

21 DAYS TO VICTORY PROMOTION

PROMOTIONAL Overview

This summer, the world's greatest cycling race returns to VERSUS.

Once again, Americans will be glued to their TV sets as **Lance Armstrong** leads his new Team RadioShack in a quest to win an unprecedented eighth Yellow Jersey. But last year's winner, Alberto Contador – and other elite competitors – seek to make some history of their own.

21 Stages. 21 grueling days of competition. And only one rider can win it all. From July 3-25 the Tour de France is only on Versus.



PROMOTIONAL Requirements

- Run 250 or more Tour de France taggable tune-in spots between 6/21/10 and 7/25/10.
- Spots must run on a variety of these networks: A&E, AMC, CMT, Comedy Central, Discovery, ESPN, ESPN2, Fox Sports Net, Golf Channel, History, National Geographic, SPEED, Spike, SyFy, TBS, TNT, Travel Channel, truTV, USA, and VERSUS.
- Promotion available to systems with 30,000+ subscribers



Be a part of the fast-paced Tour de France action only on VERSUS

PROMOTIONAL Materials

- With a qualifying new or incremental advertising investment, you can receive a Nintendo Wii and Best Buy Gift Card, Oakley Radar Path Sunglasses, Garmin Nuvi Portable GPS, or Apple 16GB iPod Nano and iTunes Gift Card (ERV \$200).
- Tour de France on VERSUS :20/:10 and taggable spots



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