

MEDIA&TV

Monster Energy® AMA Supercross, an FIM World Championship, is the premier indoor, off-road motocross racing series that takes place at baseball and football stadiums across North America. In 2008, Monster Energy® Supercross attracted 751,970 fans throughout the course of the 17-race season. The championship is divided into two racing divisions: AMA Supercross Lites and AMA Supercross. While the AMA Supercross Lites class is a stepping stone for up-coming racers, the AMA Supercross class is the pinnacle of supercross racing. Some of the sport's marquee names include reigning AMA Supercross class champion Chad Reed, former AMA Supercross class champion James Stewart, 2008 AMA Supercross class runner-up Kevin Windham and former AMA Supercross Lites champion Ryan Villopoto.

A multi-faceted marketing campaign complements the Monster Energy® Supercross championship, including print, television, radio and online. Impressive growth didn't come overnight.

The Gen-Y fans of supercross sent unique user numbers on the series' official site, www.

SupercrossOnline.com, past the 2 million mark in 2008. Supercross LIVE!, the popular live webcast, tallied nearly 800,000 listeners last year.

In 2009, fans can once again follow the Monster Energy® Supercross championship race on CBS Sports and SPEED. Monster Energy® Supercross was delivered to a combined 15.1 million households in 2008. CBS Sports will broadcast nine hours of coverage that includes a season preview and a season-recap shows. SPEED will open the season with a LIVE broadcast from Angel's Stadium in Anaheim, Calif., on January 3. In addition, SPEED will carry 90 hours of racing this year.

Consistent, well-placed television coverage of the Monster Energy® Supercross championship on network partner CBS Sports and cable component SPEED have taken the sport of supercross to the next level. Through the formidable television package, supercross riders and sponsors are receiving unprecedented exposure.

CBS Sports has delivered Monster Energy® Supercross to the mainstream while SPEED has given hardcore motorsports fans a deeper look at

supercross through their menu of programming.

While the live events average nearly 50,000 fans per race, Monster Energy® Supercross has quickly become one of the country's most-watched forms of motorsports, enhancing the overall exposure.



Photo: FRANK HOPPEN

