



MEDIA INFORMATION



COLLEGE FOOTBALL COMES TO FX IN 2011

FOX Sports Provides FX Full-Season, Game-of-the-Week Slate

New York & Los Angeles – FX, Fox Network Group's popular general entertainment basic cable network, is teaming with FOX Sports Media Group (FSMG) in 2011 to carry a major college football game-of-the-week, it was announced today by FX President John Landgraf, along with Randy Freer and Eric Shanks, Co-President and COOs of FOX Sports Media Group. FX is one of the most-watched and widely distributed cable networks in the country, now available in more than 99 million U.S. households.

This year, FOX Sports on FX features a minimum 13-game schedule featuring premier conference and non-conference match-ups from the Big 12, Pac-12 and Conference USA, FSMG's newest collegiate partner, beginning Saturday, Sept. 3, with one game televised weekly. Game times vary to maintain maximum scheduling flexibility. The first three games on the FOX Sports on FX schedule will be announced in June, while remaining games will be selected six to 12 days in advance.

The games on FX are being produced by FOX Sports, and plans for the FX broadcast team and any potential shoulder programs are to be announced.

"Sports programming is a key component that has been missing on FX for a while and we look forward to its return on our schedule," said Landgraf. "This NCAA football package will feature some of the nation's marquee schools and matchups, and it will be a great addition to our lineup. It will also provide an excellent promotional platform for our returning hit original series and primetime movies this fall."

"FX, which already has a history for quality sports programming, is one of cable's premier networks in overall reach and especially with young men," said Freer. "FOX Sports looks forward to establishing a home for college football there, and maximizing exposure and value for our college football partners."

The Big 12, Conference USA and Pac-12 combined to send 17 teams to bowl games last season and feature many of college football's most renowned programs from around the country.

Additional Big 12, C-USA and Pac-12 games are scheduled for telecast throughout the country on FOX' owned-and-operated and affiliated sports channels. In 2011, FOX also features regional SEC and ACC football packages. Either nationally or regionally, FSMG outlets combine to televise close to 200 college football games this coming season. Highlighting the schedule is the C-USA Championship Game as well as the inaugural Big 10 and Pac-12 Championship games.

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FX is off to the best start in its history this year, averaging 1.6 million total viewers and 883,000 adults 18-49 marking respective gains of +22% and +19% compared to calendar-year 2010. FX ranks seventh in total viewers and adults 18-49 and fifth in both men 18-34 and men 18-49 out of 89 ad-supported cable networks.

FX, home to the Golden Globe Award-winning drama series *Sons of Anarchy*, critically acclaimed dramas *Rescue Me* and *Justified*, and the hit comedy *It's Always Sunny in Philadelphia* is no stranger to big time sports. At various times from 1996 to 2006 FX carried MLB, NASCAR, college football, boxing and NFL Europe League action.

- **FX/FSMG** -

About FX

FX is the flagship general entertainment basic cable network from Fox. Launched in June of 1994, FX is carried in more than 99 million homes. The diverse schedule includes a growing roster of critically acclaimed and award-winning original series, an established film library of acquired box-office hit movies, and an impressive lineup of acquired hit series.

About FOX Sports Media Group

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman & CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; Fox Soccer Channel and Fox Soccer Plus; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com and scout.com, reaching over 27 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.