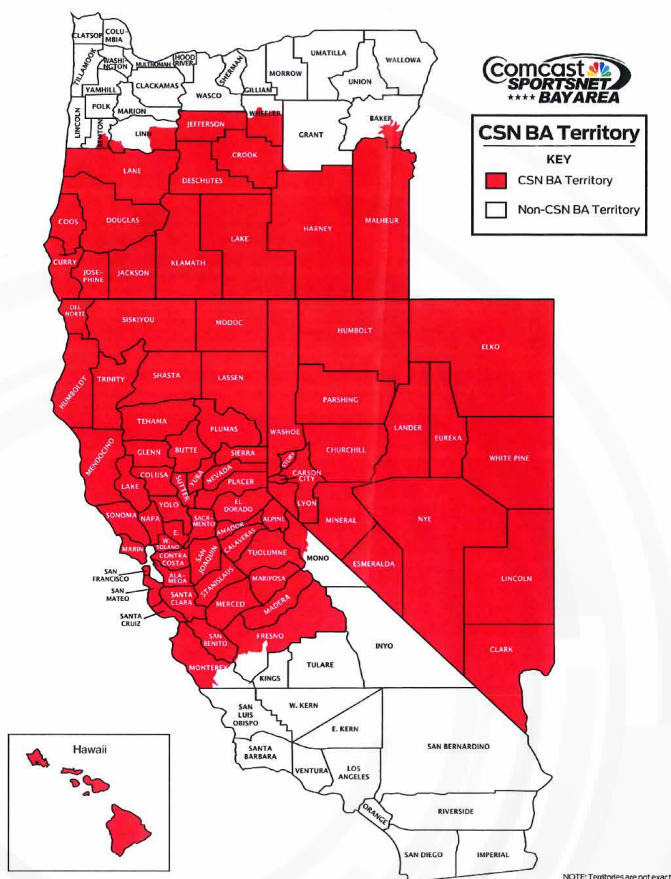




CSNBA

MARKET INFORMATION



NETWORK REACH

With a reach of 4 million households in market and an additional 4.1 million households out of market, CSNBA is the perfect location for sports programs hoping to reach a wide audience of passionate and loyal sports fans. Both Comcast SportsNet Bay Area and California are part of the rapidly growing Comcast regional sports network family. The 11 Comcast-affiliated regional sports networks produce over 2,400 live sporting events per year and reach more than 40 Million cable and satellite (DBS) households.

LOCAL SPORTS TEAMS & OTHER PROGRAMMING

DRIVEN will appear along side live events from these teams, giving you a direct line to their loyal fan bases: San Francisco 49ers, San Jose Earthquakes, 120+ NCAA Games, San Francisco Giants, Golden State Warriors, San Jose Sabercats and regional HS football / basketball games. DRIVEN will appear along side other elite sports programming that draw eyes to CSNBA all year long.

OUR AUDIENCE

DRIVEN is golf focused player instruction and improvement with a "reality show spin" that both entertains, empowers and instructs. The San Francisco area is the 4th richest city in the world behind only New York, Moscow and London that are home to billionaires. There are 55 Fortune 500 companies headquartered in the SCN Bay Area/ CSN California footprint. The bay area also provides a very culturally diverse audience.

MARKET SNAPSHOT

HH Income \$75k+
HH Income \$100k+
Own Their Home
Bachelors Degree or More
Hispanic TV HH
Black / African-American TV HH

MARKET AVG.

51%
37%
59%
38%
17%
6%

CSNBA

56%
39%
62%
40%
19%
14%



COMING 2015



IN STUDIO



Artists conceptual rendering of filming sets. Plans are to have a multi-use facility with a tv studio set design that would allow for multiple segment environments to exist in one cohesive floor plan. An interview area, golf fitness gym with equipment for fitness focused segments and an AboutGolf simulator (seen on Golf Channel) to illustrate specific shots during instruction segments filmed in the studio. The simulator will also provide graphical interest for backgrounds of segments, billboard opportunities for presenting sponsor logo incorporated into the show theme etc.

COMING 2015



SHOW HOST

RYAN WINTHER

World Champion golfer Ryan Winther was born in Sacramento, California. Ryan was raised in Grass Valley and Elk Grove throughout his childhood. After graduating high school from Bear River in 2001, Ryan joined the Army as a Field Artillery Computer Systems Specialist at Ft. Sill, Oklahoma. Due to a field injury, Ryan was medically discharged in 2002 and went straight to college.

Ryan's baseball journey included short stints with Sierra College and Consumnes River College, but spent most of his playing days with Semi Professional and Independent teams.

Ryan has done countless charity and celebrity tournaments, performing his signature long drive exhibitions and wowing thousands of onlookers. Some of his greatest career achievements include:

- 2012 Re/Max World Long Drive Champion
- Guinness Book of World Records: Longest carry drive on a golf course under 1000 meter elevation: 430 yards
- Guinness Book of World Records: Longest carry drive on a golf course over 1000 meter elevation: 495 yards
- Guinness Book of World Records: Fastest Golf Drive: 217.1 (2013)
- Guinness Book of World Records: Fastest Golf Drive: 235.1 (2014)
- Longest Drive ever recorded at The World Championships at 469 yards
- 2013 Rockwell Golf Blast Champion Salt Lake City, UT
- 2013 ILDC International Champion Mazatlan, MX
- 2013 Interstate Batteries Long Drive Champion St. George, UT
- 2012 LDA Desert Launch Champion Mesquite, NV
- 2011 San Diego Shootout Champion San Diego, CA
- 2011 SoCal Match Play Champion San Diego, CA
- 2009 ALDA Tour Champion Phoenix, AZ
- Numerous TV appearances on Golf Channel including The Golf Fix, School Of Golf, Morning Drive, and Golf Central
- Fastest golfer ever tested at The Titleist Performance Institute in Oceanside, CA with Dr. Greg Rose and Dave Phillips



MORE INFORMATION CAN BE FOUND ON RYAN AT: RYANWINTHER.COM

COMING 2015



SHOW HOST

ISAAC SANCHEZ

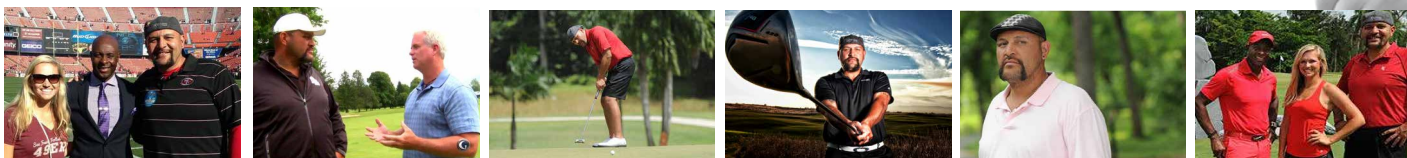
Champion golfer Isaac "Sasquatch" Sanchez is one of professional golf's brightest rising stars. Committed to success through integrity and hard work, Isaac has become one of the most in-demand golfers both on and off the course. His numerous media appearances make him one of the most visible golfers today.

Known as "Sasquatch" for his impressive stature, Isaac strikes an imposing figure but is truly the gentle giant of professional golf. His work for charities is one of his greatest passions. He is committed to bettering his life and the lives of the people around him. A dedicated family man, Isaac has garnered strong support and a dedicated following in Northern California and beyond.

Isaac is excited to expand his brand and join forces with Ryan Winther in this new venture. Driven is a once in a lifetime opportunity that Isaac is extremely motivated to be a part of. He knows it will be a lot of work but is looking forward to the new challenges and great experiences to come.

His greatest desire is to earn a PGA Tour card and some of his proudest achievements include:

- Family Man & Champion Golfer
- Amador High School Athlete of the Year, 1997
- Full Ride Golf Scholarship to University of Hawaii, 1997
- PGA Canadian Tour Member, 2006
- Mizuno Brand Ambassador, 2005-2007
- Contestant on The Big Break Greenbrier, 18th Season, 2012
- Finalist and 3rd Place Winner on The Big Break Greenbrier, 18th Season, 2012
- Contestant on The Big Break NFL, 20th Season, 2013
- Winner of The Big Break NFL, 20th Season, 2013 (paired with Jerry Rice of the 49ers and Emily Talley)
- Repeated KCRA Appearances
- Repeated "Good Day Sacramento" Appearances
- The Weekend Show with Cody Stark, KMAX 31
- SF Giants Triples Alley VIP Guest, Golf Night with The Giants
- February 2014 Style Magazine Highlight
- Folsom Lake College Assistant Golf Coach

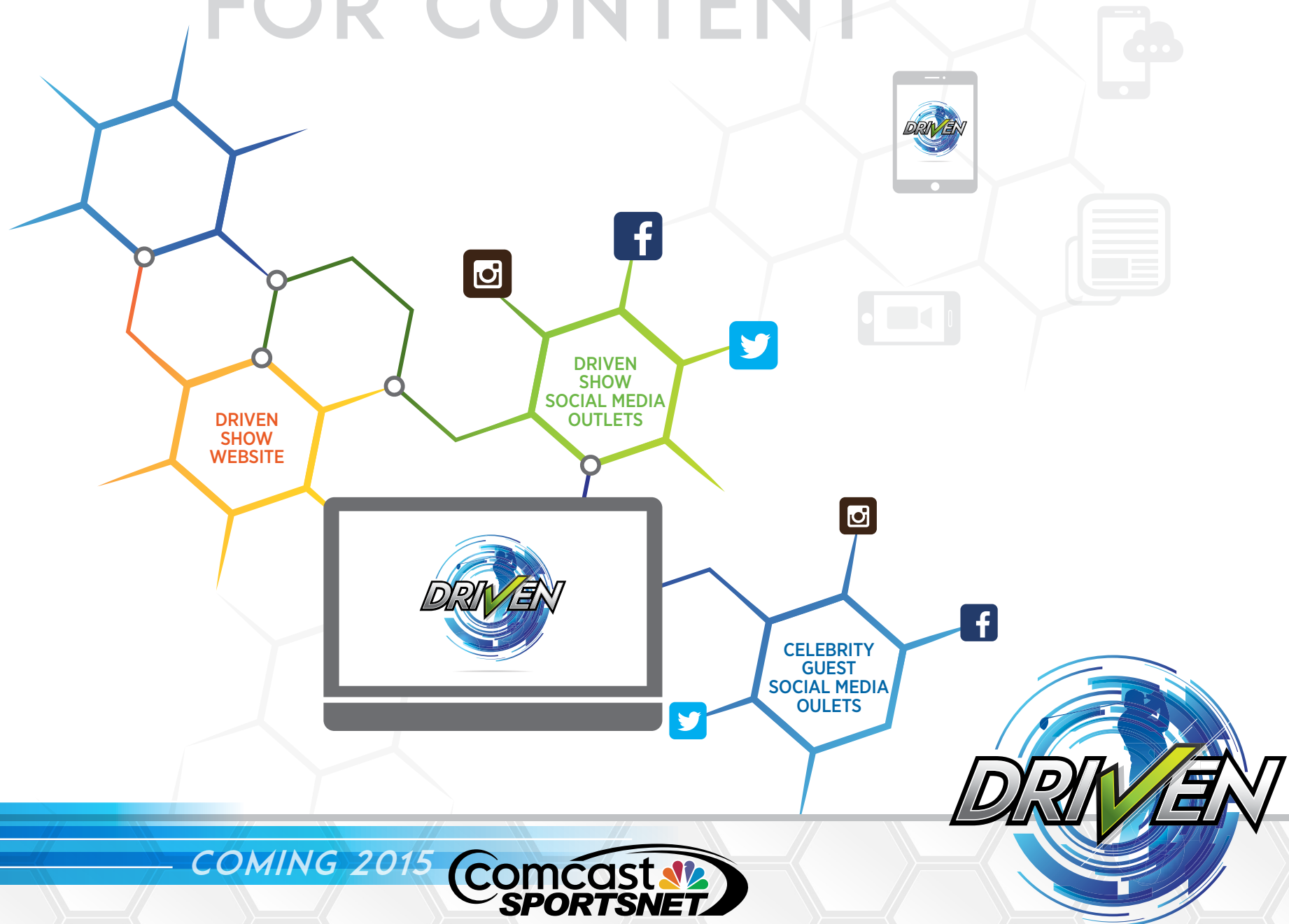


MORE INFORMATION CAN BE FOUND ON ISAAC AT: SASQUATCH-GOLF.COM

COMING 2015



PLATFORMS FOR CONTENT



COMING 2015



SPONSORSHIP OPPORTUNITIES



Platinum Title and Presenting Sponsorship.

Four 30-second commercial spots per episode

- Filming and editing one 30-sec commercial*
(Actors, props, travel and location expenses additional)
- Product placement during show segments
- Shooting segments on location
(Location at sponsors office, warehouse etc)



Gold Sponsorship

- Three 30-second commercial spots per episode
- Filming and editing one 30-sec commercial*
(Actors, props, travel and location expenses additional)
- Product placement during show segments
- Shooting segments on location
(Location at sponsors office, warehouse etc)



Silver Sponsorship

- Two 30-second commercial spots per episode
- Filming and editing one 30-sec commercial*
(Actors, props, travel and location expenses additional)
- Product placement during show segments



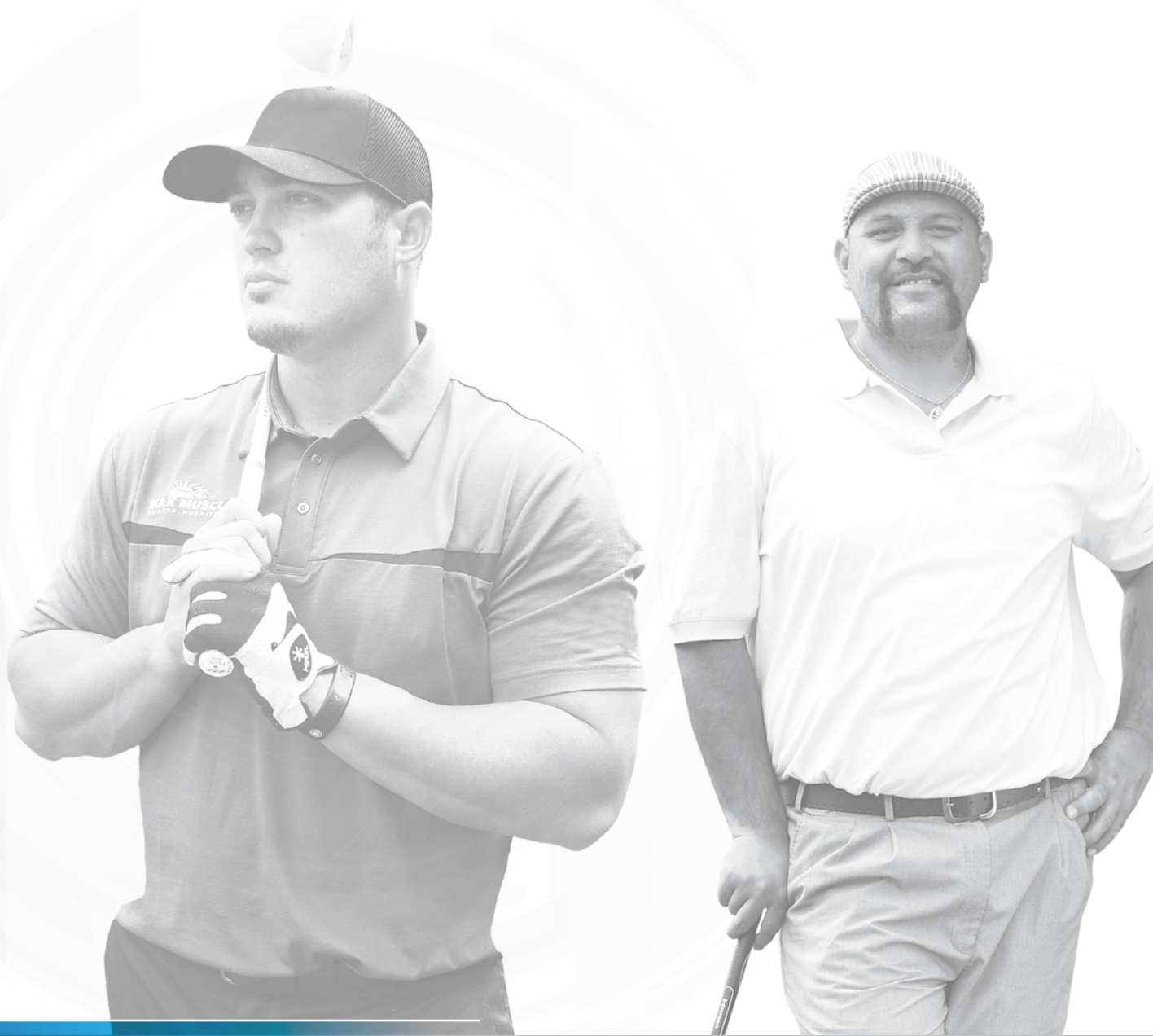
Bronze Sponsorship

- One 30-second commercial spots per episode
- Filming and editing one 30-sec commercial*
(Actors, props, travel and location expenses additional)

* Commercial production includes basic filming and editing. Actors/Models, props, permits, travel etc are additional. Please talk to your advertising coordinator for more details regarding the services included.

COMING 2015





ON-AIR TALENT

Ryan Winther
Creator and Host of Driven

Isaac Sanchez
Co-Host of Driven

Greg Johnson, MS, CSCS, TPI3
Golf / Sports Fitness Professional

Dan Schwabe, PGA Class-A
Professional Golf Instructor

EXECUTIVE STAFF, CREATIVE & PRODUCTION TEAM

Douglas Deibel
Creative Director

Brent Carlson
Executive Assistant

Zoe Sanchez
Executive Assistant

Sato Studios
Production Team

CONTACT

916.601.2363
douglas@ryanwinther.com



COMING 2015

