



MEDIA INFORMATION

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FOX SPORTS LAUNCHES FOX SPORTS SUPPORTS

Network's First-Ever Year-Round Charitable Initiative Established Campaign Debuts with Autism Speaks During 50th Daytona 500

Daytona, Fla. -- FOX Sports has proudly provided millions of viewers many of the greatest moments in sports television history since its inception in 1994. This Sunday, it hopes to begin to improve the quality of life for millions in need.

FOX Sports has established FOX Sports Supports, an on-air charitable initiative devoted to raising awareness, providing financial assistance and spurring volunteerism for select health related charities. The announcement was made today by David Hill, Chairman of the FOX Sports Television Group and Bill Wanger, Senior Vice President of Research and Programming, FOX Sports.

"There have been so many incredible moments here at FOX Sports that have made me proud over the last 14 years, but this initiative ranks above all the rest," said Hill. "To apply our resources to assist so many people in need gives everyone at FOX Sports an incredibly gratifying feeling."

The project was initiated by establishing four health-related classifications: diseases, disorders and disciplines; patient and family support; treatment and prevention services and medical research. Months of research went into determining a final list of worthwhile organizations from which to choose in each classification. FOX Sports employees were then asked to vote privately to determine the inaugural FOX Sports Supports charities. They are:

- Alzheimer's Association (diseases, disorders and disciplines)
- Autism Speaks (medical research)
- Children's Health Fund (treatment and prevention services)
- Make-A-Wish Foundation of America (patient and family support)

The organizations selected for FOX Sports Supports' first year have been assigned to one of FOX Sports' primary broadcast properties. Autism Speaks, which kicks-off the entire campaign on Sunday, Feb. 17 (2:00 PM ET) during the 50th Daytona 500, continues through the entire NASCAR on FOX season. The Make-A-Wish campaign runs throughout the entire MLB on FOX season beginning in April, and includes the All-Star Game, National League Championship Series and World Series. The Children's Health Fund campaign runs throughout the 2008-2009

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NFL on FOX regular season and postseason, culminating with the NFC Championship Game. Finally, Alzheimer's Association is featured throughout FOX Sports' coverage of the 2009 BCS, including the FedEx BCS National Championship Game.

FOX Sports is backing the FOX Sports Supports initiative with in-game and/or pregame mentions, both verbal and graphic. The network also plans to produce public service announcements using FOX Sports on-air personalities designed to inform, educate and solicit support.

"Everyone at FOX Sports is committed to assisting these, and many other worthy causes in the years ahead and beyond," said Wanger. "By combining the power of the FOX Sports brand with the four greatest sports in the world, we really believe we can help make a difference in a countless number of people's lives."

ABOUT THE CHARITIES:

Alzheimer's Association: The Alzheimer's Association, founded in 1980, is the leading voluntary health organization in Alzheimer care, support and research. It works to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Autism Speaks: Autism Speaks, founded in 2005, is dedicated to funding global biomedical research into the causes, prevention, treatments and cure for autism; to raise public awareness about autism and its effects on individuals, families and society; and to bringing hope to all who deal with the hardships of this disorder. Autism Speaks recently merged with two other Autism organizations to become the world's largest autism advocacy organization. Bob Wright and his wife Suzanne founded Autism Speaks and currently serve on the board of directors.

Children's Health Fund: (CHF) Co-founded in 1987 by singer/songwriter Paul Simon and pediatrician/child advocate Dr. Irwin Redlener, CHF is committed to providing health care to the nation's most medically under-served children and their families through the development and support of innovative medical programs, response to public health crises, and the promotion of guaranteed access to appropriate health care for all children. They partner with major academic medical centers to deliver health care to disadvantaged children and families in both rural and urban areas across the country. CHF is supported by celebrities Jennifer Lopez and Marc Anthony. ChildrensHealthFund.org

Make-A-Wish Foundation of America: Make-A-Wish-Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Since its creation in 1980, MAWF has granted the wishes of more than 150,000 children.

ABOUT FOX SPORTS:

As America's top-rated network for sports for 11-straight years (1997-2007), FOX Sports boasts rights agreements with each of the nation's highest-rated sports. FOX Sports is the exclusive national over-the-air television rights holder of Major League Baseball, including the All-Star Game, alternating League Championship Series and World Series (2007-2013); the National Football League's NFC package, including the NFC Championship Game and Super Bowls XLII and XLV (2006-2011); NASCAR SPRINT Cup racing from February through May, including the Daytona 500 (2007-2014); the Bowl Championship Series, featuring the Tostitos Fiesta Bowl, FedEx Orange Bowl, Allstate Sugar Bowl from 2007 through 2010 and the BCS National Championship Game from 2007 through 2009; and the AT&T Cotton Bowl Classic. Since its inception in 1994, FOX Sports has earned 71 Emmy Awards (through 2006) for production excellence. David Hill and Ed Goren are the Executive Producers of FOX Sports.