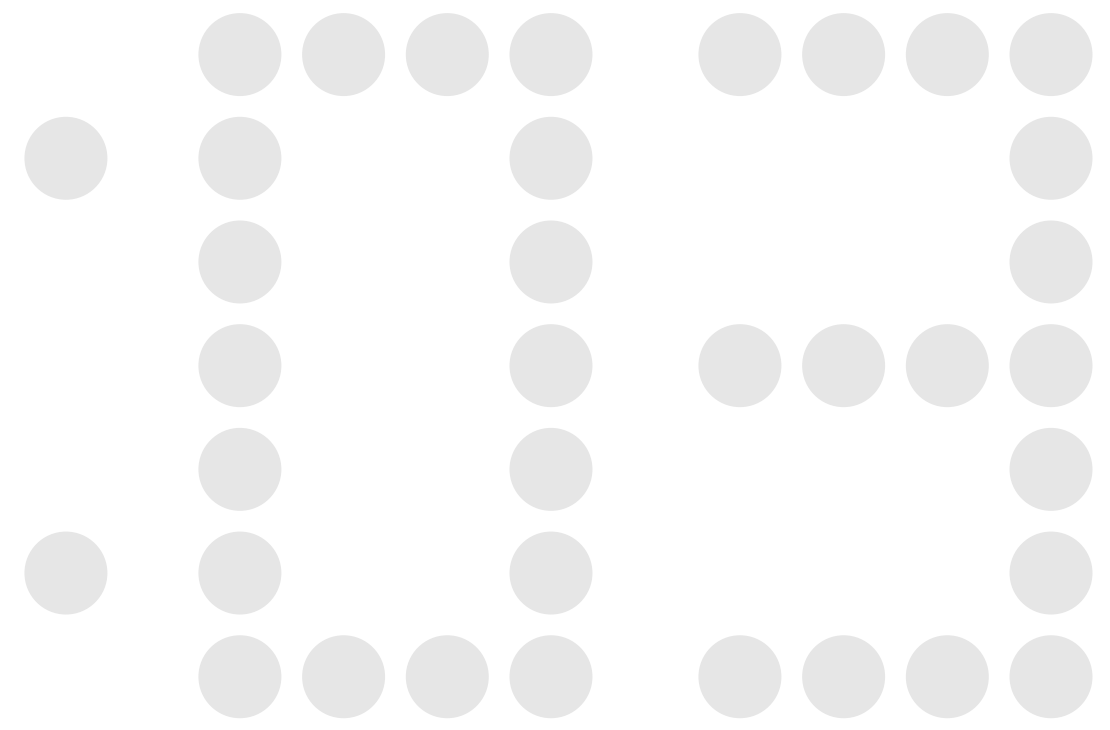


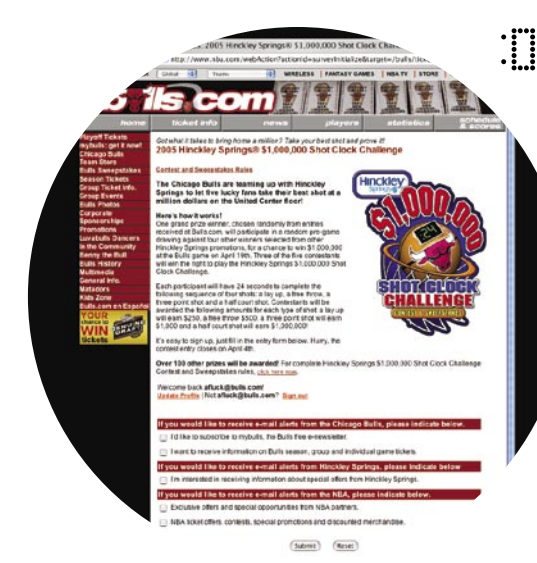
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Bulls.com has become a popular place for Bulls' fans to get all of the information about their team that they could ever desire. Statistics, schedules and player features, as well as audio and video highlights of every Bulls game, help make Bulls.com one of the top 5 NBA team sites month after month.

INTERACTIVE ADVERTISING





01

www.bulls.com

Your partnership or promotion with the Bulls will be exposed to millions of Bulls and basketball fans around the world who check-in daily to get up-to-date ticket information, highlights, statistics, schedules, scores and other information on the Chicago Bulls.

Bulls.com, located at NBA.com, one of the top 1% of visited world wide Internet sites, is consistently ranked in the top 5 among the 29 NBA teams in the number of visits and page views. Bulls.com is the perfect stop for Bulls fans to retrieve a fact, statistic or score. It's also a great way to build an association or run a promotion with the Chicago Bulls.

Banner ad with link: **\$25,000**

Banner ad with link and feature sponsorship: **\$35,000**

Banner ad with link, feature sponsorship and a four-week promotion: **\$50,000**

02

myBulls E-Newsletter

Reach more than 35,000 opt-in subscribers through editorial-style articles in myBulls, the official e-newsletter of the Bulls.

03

FanFoto Feature

The FanFoto program gives fans an opportunity to retrieve the digital picture taken of them at a Bulls game, and e-mail it to friends and family. Fans have their picture taken at the game while they were taking in the on-court action and are able to download the souvenir photo from Bulls.com, absolutely FREE. An excellent promotion that works in-arena and online.

04

Bulls Sweepstakes

The Bulls teamed up with a few of its corporate partners, namely Toyota, United Airlines and Verizon Wireless to offer Bulls fans unbelievable prizes. In turn, each of the sponsors received unbelievable exposure.

05

Hinckley Springs Shot Clock Challenge

The Bulls and Hinckley Springs gave fans a chance to take their best shot at \$1,000,000! One grand prize winner, chosen randomly from entries received at Bulls.com, participated in a pre-game competition against four other winners selected from other Hinckley Springs in-market promotions, for a chance at \$1,000,000 at the Bulls game. Three of the five contestants won the right to participate during a timeout in a shooting contest for a cool \$1,000,000.