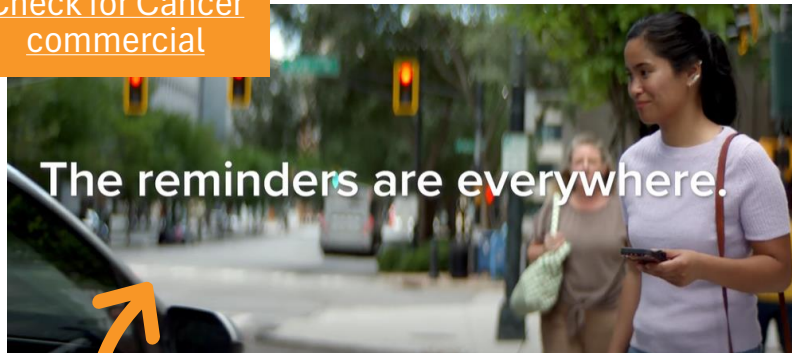


Click to watch
Check for Cancer
commercial



ESPN COMMERCIAL
AUDIENCE REACH

1.2 million

aired 2X on ESPN



GAME VIEWERSHIP (AVG.)

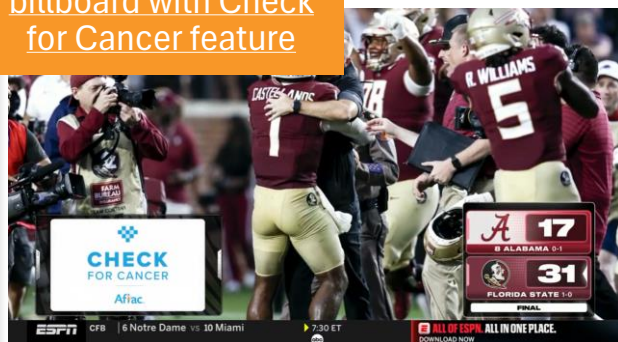
5.4 million

Peak: 6.5 million

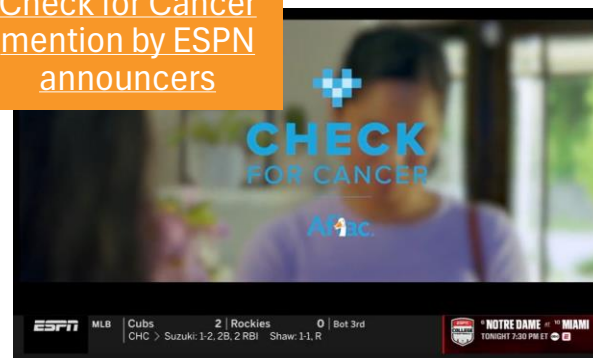
GAME ATTENDEES

56,000

Click to watch TV
billboard with Check
for Cancer feature



Click to hear
Check for Cancer
mention by ESPN
announcers



CHECK FOR CANCER
IN-GAME GIVEAWAYS

1,360

plush ducks

500

sunglasses

1,100

fans

450

silicone bracelets