

**ESPN/ESPN HD Programming Highlights
July 2010**

SOCCER

- The **2010 FIFA World Cup** will conclude on ABC with the title match Sunday, July 11, at 1:30 p.m. ET from the Soccer City Stadium in Johannesburg, South Africa. The July schedule of games:

Date	Time (ET)	Network	Matchup	Match #
Fri 7/2	9:30 a.m.	ESPN/ESPN3.com	Winners 53 vs. 54	57
	2 p.m.	ESPN/ESPN3.com	Winners 49 vs. 50	58
Sat 7/3	9:30 a.m.	ABC	Winners 52 vs. 51	59
	2 p.m.	ABC	Winners 55 vs. 57	60
Tue 7/6	2 p.m.	ESPN/ESPN3.com	Semifinal	61
Wed 7/7	2 p.m.	ESPN/ESPN3.com	Semifinal	62
Sat 7/10	2 p.m.	ABC	3 rd Place Game	63
Sun 7/11	1:30 p.m.	ABC	Final	64

ESPYS

The 18th annual ESPYs will take place at the NOKIA Theatre L.A. LIVE, a world-class 7,100-seat venue located across the street from STAPLES Center in downtown Los Angeles. The 2010 ESPYs will be televised live Wednesday, July 14, at 9 p.m. on ESPN/ESPN HD with additional unique content available on a variety of ESPN multimedia platforms, including ESPN.com and ESPN International.

X GAMES 15

ESPN will kick off X Games 16, the world's premier action sports event, Thursday, July 29, at 2 p.m. with X Games host Sal Masekela. The network will combine with ESPN2 to televise more than 30 live hours through August 2 – all available in high definition. Additional coverage will be provided via ESPN3.com, EXPN.com, ESPN Classic, ESPN International, *SportsCenter* and ESPN2's *X Center*.

AUTO RACING

NASCAR

- The NASCAR Sprint Cup Series returns to ESPN with the Allstate 400 at the Brickyard live from Indianapolis Motor Speedway on Sunday, July 25, at 1 p.m. The race is the first of 17 NASCAR Sprint Cup events on ESPN and ABC to close out the 2010 NASCAR season. ESPN2 airs live NASCAR Sprint Cup qualifying Saturday, July 24, at 10 a.m., and the practice session for the NASCAR Sprint Cup cars on the famed 2.5-mile track that day at 12:30 p.m.
- ESPN and ESPN 2 will combine to televise five NASCAR Nationwide Series races this month from Daytona Beach (ESPN - Friday, July 2, at 8 p.m.), Chicago (ESPN - Friday, July 9, at 8 p.m.), Madison, Wis. (ESPN2 – Saturday, July 17, at 8 p.m.), Indianapolis (ESPN - Saturday, July 24, at 8 p.m.) and Iowa (ESPN2 – Saturday,

July 31, at 7:30 p.m.). Practice runs are televised one day prior to live race action with the qualifying race aired on the same day as the race. In addition, *NASCAR Countdown* will air a half hour prior to each Nationwide Series race.

MAJOR LEAGUE BASEBALL

ESPN's extensive Major League Baseball All-Star programming will be highlighted by the **2010 Home Run Derby** live on ESPN, **Monday, July 12, at 8 p.m. hosted at Angel Stadium of Anaheim**. The Derby is traditionally ESPN's highest-rated summer program. On the eve of the Derby, ESPN's July 11 *Sunday Night Baseball* will be in town as the Los Angeles Angels of Anaheim host the Kansas City Royals at 8 p.m.

- All-Star Celebrity Softball Game Monday, July 12, at 10 p.m. on ESPN.

GOLF

Complete live coverage of The British Open from Turnberry, Scotland, will be on ESPN Thursday, July 15, and Friday, July 16, at 5 a.m.; Saturday, July 17, at 7 a.m.; and Sunday, July 18, at 8 a.m. In addition, ESPN and ESPN2 will combine to present complete coverage of the Senior British Open from Berkshire, England: Thursday and Friday, July 22 and 23, on ESPN2 (first and second rounds), Saturday, July 24, on ESPN (third round) and Sunday, July 25, on ESPN2. Coverage begins at 12 noon each day.

POKER

ESPN's exclusive coverage of the **2010 World Series of Poker**, the world's premier poker tournament, will begin Tuesday, July 27, at 8 p.m., and continuing each Tuesday, generally at 8 p.m. and 9 p.m. Norman Chad and Lon McEachern will return to provide complete analysis of the players and games.

SOFTBALL

Some of the top women's softball teams from around the world will participate in the **2010 KFC World Cup of Softball** from Oklahoma City, Okla. ESPN will combine with ESPN2 to televise live the five-day event July 22-26, including the championship game Monday, July 26, at 5 p.m. The U.S. National Team is the defending champion.

MISCELLANEOUS

- **2010 Nathan's Hot Dog Eating Contest** from Coney Island, N.Y., Sunday, July 4, from 12-1 p.m. on ESPN. Competitors from all over the world include defending three-time champion Joey Chestnut (U.S.) and Japan's Takeru Kobayashi, who had won six consecutive years.