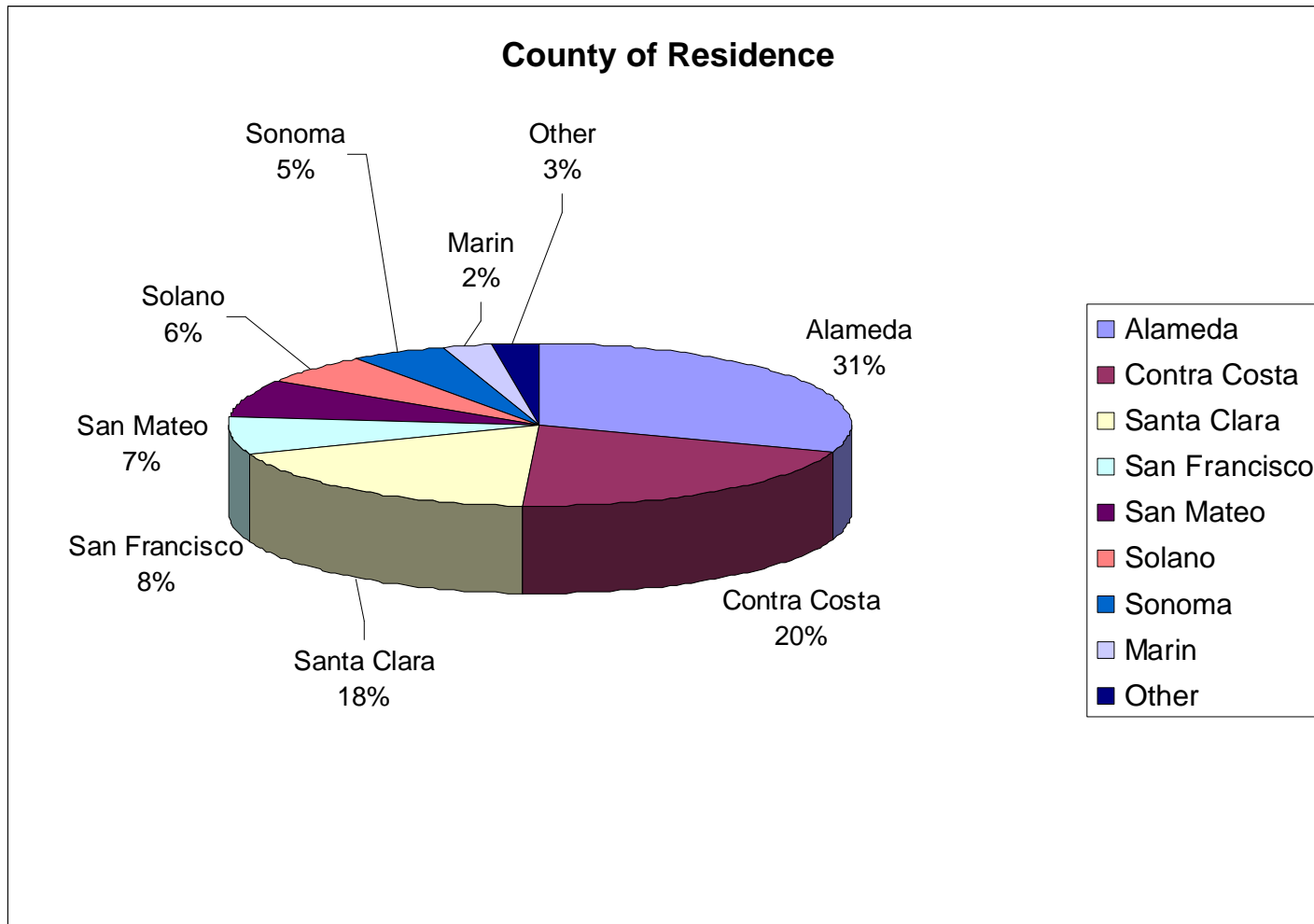


Basic Fan Demographics

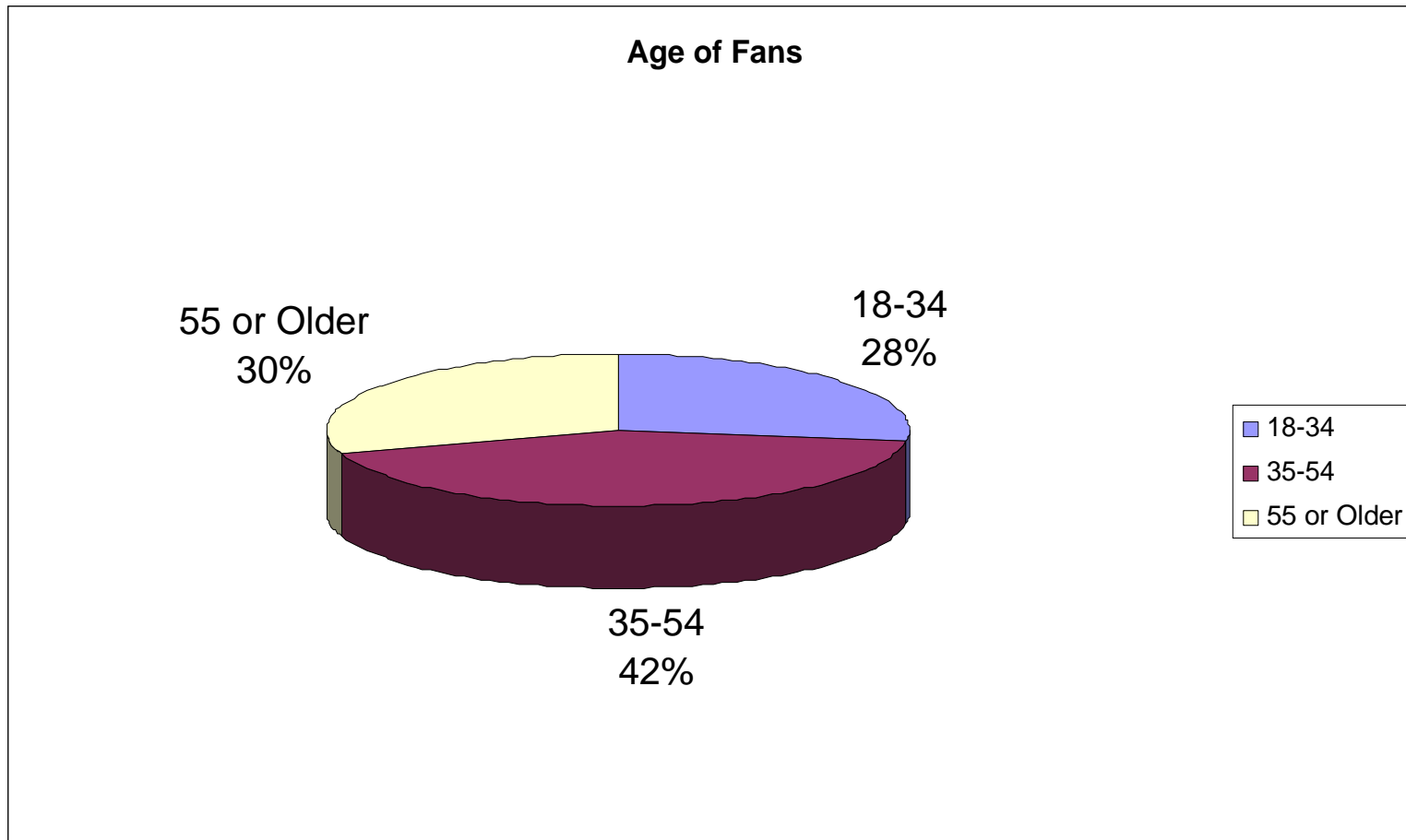
May 5, 2008

Primarily East Bay-Based...



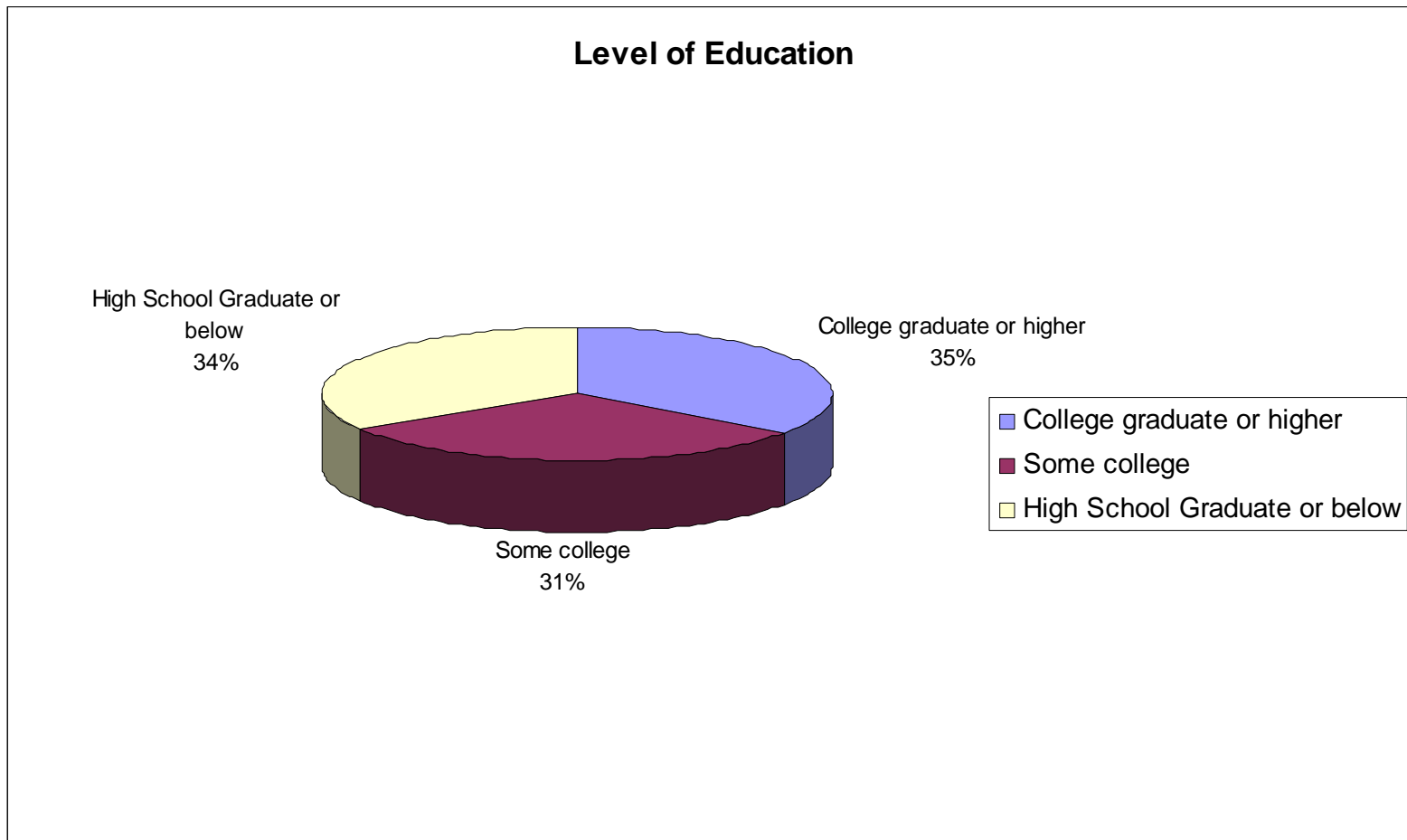
Source: Scarborough 2008 – Release 1

A's Fans Are All Ages...



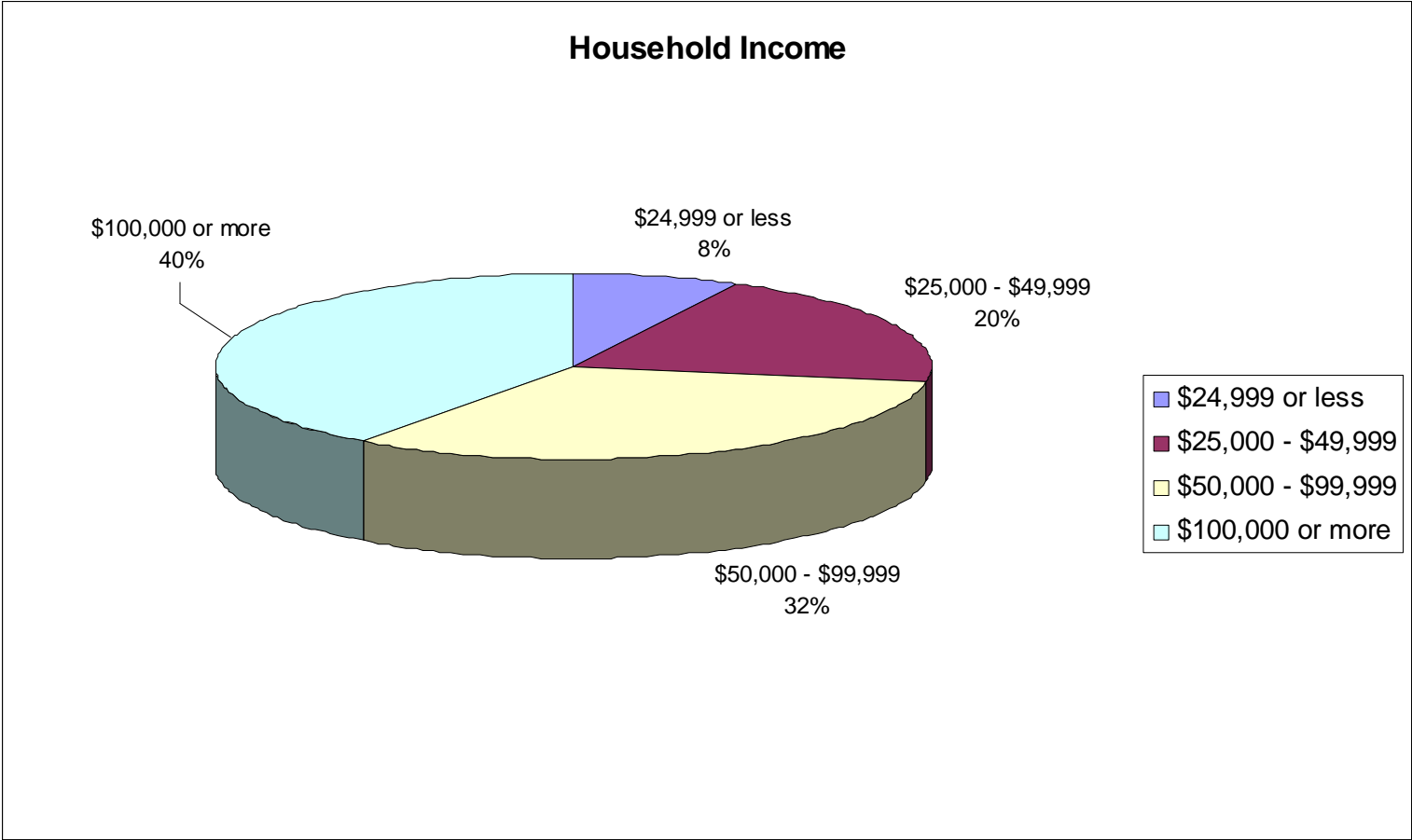
Source: Scarborough 2008 – Release 1

66% are College-Educated...



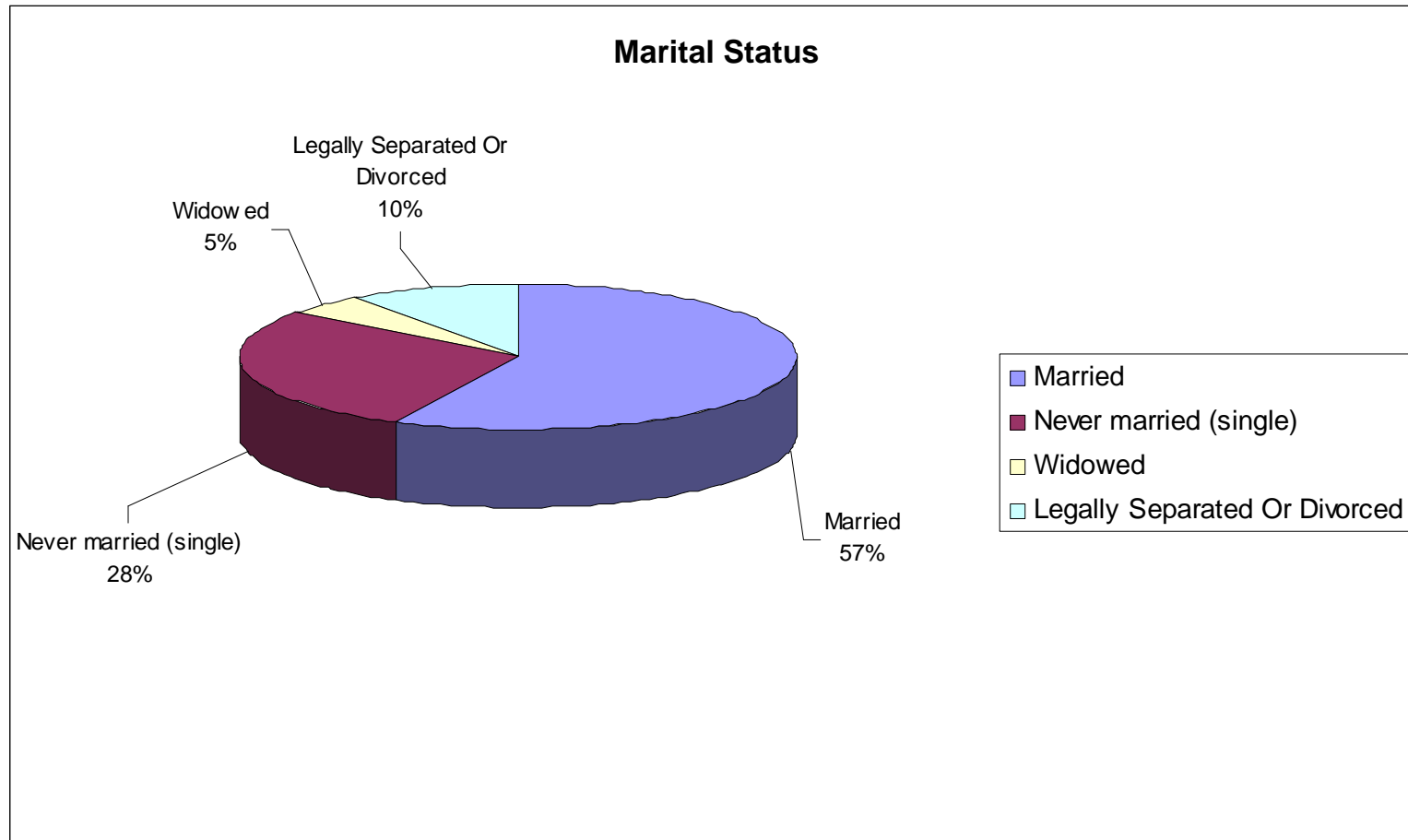
Source: Scarborough 2008 – Release 1

72% of Fans Make \$50k+



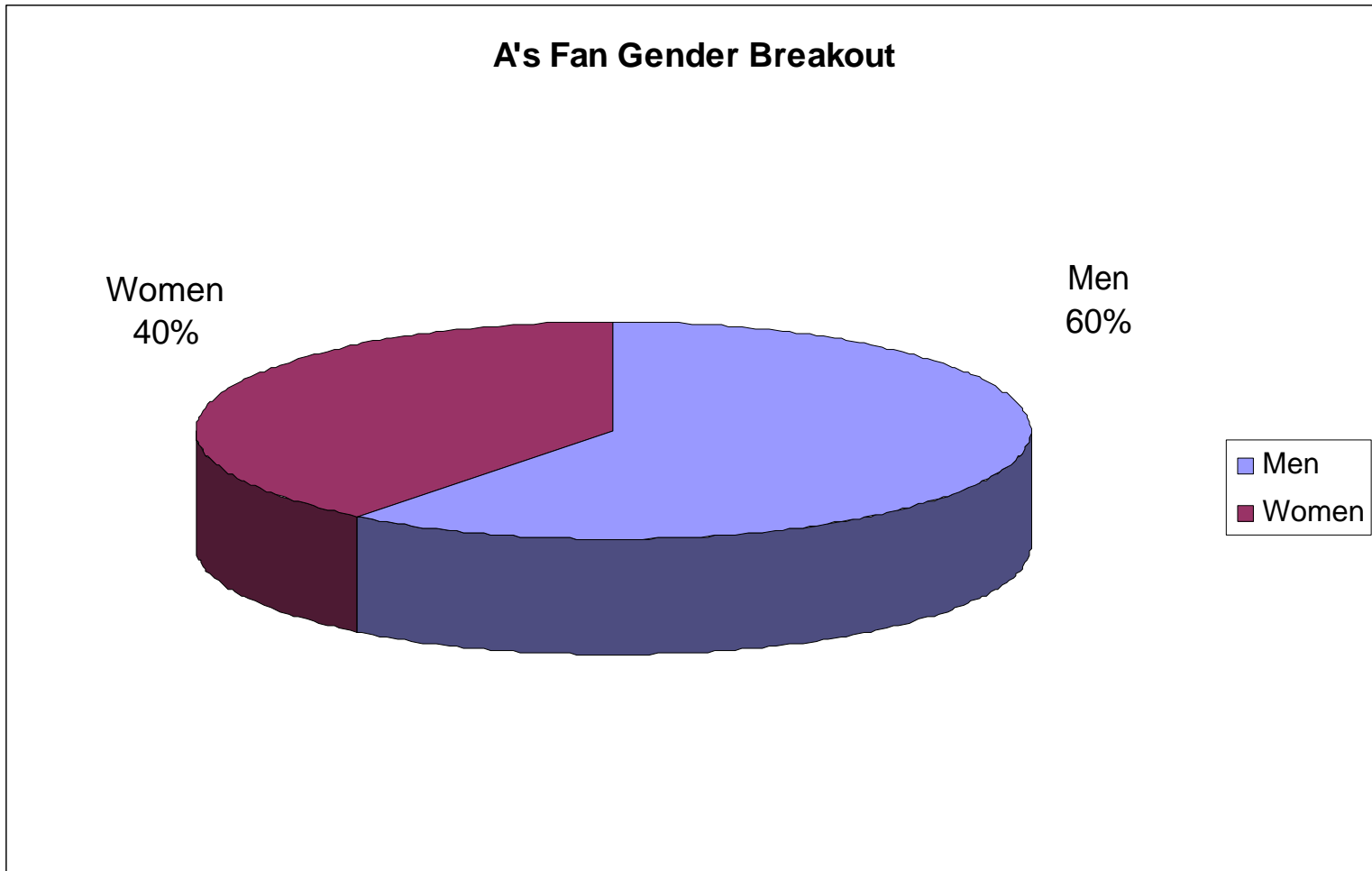
Source: Scarborough 2008 – Release 1

85% of A's Fans Married or Single



Source: Scarborough 2008 – Release 1

A's Fans Skew Slightly Male



Source: Scarborough 2008 – Release 1