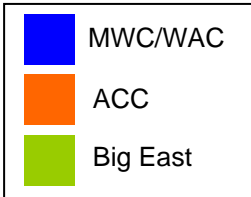
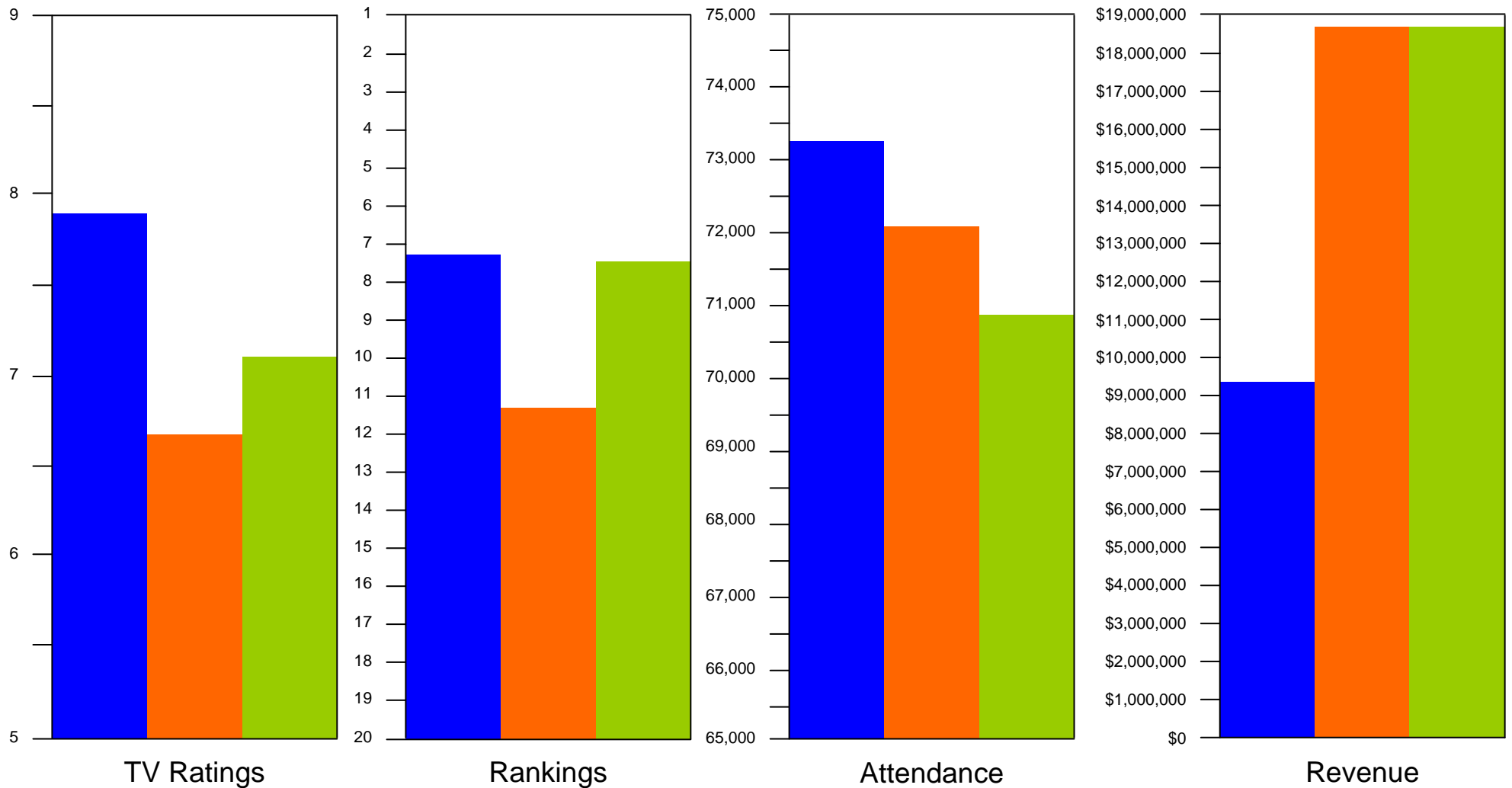


# BCS Mandates Substantial Revenue Discrimination, Regardless of TV Ratings, Rankings and Attendance

*Four Year Averages for 2007 through 2010 Major Bowl Games\**



**Without action, the BCS' revenue discrimination will not only continue -- it will likely increase -- regardless of the major bowl games' TV ratings, attendance or team rankings, creating an even greater revenue gap.**

\* For MWC /WAC, for 2007 through 2009, the chart numbers reflect the conference whose champion reached a major bowl. For 2010, the ranking and revenue numbers for MWC/WAC reflect the average for the two conferences since each of their champions played in the same major bowl game.