



2001

Inside...

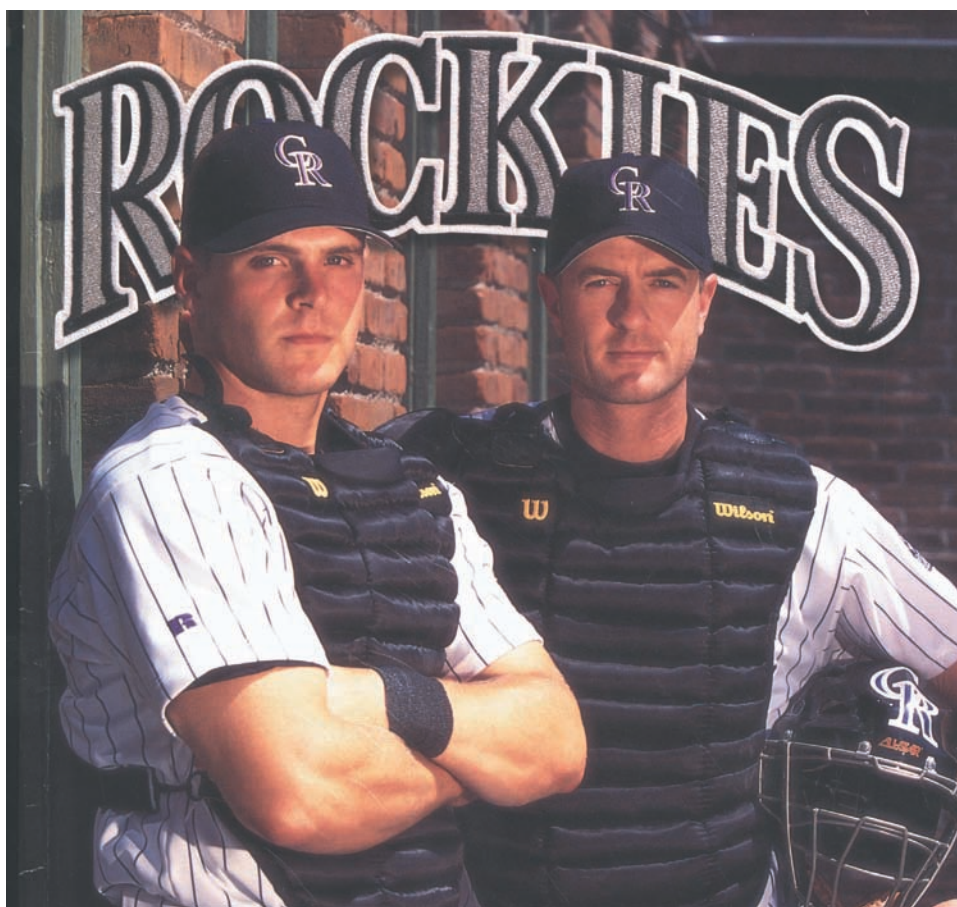
-  ***Rockies position themselves to make a run at The World Series***
-  ***Rockies sign Mike Hampton - the \$121 Million Dollar Man***
-  ***Rockies sign proven All-Star - Ron Gant***
-  ***Rockies sign Denny Neagle - the \$51 Million Dollar Man***
-  ***Todd Helton - Associated Press Major League Player of the Year***
-   ***The Rockies station; Positioned for huge ratings***



and the 2001 Colorado Rockies



Rockies magic returns to Denver's WB2 for an exciting new season! Denver's WB2 is the flagship station of the Colorado Rockies and will continue to deliver world class coverage and a world class audience!



Rockies fans have proven to be the best in all of baseball! Since 1993, the Rockies have drawn an audience of over eighteen million fans! According to Street & Smith's Sports Business Journal, the Colorado Rockies can brag about having the best

fans, ranking number 1 in attendance every year from 1993-1999. The Sports Business Journal also looked at fan support for the last 100 years and the Rockies ranked No. 1 for the 1990's even though the team wasn't around until 1993.

Don't miss your chance to be part of the action as the Colorado Rockies return for another incredible season on Denver's WB2!



the Team



Exciting Changes... New Talent... New Attitude!

Aquisitions...

Mike Hampton...\$121 Million Dollar Man

- Hampton, 28, has pitched in the postseason each of the last four years, including Game 2 of the 2000 World Series with the Mets.

- During the 2000 campaign, he ranked fourth in the NL with a 3.14 ERA and won at least 15 games for the third time in the last four years.
- In 1999, the best season of his career, he finished second in the NL Cy Young voting, led the league with a Houston-record 22 wins, and earned his first All-Star game invitation.

Denny Neagle...\$51 Million Dollar Man

- Neagle's resume includes five postseason appearances (1992, 1996-98, 2000) and two World Series (1996, 2000).
- Over the Last Five Years, Neagle is tied for the ninth most victories in the major leagues versus all pitchers.

Ron Gant...Proven All-Star

- Gant is a .384 career hitter at Coors Field, going 33-for-86 with five homers and 14 RBI's in 23 games.
- Gant has great power hitting numbers averaging 26.2 homers over the past 10 years, expect those numbers to improve in Coors Field.



Upon signing, Gant said, "I signed with the Rockies because at this stage in my career, my preference is to play for a contender".



the Team

Proven Veterans

Todd Helton

- The Associated Press Major League Player of the Year in '00.
- Helton hit .372, winning his first National League batting title.
- Led the major leagues with 147 RBI's.
- Led the majors in slugging percentage (.698) and total bases (405).
- Hit 59 doubles, the most in the major leagues since 1936.

Larry Walker

- Won the 1997 NL MVP with one of the best overall seasons in baseball history.
- In '97 Larry topped the league with 49 homers, ranked second with a .366 batting average, and 130 RBI's. He became only the 14th player to top 400 total bases in a single season (409), the most in the majors since Stan Musial in 1948.
- In '98, compiled a .363 average to win the NL batting title.
- In '99, Walker led the league in batting percentage, becoming the first player since 1980 to win the percentage triple crown.

Jeff Cirillo

- In '00 made All-Star team for a second year in a row.
- For the second consecutive season led NL third basemen in average (.326) and hits (195).
- Cirillo totaled 58 multi-hit games, tied for fourth in the NL.
- Ranked fourth among NL third basemen with a .963 fielding mark.
- His 41 double plays led NL third basemen and fell four short of the NL record.

Neifi Perez

- In '00 completed a fantastic season with his first Golden Glove Award.
- For the second time in his career, he played in all 162 games.
- Perez had a career-high 50 multi-hit games, third on the team.



the Fans



18-49 year olds
WHO WATCH COLORADO ROCKIES

INDEX

M1849 A1849

Are Well-Educated

College Grad +	124	108
Post Grad	369	337

Are Upscale HH Income

\$50,000+	141	128
\$75,000+	144	139
\$100,00+	152	149

Value of Home Owned

\$200,000+	128	139
\$250,000+	147	147

Occupation

Professional	137	133
Executive/Managerial	121	137

Travel Often

Domestic trips 3+ year	92	105
5 + year	106	107

Own Cars

2 vehicles	138	125
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Own Personal Computer

106	107
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Does not subscribe to Cable

119	93
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Eat Fast Food in last month

6-9 times	116	102
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Source: Scarborough 2000



the Fans



25-54 year olds
WHO WATCH COLORADO ROCKIES

INDEX

M2554 A2554

Are Well-Educated

College Grad +	123	106
Post Grad	328	304

Are Upscale HH Income

\$50,000+	131	123
\$75,000+	137	130
\$100,00+	131	127

Value of Home Owned

\$200,000+	112	122
\$250,000+	124	121

Occupation

Professional	118	118
Executive/Managerial	119	129

Travel Often

Domestic trips 3+ year	133	121
5 + year	86	87

Own Cars

2 vehicles	132	120
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Own Personal Computer

108	105
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Does not subscribe to Cable

104	91
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Eat Fast Food in last month

126	111
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6-9 times

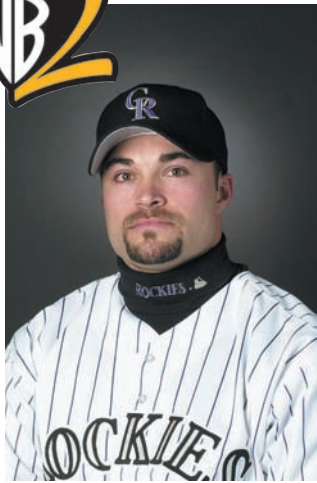
Source: Scarborough 2000

the Numbers



COLORADO ROCKIES 8 Year Track

Book	HH Rtg/Shr	RM1849	RM2549	RM2554	RA1849	RA2549	RA2554
May '93	9/19	8	8	9	6	6	6
May '94	8/19	7	6	6	4	5	5
May '95	10/20	7	8	8	5	6	6
May '96	10/21	6	6	7	4	5	5
May '97	9/21	5	5	6	4	4	4
May '98	7/19	4	4	4	3	3	3
May '99	8/17	5	5	5	3	3	4
May '00	6/11	3	3	4	2	2	3
May Avg	9/19	6	6	6	4	4.5	5
July '93	10/23	7	6	6	5	5	5
July '94	9/20	6	7	7	5	5	6
July '95	12/30	9	10	10	7	8	8
July '96	11/23	6	6	6	4	5	5
July '97	11/24	6	6	7	5	5	6
July '98	7/17	5	6	5	4	4	4
July '99	7/16	3	3	4	2	2	3
July '00	6/12	4	4	4	3	3	3
July Avg	9/21	6	6	6	4.5	5	5



**Exciting Changes!
New Talent!
New Attitude!
New Ratings!**

Mike Hampton



Denny Neagle

GREAT PLAYERS = WINS = RATINGS

When the Florida Marlins and Arizona Diamondbacks made key acquisitions, not only did the teams win more games, they also grew significantly in ratings and shares. Below are the results once the teams acquired major free-agents and their impact on the numbers.

Ratings/Shares Prior to and After Key Acquisitions

Florida Marlins				Arizona Diamondbacks			
Year	Circumstances	Rtg/Shr	% Diff	Year	Circumstances	Rtg/Shr	% Diff
96	Before Acquisitions	3.8/8		98	Before Acquisitions	6.9/14	
97	New Acquisitions/Won WS	6.6/13	+74/+63	99	New Acquisitions/Playoffs	10.6/21	+54/+50

The Rockies have one of the strongest fan bases in all of baseball. When they play well, ratings are among the highest in baseball. With the new acquisitions, the Rockies will win more and ratings will return to '96 and '97 levels....our last winning seasons.

2001 Estimates Colorado Rockies

Book	HH Rtg/Shr	RM1849	RM2549	RM2554	RA1849	RA2549	RA2554
Season Est	9.5/20	6.5	6.5	6.5	5	5	5

Source: Est based on combined average increase in HH Ratings and Shares of Florida Marlins and Arizona Diamondbacks, +64%/+ 57%, projections based on Jul '00 Rockies NSI actuals, Demos in proportion to Jul '00 NSI .



2001 Colorado Rockies WB2 TV Schedule

* Schedule subject to change

April

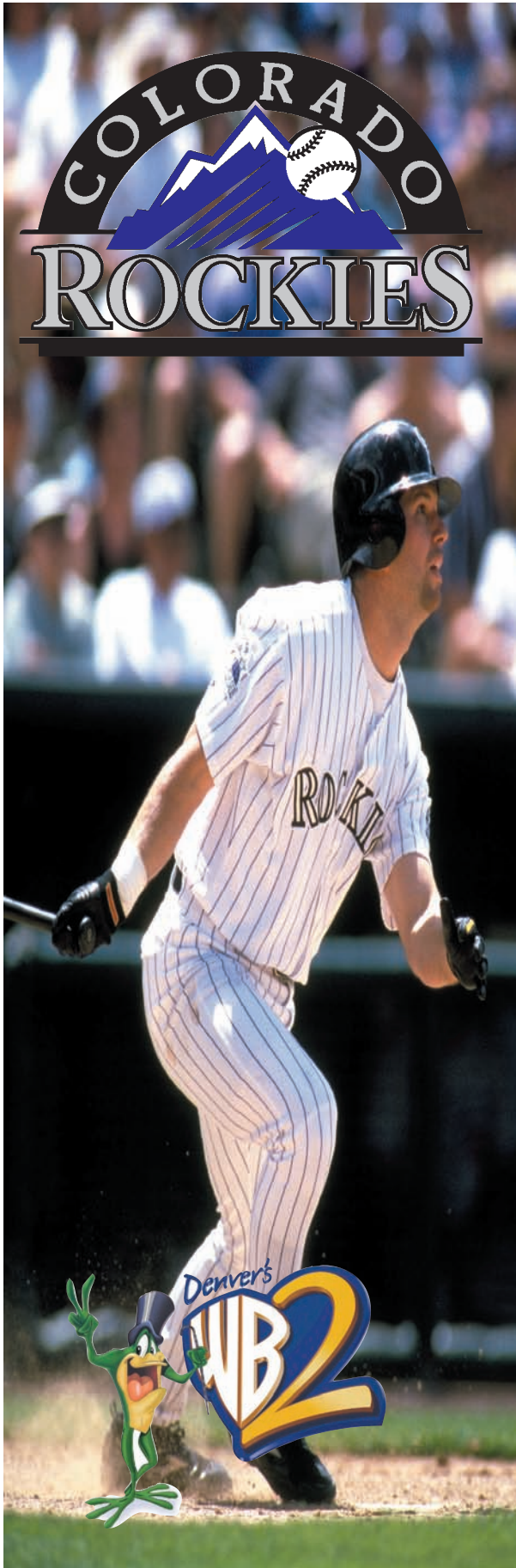
Game	Day	Date	Time	Versus
1	Monday	April 2	2:05p	St. Louis
2	Friday	April 6	7:05p	San Diego
3	Saturday	April 7	1:05p	San Diego
4	Sunday	April 8	1:05p	San Diego
5	Friday	April 13	7:05p	Arizona
6	Saturday	April 14	1:05p	Arizona
7	Sunday	April 15	1:05p	Arizona
8	Friday	April 20	8:05p	at Arizona
9	Saturday	April 21	8:05p	at Arizona
10	Sunday	April 22	2:35p	at Arizona
11	Friday	April 27	7:05p	Cincinnati
12	Saturday	April 28	1:05p	Cincinnati
13	Sunday	April 29	1:05p	Cincinnati

May

14	Friday	May 4	5:05p	at Pittsburgh
15	Saturday	May 5	5:05p	at Pittsburgh
16	Sunday	May 6	11:35a	at Pittsburgh
17	Friday	May 11	7:05p	Montreal
18	Saturday	May 12	1:05p	Montreal
19	Sunday	May 13	1:05p	Montreal
20	Friday	May 18	5:05p	at Florida
21	Saturday	May 19	5:05p	at Florida
22	Sunday	May 20	11:05a	at Florida
23	Friday	May 25	8:35p	at San Francisco
24	Saturday	May 26	2:05p	at San Francisco
25	Sunday	May 27	2:05p	at San Francisco
26	Monday	May 28	2:10p	at Los Angeles

June

27	Friday	June 1	7:05p	San Francisco
28	Sunday	June 3	1:05p	San Francisco
29	Friday	June 8	7:05p	St. Louis
30	Saturday	June 9	6:05p	St. Louis
31	Sunday	June 10	1:05p	St. Louis
32	Friday	June 15	5:05p	at Cincinnati
33	Saturday	June 16	5:05p	at Cincinnati
34	Sunday	June 17	11:15a	at Cincinnati
35	Thursday	June 21	7:05p	Arizona
36	Friday	June 22	7:05p	Arizona
37	Sunday	June 24	1:05p	Arizona
38	Friday	June 29	8:05p	at Arizona
39	Saturday	June 30	8:05p	at Arizona



2001 Colorado Rockies WB2 TV Schedule

* Schedule subject to change

July

Game	Day	Date	Time	Versus
40	Sunday	July 1	2:35p	at Arizona
41	Tuesday	July 3	7:05p	at San Diego
42	Friday	July 6	7:05p	Anaheim
43	Saturday	July 7	6:05p	Anaheim
44	Sunday	July 8	1:05p	Anaheim
45	Friday	July 13	6:35p	at Texas
46	Sunday	July 15	2:05p	at Oakland
47	Friday	July 20	7:05p	Los Angeles
48	Sunday	July 22	1:05p	Los Angeles
49	Friday	July 27	8:10p	at Los Angeles

August

50	Friday	August 3	7:05p	Pittsburgh
51	Saturday	August 4	6:05p	Pittsburgh
52	Sunday	August 5	1:05p	Pittsburgh
53	Friday	August 10	5:05p	at Cincinnati
54	Saturday	August 11	5:05p	at Cincinnati
55	Sunday	August 12	11:15a	at Cincinnati
56	Friday	August 17	7:05p	Florida
57	Saturday	August 18	6:05p	Florida
58	Sunday	August 19	1:05p	Florida
59	Tuesday	August 21	5:10p	at New York
60	Friday	August 24	6:05p	at Milwaukee
61	Saturday	August 25	5:05p	at Milwaukee
62	Sunday	August 26	12:05p	at Milwaukee
63	Tuesday	August 28	8:10p	at Los Angeles
64	Thursday	August 30	8:10p	at Los Angeles
65	Friday	August 31	8:35p	at San Francisco

September

66	Sunday	September 2	2:05p	at San Francisco
67	Monday	September 3	2:05p	at San Francisco
68	Tuesday	September 4	7:05p	Los Angeles
69	Friday	September 7	7:05p	San Francisco
70	Sunday	September 9	1:05p	San Francisco
71	Saturday	September 15	8:05p	at San Diego
72	Sunday	September 16	3:00p	at San Diego
73	Saturday	September 22	5:05p	at Montreal
74	Sunday	September 23	11:35a	at Montreal
75	Sunday	September 30	1:05p	Milwaukee

