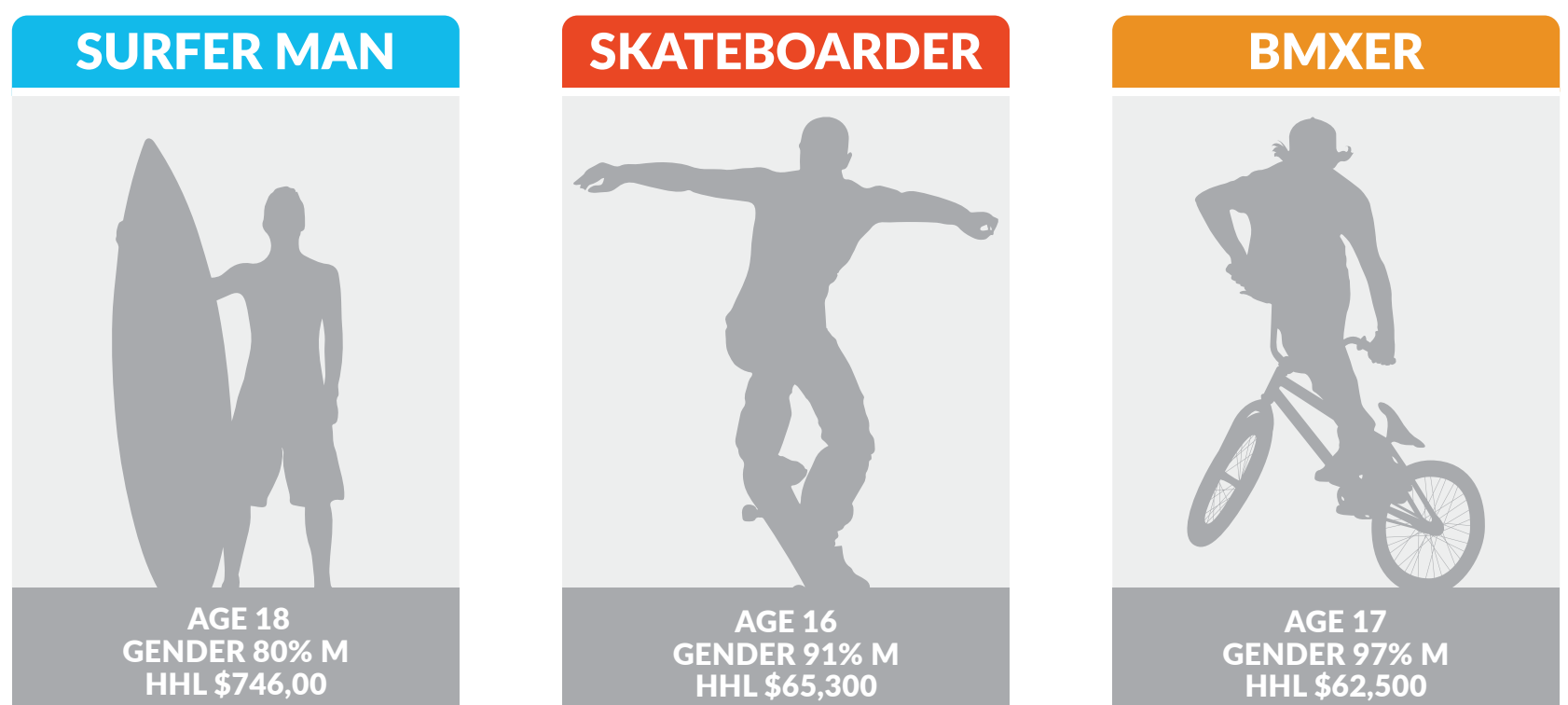


THE ACTION SPORTS ENTHUSIAST



MARKET DEFINITION

These enormous numbers can't be overstated, because millions of enthusiasts are spending billions of dollars.



Over **22 Million** Extreme Sports Participants in the U.S. alone and more **118 Million** worldwide



Athletes spending over **\$20 Billion** domestically; over **\$50 Billion** on extreme sports worldwide



The most coveted demographic: Males and females 18-35 in the burgeoning Active Lifestyle Segment

AN UNCLAIMED MARKET GROWING LARGER DAILY.

DEEPER MARKET INSIGHT

The dramatic growth of Action Sports is category-wide.

03



Over **\$3 Billion** a year is spent on surf-wear alone



Over **\$50 Billion** a year is spent in sports including skateboarding, motocross, snowboarding and surfing



Studies reveal **35+ athletes** increasingly participate in surfing, climbing, skydiving and other sports



Not just high-profile sports on TV, but all action sports. We've selected four facts that are particularly revealing

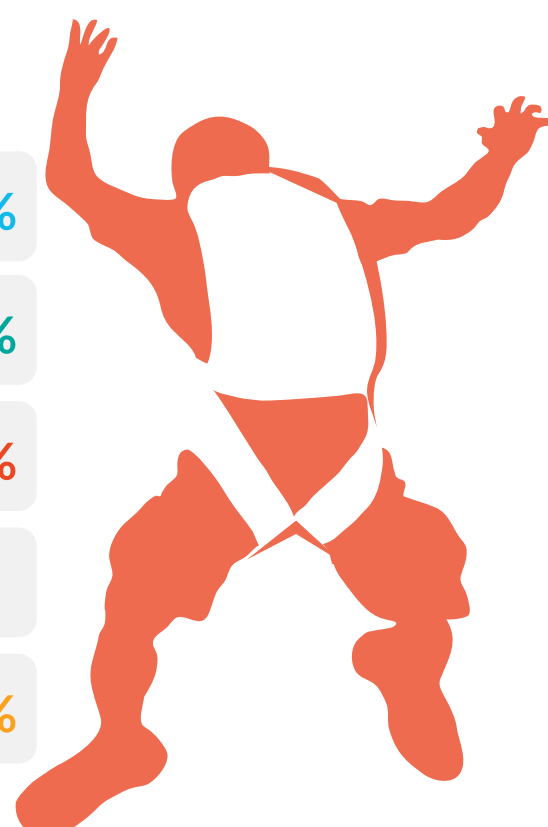
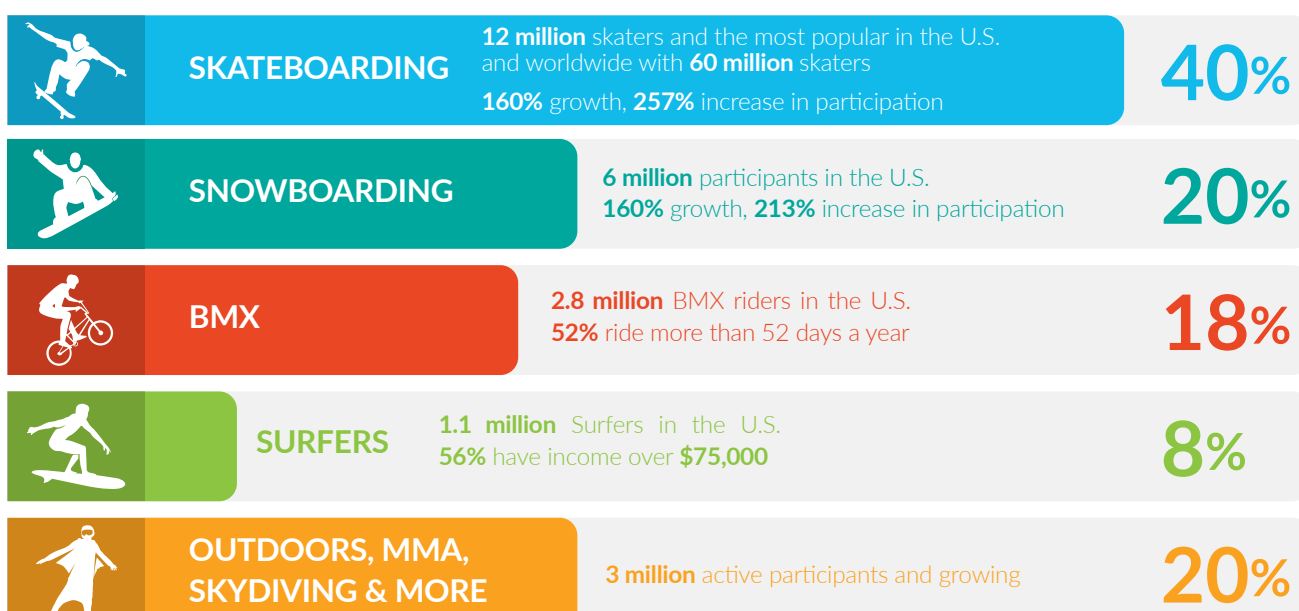


24 million U.S. homes are watching wake-boarding, surfing, skateboarding, BMX and motocross

LONG COMMITTED SPONSORS/ADVERTISERS HAVE AN INSATIABLE APPETITE FOR CONTENT

PARTICIPANTS BY ACTION SPORT

Since 1995, soaring worldwide popularity fueling category-wide growth.



EVEN A MODEST MARKET PENETRATION REPRESENTS MILLIONS OF HOWCOMO USERS