



Sports and Entertainment Enthusiasts

Let's play ball! The Lijit Sports and Entertainment Enthusiasts audience is a passionate and fun-above-all group. They grab beers with the boys after Wednesday night softball league. They're first in line when the new iPhone is released. They jump online to play Halo as soon as the kids go to bed. They socialize both online and offline and tend to be the leader of the pack. This is not your grandfather's SportsCenter-watching crowd. This is the group that calls the shots, gets into the details, and influences their peers.

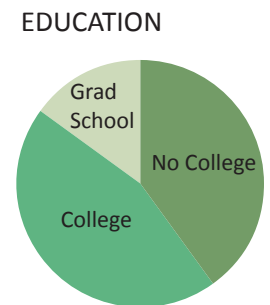
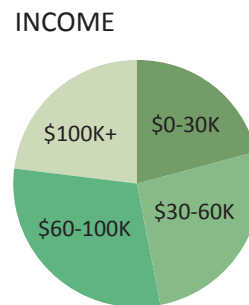
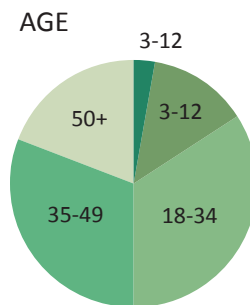
The Lijit Sports and Entertainment Enthusiasts audience is comprised of more than 10M monthly uniques that visit 60M pageviews in the Lijit Network. This puts us on par with networks the size of Yardbarker Sports Network, Gametrailers and Kotaku*. Example publishers in our network include competitor.com, thebachelorguy.com, gamingbolt.com, midwestsportsfans.com and motormavens.com.

Audience attributes

- Interested in music, movies, TV, video games and cars
- Avid sports fans, particularly baseball, basketball, football, wrestling, cycling and golf
- Influential among peers and trendsetters in technology, gadgets and electronics
- Working professionals with discretionary income

Demographics

- 64% male, 36% female
- 65% between 18 and 49 years old
- 55% with income > \$60K
- 60% with college education or above



Popular topics

iPhone **Facebook** cars True Blood **fantasy football** Friday Night Lights **Katy Perry**
 Conan O'Brien **Puma the Hangover** Sports Authority **games** Erin Andrews
 NBA finals **Android** Twilight BestBuy Stubhub

About the Lijit Publisher Network

The Lijit Publisher Network is comprised of over 15,000 individual and influential publisher websites that collectively see over 1B monthly pageviews, 4.5M unique readers per day, and 90M unique readers per month.* Each publisher in the Lijit Network has our proprietary site search and content discovery tools installed, which provides us the ability to collect audience data by crawling and indexing an aggregated 3M sites. By tracking reader intent, context, demographics and other actionable insights, Lijit helps advertisers find engaged audiences through premium online advertising campaigns that are highly targeted and contextually relevant.

Contact us for more information... Lijit Networks, Inc. • (303) 493-5490 • sales@lijit.com • www.lijit.com

*The size and scope of the Lijit audience network is continually verified by Comscore and Quantcast. © Lijit Networks 2010