

Recent Growth

- Bleacher Report is one of the largest online sports media destinations:
 - B/R delivered 14.2 million monthly users in the month of August, the best month in its history
 - B/R is averaging more than 10 million unique users year-to-date (10.2 million)
Source/Notes: Comscore MediaMetrix P2+ Home/Work Data: Period: June 2012 & January-June 2012 (avg. monthly). Comparisons are June 2012 v. June 2010-5.6 million
- For key sports events such as NFL Draft coverage, fans are flocking to Bleacher Report.
 - B/R saw site visits double year over year in April 2012
Source/Notes: Comscore: Comparisons are April 2011 v. April 2012 By-The-Numbers

By The Numbers

- 10.2 million average monthly unique users
- 1 million + downloads of TeamStream mobile and tablet applications
- 2 million + daily subscribers to Bleacher Report's team-specific email newsletters
- 600 - 800 original stories posted daily produced by the more than 2,000 core contributors

Timeline/Milestones

2007 - Founders Dave Finocchio, Zander Freund, Bryan Goldberg and Dave Nemetz quit jobs and start Bleacher Report as full-time endeavor

February 2008 - Bleacher Report launches with completion of Series A funding

October 2008 - Bleacher Report hires Sam Parnell as VP of Engineering

May 2009 - Bleacher Report reaches 1 million unique users.

August 2009 - Bleacher Report rolls out team-specific email newsletter

February 2010 - Bleacher Report launches local sports edition with Hearst Newspapers

June 2010 - Bleacher Report hires Brian Grey as company's CEO

February 2011 - Bleacher Report launches Team Stream App for iPhone

February 2011 - Bleacher Report hires King Kaufman as writer development manager

April 2011 - Bleacher Report launches original video content around NFL Draft

June 2011 - Bleacher Report hires Drew Atherton as first Chief Financial Officer

June 2011 - Bleacher Report hires Rich Calacci as Chief Revenue Officer

August 2011 - Bleacher Report launches Lead Writer program

December 2011 - Bleacher Report launches Team Stream App/HTML for iPad

Timeline/Milestones (continued)

January 2012 - Bleacher Report launches YouTube Channel and B/R video hub

March 2012 - Bleacher Report personalizes homepage with Team Stream

August 2012 - Bleacher Report acquired by Turner Broadcasting's Turner Sports division

About Bleacher Report

Bleacher Report (B/R), a division of Turner Sports, is a leading publisher of original and entertaining sports content and one of the fastest growing sports media Web sites in the U.S. Since launching in 2008, B/R's Web site has grown to an audience of more than 10 million monthly unique visitors. The company's distinguished editorial team leads more than 2,000 contributors, and directs Bleacher Report's unique data-driven approach to creating and programming content. The result is first-rate sports commentary that gives B/R's audience the stories they want to read in real-time around the teams and topics they are most passionate about.

About Turner Sports

Turner Sports, a division of Turner Broadcasting System, Inc., is an industry leader in televised and online sports programming, airing championship-level sporting events on TBS, TNT and truTV, and managing some of the most popular sports sites on the Internet. Turner Sports' television lineup includes the NBA, Major League Baseball, the NCAA Division I Men's Basketball Championship, NASCAR and professional golf. The company's digital portfolio includes Bleacher Report, NASCAR.COM, NCAA.com and March Madness Live, PGATOUR.COM and PGA.com, as well as an accompanying collection of mobile websites and connected device apps. Turner Sports and the NBA also jointly manage NBA Digital, which includes NBA TV, NBA.com, NBA LEAGUE PASS, NBA Mobile, the NBA Game Time App, NBADLEAGUE.com and WNBA.com.

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