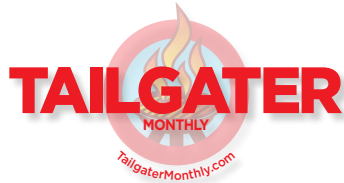


# PARKING LOT PROS®



## TAILGATER MONTHLY® "PARKING LOT PROS®"

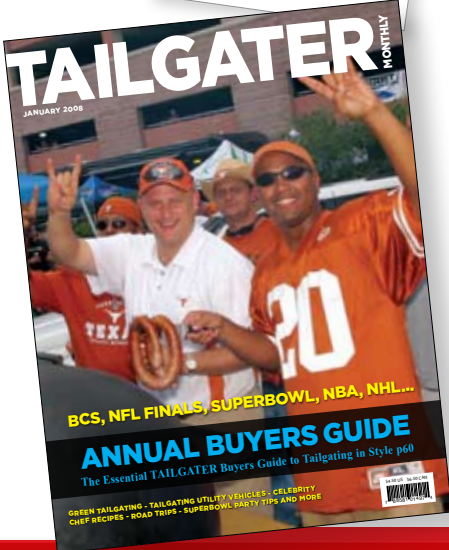
A Proprietary Grassroots Community of Tailgate Clubs Across the U.S.

Reach the number one demographic in sports marketing — Tailgaters! Loyal, avid buyers of consumables from food, beverages, grills, charcoal, electronics and much more. Reach Tailgaters the most cost effective way — through TAILGATER MONTHLY®'s Parking Lot Pros®!

TAILGATER MONTHLY® PARKING LOT PROS® network offers:

- PRODUCT EXPOSURE & "GIVE-AWAYS"
- SAMPLING & DATA COLLECTION
- BROCHURE & CATALOG DISTRIBUTION

Below is a small "sampling" of tailgating clubs across America that have joined the TAILGATER MONTHLY® Parking Lot Pros® network. This exciting partnership network delivers the tailgating audience for you, and offers a variety of marketing touch-points for introducing these valuable consumers to your product.



- |              |             |               |              |
|--------------|-------------|---------------|--------------|
| Atlanta      | Baltimore   | Buffalo       | Carolina     |
| Chicago      | Cleveland   | Detroit       | Green Bay    |
| Houston      | Minneapolis | Tennessee     | New York     |
| Philadelphia | Pittsburgh  | San Francisco | Tampa Bay    |
| Oakland      | Cincinnati  | St. Louis     | Indianapolis |
| New England  |             |               |              |



- |                         |                              |                            |
|-------------------------|------------------------------|----------------------------|
| University of Alabama   | Auburn University            | University of Michigan     |
| Louisville University   | University of South Carolina | University of Texas        |
| University of Tennessee | University of Kentucky       | University of Wisconsin    |
| Penn State University   | NC State University          | Louisiana State University |
| University of Virginia  | Stanford University          | University of Utah         |
| University of Oklahoma  | University of Florida        | University of Georgia      |
| Ohio State University   | UCLA                         | Boston College             |