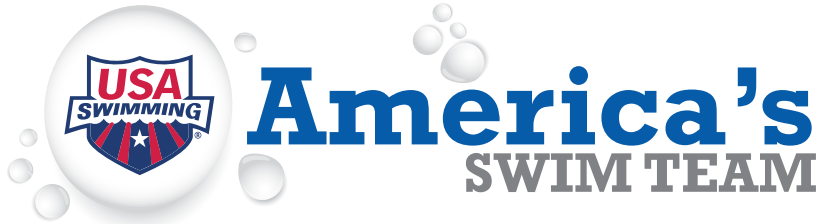




America's
SWIM TEAM



OVERVIEW

About USA Swimming

- National Governing Body for swimming in the U.S.
- Selects athletes for Olympic Games
- Located at Olympic Training Center in Colorado Springs
- The U.S. swim team has won more Olympic and World Championship medals than any other country
- Named one of the “15 Most Influential Sports Education Teams” in the USA by the Institute of International Sport



About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

U.S. Olympic
Team



America's SWIM TEAM

OVERVIEW

America's Swim Team

A team for everyone from ages 8 to 80 who live, breathe and love the sport of swimming.

Because swimming is a life-long sport, USA Swimming has developed programs and properties that engage enthusiasts from their very first moments in the water, to club level to the pinnacle of international sport to their continued connection as a fan and participant.



About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

U.S. Olympic
Team



America's SWIM TEAM

OVERVIEW

USA Swimming's Official Sponsors





America's SWIM TEAM

RESEARCH

Member Support

USA Swimming Background

- 70% of USA Swimming members are more likely to purchase products from our official corporate partners due to their relationship with USA Swimming*
- 66% of year-round athlete members are aged 10-16
- USA Swimming members spend more than \$100 million in annual registration fees when signing up at their local clubs
- USA Swimming sanctions more than 8,000 events per year

* Source: Bonham Group. Survey conducted July 26-August 7, 2008. 6,800 respondents.



About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

U.S. Olympic
Team



America's SWIM TEAM

RESEARCH

Industry

General Swimming Industry Information

- 7.3 million people swam 50+ times in 2008, an increase of .9%*
- Swimming participation has increased 18% over the last 8 years*
- Swimming is in the Top 10 for high school sports participation for both boys and girls
- There are more than 2.5 million summer league swimmers in the USA (non-USA Swimming members)



About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

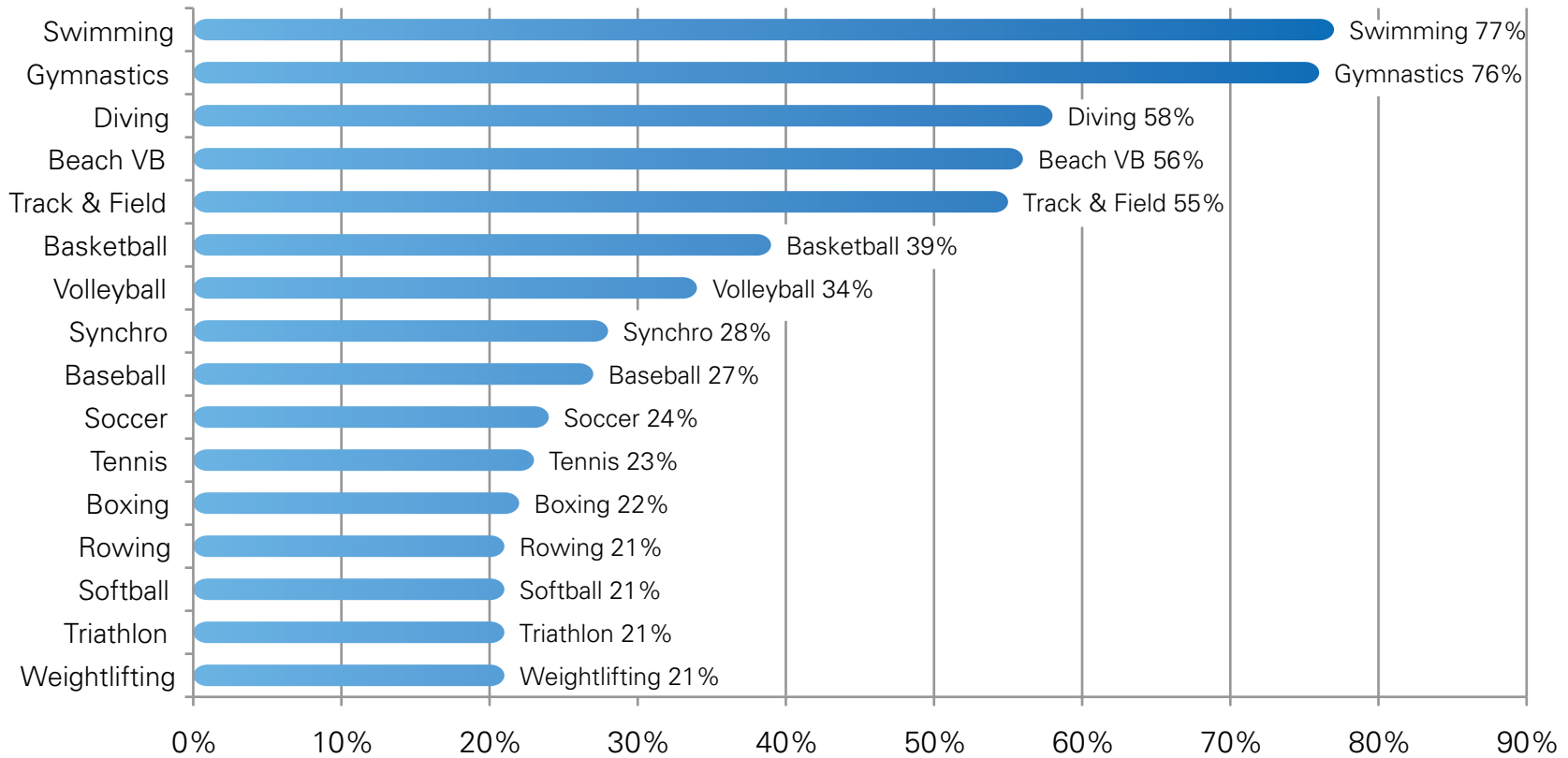
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Team



America's SWIM TEAM

RESEARCH

Swimming #1 in Summer Olympic Sport Interest



USOC Brand Tracker December 2008. Research conducted across all summer Olympic sports.

About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

U.S. Olympic
Team



RESEARCH

Popularity

Swimming is More Popular Than Ever

- Following Beijing, USA Swimming year-round athlete membership growth is tracking 9% above 2008
- USA Swimming will receive more TV coverage in 2009 than 2005, 2006 and 2007 combined
- USA Swimming and ConocoPhillips recently renewed their long-standing partnership for another 10 years
- The Sports Q Score of Michael Phelps has increased 10 points since and Michael is now only behind Tiger Woods and Peyton Manning among active athletes

*Q scores are a key indicator of a spokesperson's marketability. In an annual survey, more than 2,000 consumers are asked to rate roughly 500 sports personalities.



About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

U.S. Olympic
Team



America's SWIM TEAM

RESEARCH

U.S. Olympic Team

Perceptions of the U.S. Olympic Team#

- The U.S. Olympic Team remains the sports property with the strongest overall interest
 - 67% are “somewhat” or “extremely” interested in the Olympic Games vs. 64% for the NFL as the next highest property
- Team USA leads the NBA, NHL, MLS, NCAA, NFL, MLB, NASCAR, PGA and X-Games in every positive attribute*
- Team USA is lower than all properties in key negative attributes^
- Team USA is more “relatable” and “inspiring” than the NCAA
- Team USA is more “athletic” and “dedicated” than the NFL

U.S. Olympic Committee Brand Tracker December 2008. Research conducted across all summer Olympic sports

* Attributes surveyed include athletic, inspiring, patriotic, dedicated, achievement, sportsmanship, unifying, respectful, exciting, aspirational, amazing, responsible, confident, fun, fair, trustworthy, cool, relatable, hungry

^ Attributes surveyed include egotistical, arrogant, greedy and selfish and is in approximately the middle in categories of commercialized and old-fashioned.



About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

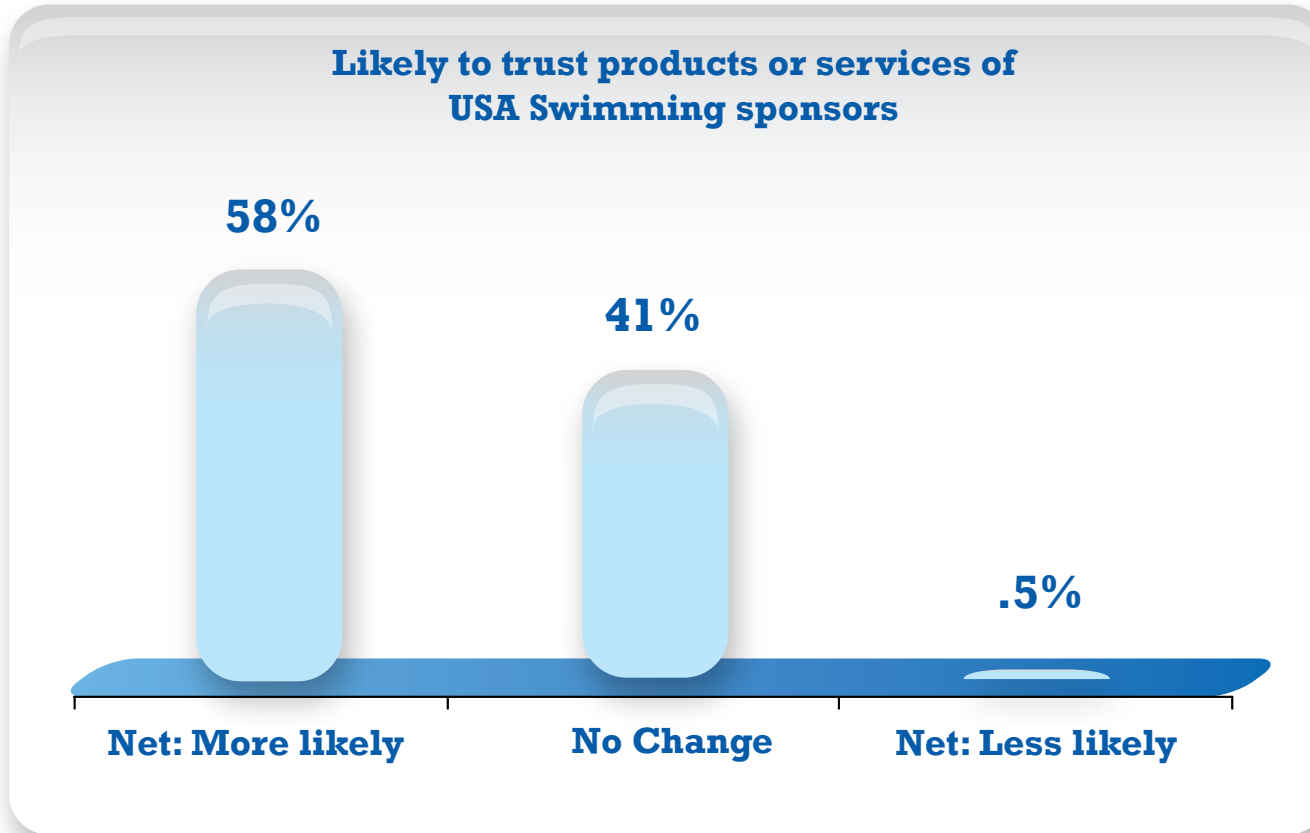
U.S. Olympic
Team



America's SWIM TEAM

RESEARCH

Member Support



Source: Bonham Group.
Survey conducted July 26-August 7, 2008.
6,800 respondents.



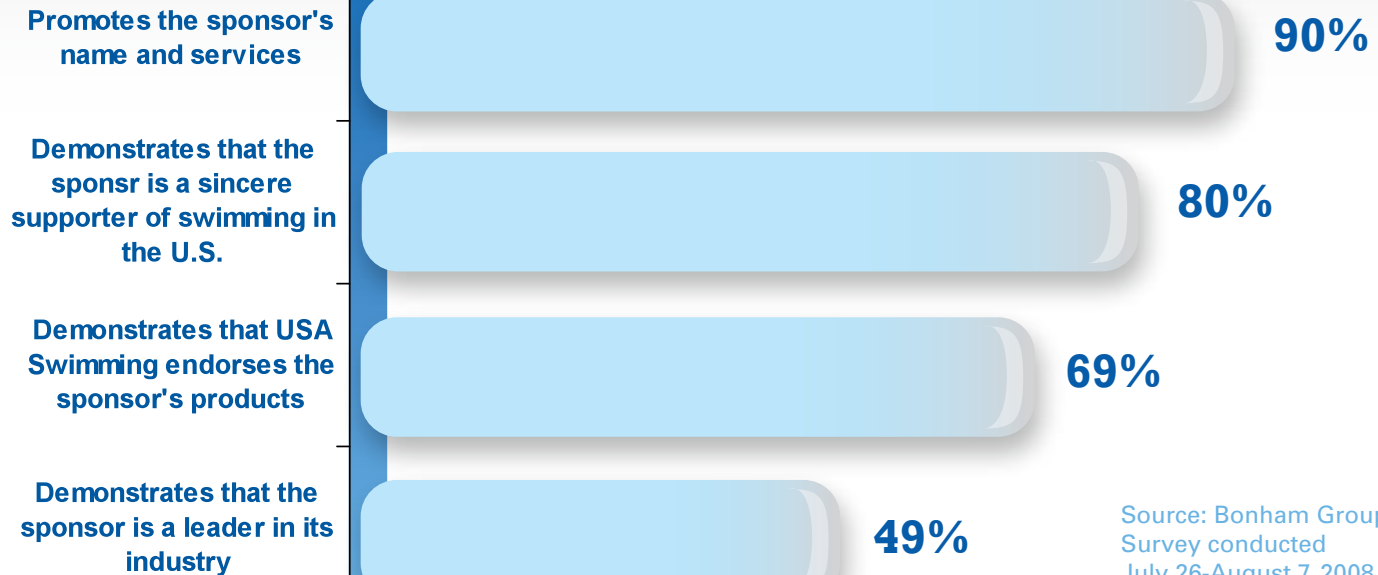
America's SWIM TEAM

RESEARCH

Member Support

Agree with statements about USA Swimming sponsors

NET: AGREE STRONGLY OR AGREE SOMEWHAT



Source: Bonham Group.
Survey conducted
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About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

U.S. Olympic
Team

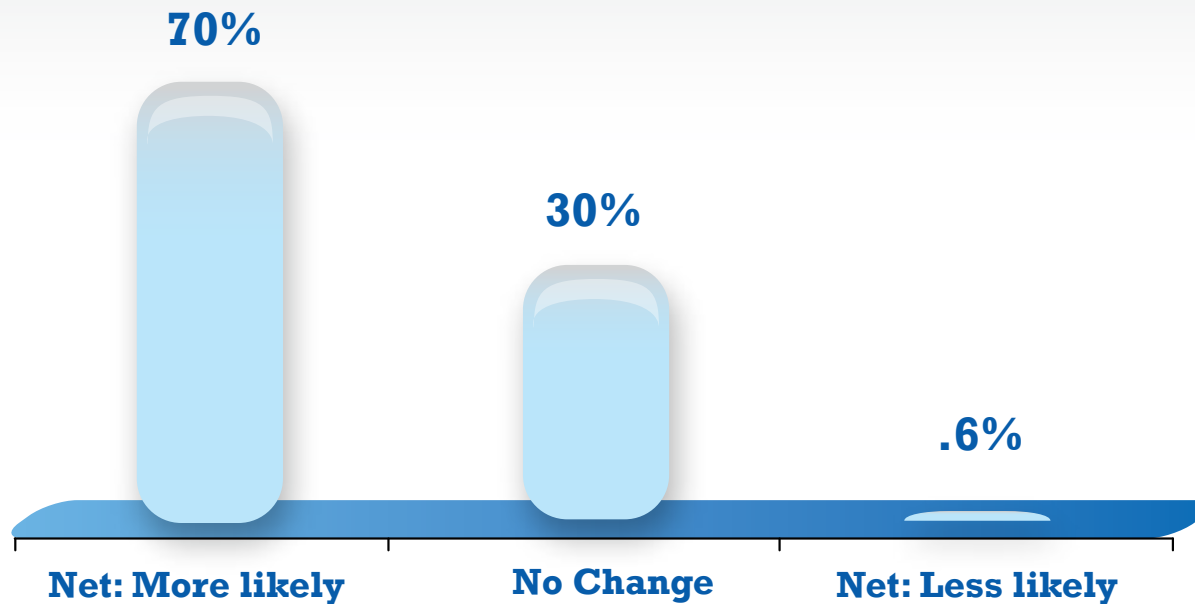


America's SWIM TEAM

RESEARCH

Member Support

Likelihood of purchasing products or services
due to relationship with USA Swimming



Source: Bonham Group.
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About USA
Swimming

America's
Swim Team

Sponsors

Member
Support

Industry

#1 Olympic
Sport

Popularity

U.S. Olympic
Team



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