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BASKETBALL FANS LOOK FORWARD TO MARCH MADNESS®

For the first time, basketball fans in the UK and Ireland will be able to watch live coverage of America's premier college basketball event, the 2003 Men's & Women's Basketball Championships (otherwise known as *March Madness®*), when it tips off on 20 March.

The three-week knockout tournament will be screened live in the UK and Ireland by the recently launched digital television channel **NASN** (North American Sports Network) on Sky Digital (channel 420) and NTL:home (channel 917).

"Since launch, the question we've been asked most is whether we'll be showing live coverage of March Madness®," said NASN Chief Operating Officer, Amory Schwartz. "Therefore it's great to be able tell people that we'll be screening the three weeks of non-stop excitement that makes it the ultimate basketball event."

The NCAA Men's Basketball Championship Game is the fourth most watched sports event in the US - ahead of the NBA and NHL finals*. Last year, more than 16 million households across America tuned in to see the University of Maryland win the title, so NASN subscribers will be in good company when the 64 US college teams line up on March 20. Fans with Sky or ntl:home can add NASN to their existing channel line-up from just £9.99 (€14.99) per month by calling 08708 50 30 30 (Sky) or 0800 052 2000 (NTL), or by visiting nasn.com.

*Source: Nielson PNFI, September 2001 – August 2002 – Network Television Only (ABC, CBS, NBC, FOX). Households = 106,700,000

March Madness

Sixty-Four teams, three weeks, and one National Champion. It all begins with 32 regional games on March 20 & 21 (Thursday and Friday). The 32 first-round winners play again on the following Saturday and Sunday. The next weekend is the *Sweet Sixteen* on Thursday and Friday and the *Elite Eight* on Saturday and Sunday. And then it's on to the *Final Four* in New Orleans, with the two semi-final games on Saturday (April 5) and the National Championship game on Monday night (April 7). Three weeks of exhilarating fun, and it's all on **NASN**.

The fun on NASN doesn't end in March as six months of Major League Baseball kicks off in April; coverage of the NHL ice hockey playoffs in April, May and June, the NASCAR Winston Cup series all the way through November, and college football beginning in September

NASN Background Information:

NASN is a joint venture between Vulcan European Media Holdings and Setanta Sport. Setanta, who developed the channel concept, will operate the subscription service from their Dublin headquarters. Vulcan European Media Holdings, an affiliate of Vulcan Inc. and founded by investor Paul G. Allen, is the main financier behind NASN. The channel complements Allen's media and sports portfolio in the US, which includes the Seattle Seahawks National Football League (NFL) team and the Portland Trailblazers National Basketball Association (NBA) franchise. NASN also represents Vulcan's first major European media investment, tying in with the on-going development of The Hospital project in Central London.

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For visuals, logos, photos and further information on UK players, please contact Golin/Harris