



NEW YORK TITANS™

PRO LACROSSE



2009 Season Overview

- Entering 3rd season
- Season Runs Jan-May
- Finished 2008 with a record of 10-6, tied for the best record in the NLL
- Reached the NLL playoffs for the 1st time in franchise history
- Advanced to 2008 Eastern Division Championship Game.
- This season will feature:
 - 5 home games at the Prudential Center
 - 2 home games at Madison Square Garden

Rise of NLL

- Most established pro lacrosse league in the world with 13 teams in major markets across the US and Canada
- Fastest growing sport in US
- 2008 Attendance: 1,092,919/11,880 per game
- Increased Attendance: +40% since 2002
- Among 12-17 year old males, televised NLL games have higher viewership than “X Games”

Demographics

- Strong male demographic: 70% male
- Strong 18 – 44 Demo: 67% of audience
- Strong family audience: 65% 1+ children
- Affluent: 50% 75k/60% upscale professionals
- Loyal fans: 95% would recommend attending an NLL game to their friend

NLL Attributes

- Fan Friendly Experience
- Affordably Priced
- High Scoring
- Action Packed
- Hard-Hitting

