



2006 07 FACT SHEET

Name: Professional Bowlers Association (PBA)

Headquarters: 719 Second Avenue
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Seattle, WA 98104

Phone: (206) 332-9688

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Website: www.pba.com

Membership: Nearly 4,300 members representing 13 countries (Australia, Bermuda, Canada, China, England, Finland, France, Germany, Japan, Korea, Sweden, United States and Venezuela)

Number of Staff: 32

2006-07 Denny's PBA Tour

Schedule: 21 official events between September 19 - April 1
One special pre-season tournament in Japan (September, 2006)
One special, regular season event in Fountain Valley, Calif. (January, 2007)
The Denny's PBA Tour's 20 U.S. events take place in 16 states.

Major Championships (4): United States Bowling Congress (USBC) Masters, 64th U.S. Open, Denny's World Championship, PBA Tournament of Champions

Description: The PBA was established in 1958 when 33 charter members banded together to form the Professional Bowlers Association. Today, with nearly 4,300 members, it remains the acknowledged "major league" of bowling in the world. In March 2000, a trio of high-tech entrepreneurs (and former Microsoft executives) purchased the league in hopes of making it the next global emerging sport and creating additional opportunities for its members. The 2006-07 season will feature a 64-bowler exempt format for the third straight year.

Senior Management: Chris Peters, Chairman
Fred Schreyer, Commissioner/CEO
Steve Miller, Board Member

Television: ESPN

Sponsors: United States Bowling Congress
GEICO
Pepsi-Cola
Brunswick
Bayer
Denny's
Motel 6
Ace Hardware
Etonic
Columbia 300
H&R Block
Discover® Card

Achievements:

- ▶ The new owners of the PBA achieved their initial goals of moving the headquarters to Seattle and hiring key sports marketing executives to manage the day-to-day operations of the organization. Some additional achievements include:
- ▶ Hired former Nike sports marketing executives to fill key executive positions, including current Commissioner and CEO Fred Schreyer and current Board Member Steve Miller.
- ▶ Signed an exclusive three-year deal (with a three-year option) with ESPN in 2001. Re-signed three-year extension in June, 2004. In addition, ESPN produces and runs promotional spots each year on ESPN and ESPN2 to point viewers toward PBA telecasts.
- ▶ Secured "appointment television" - same day and time of the week for fans to watch weekly telecast.
- ▶ During 2005-06 season:
 - ▶ 63.1 million people tuned in to the Denny's PBA Tour on all the ESPN Networks. That number was up 23.5% from a year before. Additionally, 37.8 percent of all U.S. homes with a television - or 41.6 million total watched an average of 4.8 times.
 - ▶ Ratings in the 18-34 male demographic increased by 12.5 percent.
 - ▶ As a result of a membership drive, PBA membership reached an all-time high of 4,300.
 - ▶ The PBA, working with ESPN and Motel 6, continued to create special programming with the post-season Motel 6 Roll to Riches for the second consecutive season, as well as a special event - the Final Frame presented by the Denny's PBA Tour - which aired on Christmas day. In addition, ESPN continued to air the highly successful PBA Skills Challenge.
- ▶ In 2004, hired Tulsa-based Winnercomm to develop roster of PBA sponsors and re-vamp look and feel of ESPN telecasts. Since Winnercomm has come on board, major sponsors such as Denny's, Motel 6 and Ace Hardware have joined the PBA.
- ▶ After having two sponsors for the 2001-02 season, the PBA now has 12. These sponsors have integrated their PBA sponsorship with their products or are incorporating promotions around the sponsorship. (ex. Motel 6 - \$600,000 Reasons to Strike Sweepstakes).
- ▶ Starting with the 2002-03 season, the PBA has a marketing campaign giving it a uniformed look in all of its collateral materials (for the first time in its history). This season marks a shift in strategy, as the PBA's marketing efforts will focus on a special "Young Guns vs. Legends" theme.
- ▶ Set a defined season (October through April).
- ▶ Changed the format of all standard tournaments to create compelling, head-to-head competition.
- ▶ Gives stock options to the top bowlers every year - a first for any sports league/organization.
- ▶ Re-launched www.pba.com, with an updated design giving the site a sharper look with improved navigation. It also includes statistical information on every tournament in PBA history.
- ▶ Modified the dress code so that bowlers can develop their unique personalities.
- ▶ Banned sideline coaching.