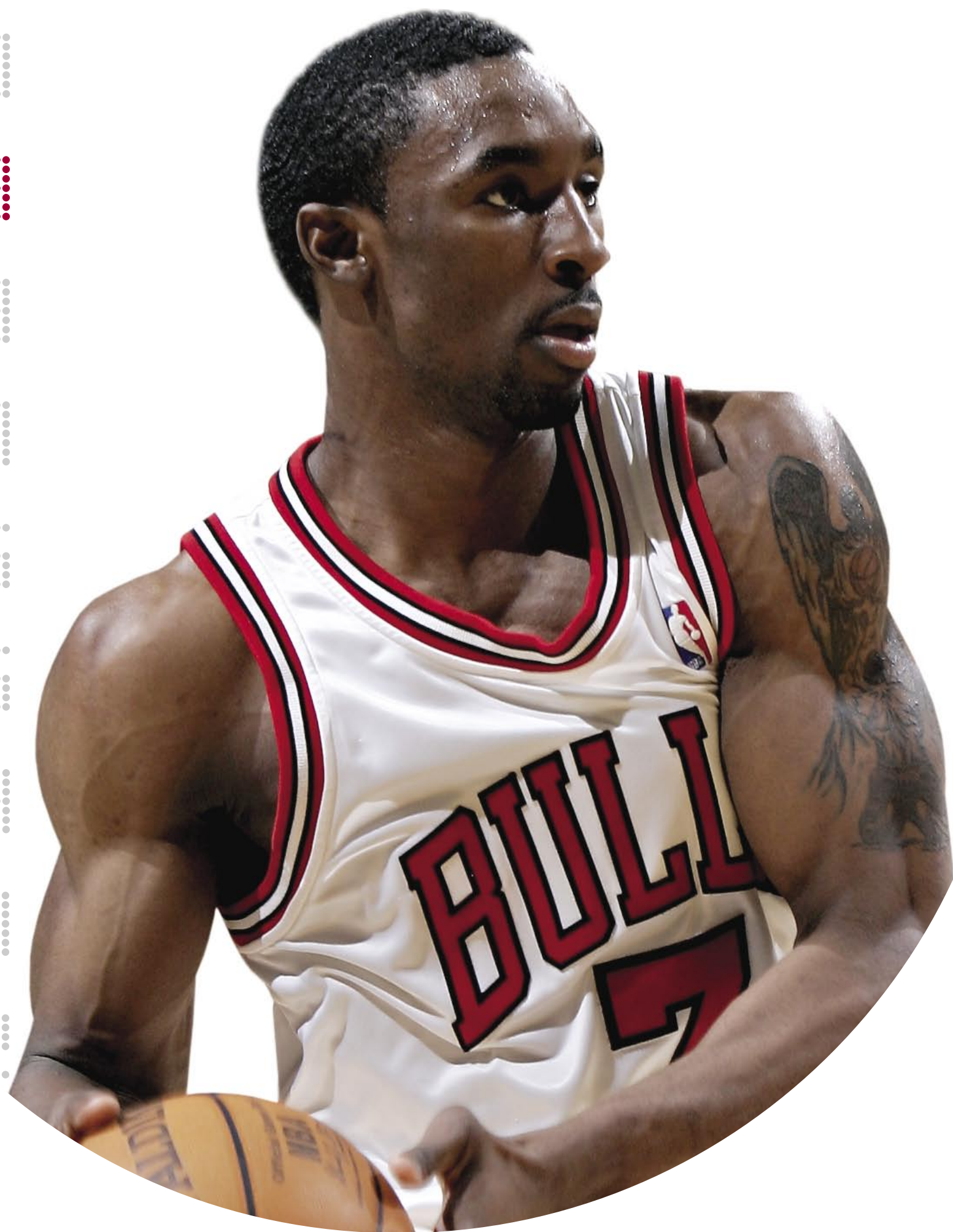


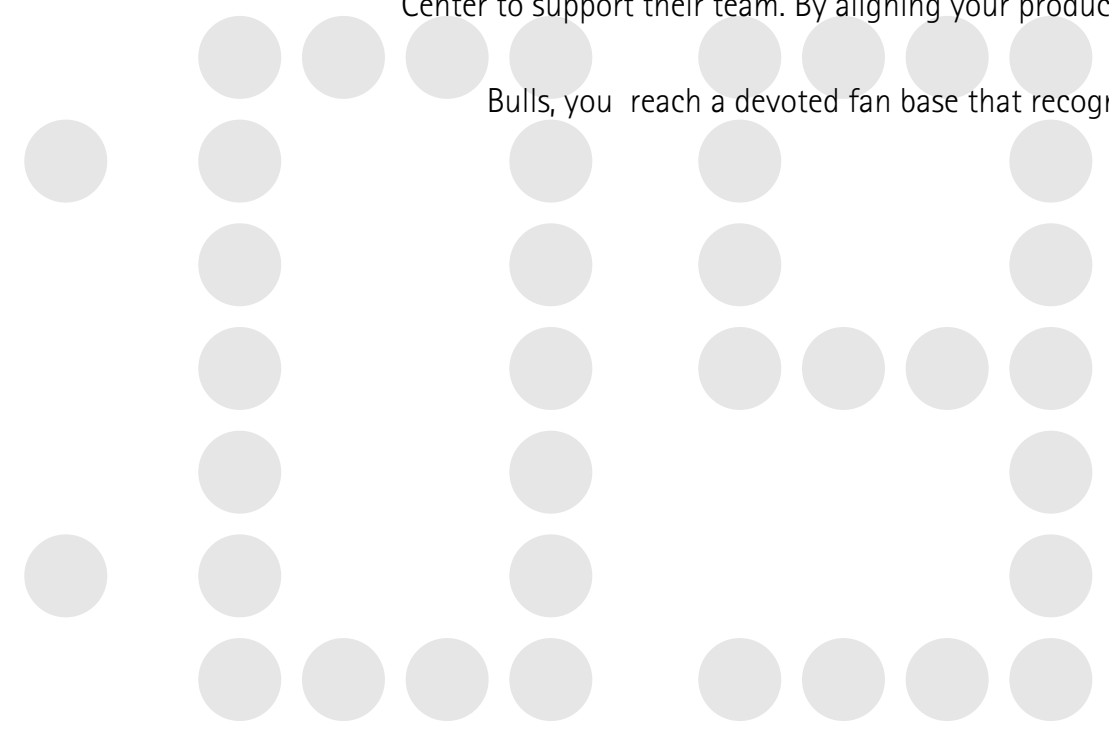
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BULLS FAN PROFILE



Chicago's love affair with professional sports and the Bulls began long ago – long before we were bestowed with the shimmering hardware of championship seasons. Chicago Bulls fans are among the most loyal in professional sports. Night in and night out, Bulls fans flock to the United Center to support their team. By aligning your product with the Chicago Bulls, you reach a devoted fan base that recognizes your support.





Fact:

During the past seven years, the Bulls are ranked first in the NBA in average home attendance with a per game average of 20,670.

Bulls Facts:

- :: Six World Championships
- :: 13-Year sell-out streak from 1987-1999
- :: Six of the top 10 highest rated TV shows in Chicagoland history are Bulls games
- :: Chicago is the third-largest market in the country
- :: In a recent poll in USA Today, the Bulls ranked second among NBA fans as their favorite team.

**NBA ATTENDANCE
2004 .05**

TEAM	AVERAGE
1. Detroit	22,076
2. Chicago	20,204
3. Dallas	20,062
4. Miami	19,882
5. New York	19,516
6. Cleveland	19,128
7. L.A. Lakers	18,793
8. Utah	18,756
9. San Antonio	18,316
10. Philadelphia	17,870

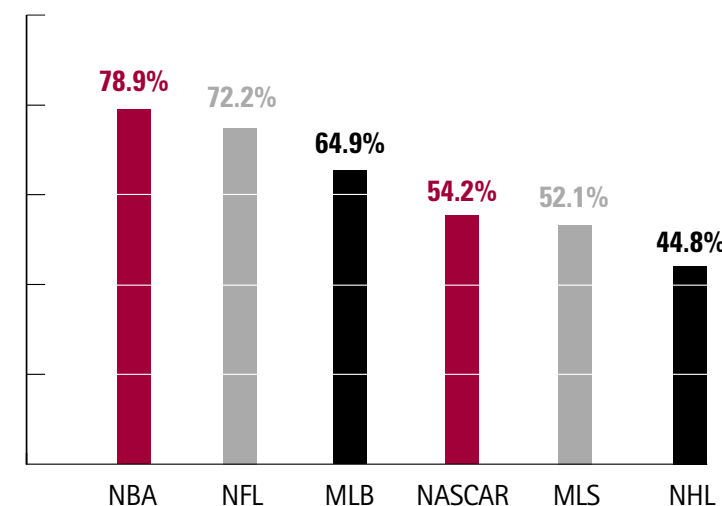
League Average: 17,314

SOURCE: NATIONAL BASKETBALL ASSOCIATION

**BULLS HOME GAME
ATTENDEES**

GENDER	58% Male	42% Female
AGE	42 Mean age of males	41 Mean age of females
EDUCATION	37% Received a college degree or higher	
HOUSEHOLD INCOME	63% Average HHI of \$50,000 or more	27% Average HHI of \$100,000 or more

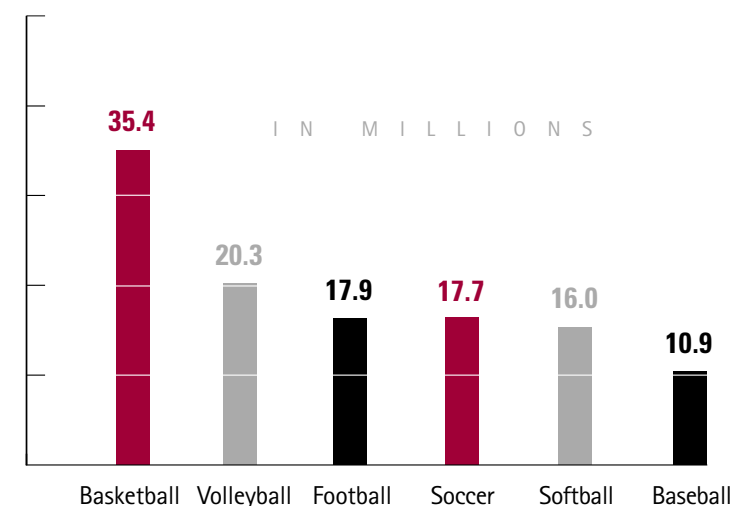
SOURCE: SCARBOROUGH ADULT STUDY (18+), CHICAGO MARKET 2004, RELEASE 1



Young Fan Avidity

The NBA is the favorite sport among children ages 7-18, based on the results of a survey by ESPN Sports Poll, a service of TNS Intersearch. The results indicate the percentage of respondents who identify themselves as fans of a particular property.

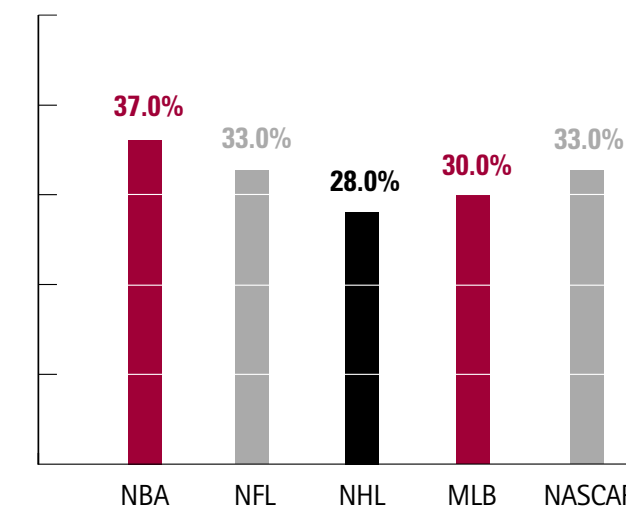
SOURCE: ESPN SPORTS POLL, FULL YEAR, 2004



U.S. Participation in Team Sports

More Americans play basketball than any other team sport.

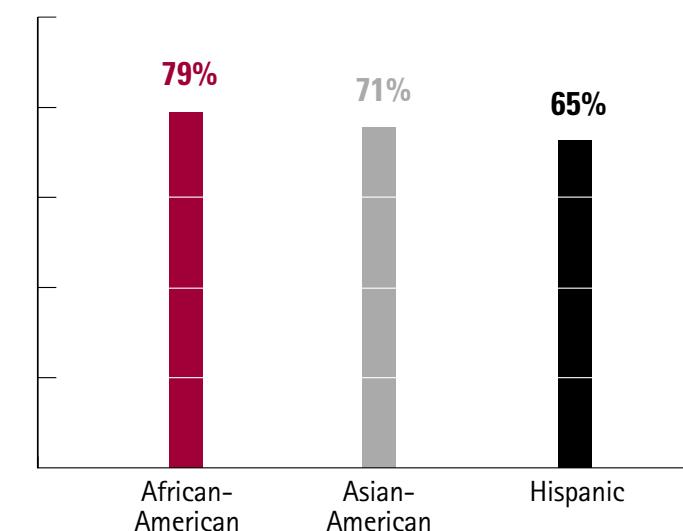
SOURCE: SGMA U.S. TRENDS IN TEAM SPORTS, 2004; BASE: TOTAL U.S. AGE 6+



Consumer Behavior of NBA Fans

NBA fans are more likely to buy products from NBA sponsors than any other professional sport sponsor.

SOURCE: ESPN SPORTS POLL, FULL YEAR, 2004



Most Diverse Fan Base in Pro Sports

More African-Americans and Asian-Americans are NBA fans than the other top professional sports leagues.

SOURCE: ESPN SPORTS POLL, FULL YEAR 2004