	1:54	\$2,470,005
Sideline Banner	1:54	\$2,470,005
Riddell:	1:42	\$2,210,015
Helmets - Mich. Players	1:32	\$1,993,345
Helmets - USC Players	0:08	173,335
Highlight Clip Identity	0:02	43,335
Capital One: (2 Mentions)	0:57	\$1,668,345
Bowl Game Graphics	0:40	\$866,675
Mentions	N/A	433,335
Highlight Clip Identity	0:16	368,335

Host City Exposure

Pasadena, CA: (9 Mentions)	0:11	\$2,188,335
Mentions	N/A	\$1,950,000
Host City Graphics	0:11	238,335

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Colleges/Universities

Interview Summary

COLLEGE/ UNIVERSITY	IN-FOCUS EXPOSURE TIME	MENTIONS	\$ VALUE BASED ON COST PER :30	INTERVIEW SUBJECT	SPONSOR/ ASSOCIATION	TOTAL INTERVIEWS	INTERVIEW TIME
AUBURN UNIVERSITY	0:55	4	2,058,335	BOOTY, J.	UNIV. OF SO. CAL.	1	1:12
CLEMSON UNIVERSITY	0:24	0	520,000	CARR, L.	UNIV. OF MICH.	2	1:10
FLORIDA STATE UNIV.	0:18	2	823,335	CARROLL, P.	UNIV. OF SO. CAL.	3	2:40
GEORGIA INST. OF TECH.	0:29	2	1,061,665	CUSHING, B.	UNIV. OF SO. CAL.	1	0:19
LOUISIANA STATE UNIV.	0:22	1	693,330	JARRETT, D.	UNIV. OF SO. CAL.	1	0:38
NOTRE DAME UNIV.	0:03	6	1,365,000				
OHIO STATE UNIVERSITY	0:40	16	4,333,330				
OREGON STATE UNIV.	0:24	4	1,386,665				
PENN STATE UNIVERSITY	0:32	4	1,560,000				
TEXAS TECH UNIVERSITY	0:00	2	433,330				
U.C.L.A.	0:03	22	4,831,665				
UNIV. OF NEBRASKA	0:07	3	801,670				
UNIV. OF ARKANSAS	0:00	4	866,665				
UNIV. OF CALIFORNIA	0:00	1	216,665				
UNIV. OF FLORIDA	0:40	10	3,033,330				
UNIV. OF INDIANA	0:00	1	216,665				
UNIV. OF IOWA	0:24	0	520,000				
UNIV. OF MIAMI (FL)	0:18	0	390,000				
UNIV. OF MICHIGAN	5:58	103	30,073,325				
UNIV. OF NEBRASKA	0:24	0	520,000				
UNIV. OF NEW MEXICO	0:00	1	216,665				
UNIV. OF OKLAHOMA	0:18	0	390,000				
UNIV. OF OREGON	0:03	0	65,000				
UNIV. OF PITTSBURGH	0:00	1	216,665				
UNIV. OF SO. CAL.	6:38	108	32,023,325				
UNIV. OF TENNESSEE	0:32	2	1,126,670				
UNIV. OF TEXAS	0:00	4	866,665				
UNIV. OF WISCONSIN	0:03	6	1,365,000				
WASHINGTON ST. UNIV.	0:00	1	216,665				
WEST VIRGINIA UNIV.	0:31	4	1,538,340				