



For Immediate Release:

Contacts:
Scott Novak, Sports Illustrated
212.522.2687
Scott_Novak@timeinc.com

Emily O'Brien, Sports Illustrated
212.522.8473
Emily_O'Brien@timeinc.com

SPORTS ILLUSTRATED GROUP'S SI.COM LAUNCHES DAILY VIDEO PROGRAMMING INITIATIVE

VIDEO LAUNCH FOLLOWS RECORD TRAFFIC MONTH FOR SI.COM 28.4 MILLION UV'S SETS ALL TIME SITE RECORD!!!!

March 1, 2010 – The Sports Illustrated Group today launched a video initiative on SI.com that will deliver SI's award-winning journalism, breaking news and analysis, and sports highlights to the website's 20 million-plus monthly unique users (source: Omniture). As part of the launch SI.com has debuted its signature program, the *SI Inside Report*, anchored by veteran sports journalist Maggie Gray that will broadcast numerous segments each weekday.

The video launch comes on the heels of what was an **all time record** traffic month for SI.com. at **28.4 million unique visitors in February 2010** (source Omniture). The growth was fueled by strong interest in SI's coverage of Super Bowl, The Olympics and the 2010 launch of the powerful SI Swimsuit franchise. SI Swimsuit video content received 66 million plays in the three weeks since it launched on February 9.

SI.com's video programming initiative is led by the website's Managing Editor, Paul Fichtenbaum. Ian Orefice has been named Executive Producer for video at SI.com. He joins SI from CNN/Money.com, where he was part of the launch team that created that site's leading business digital video network.

"This video initiative will enable SI.com to showcase the brand's respected journalists in another form," said Fichtenbaum. "In addition, bringing game highlights to the site will further serve our audience."

Both Mercedes and Samsung have signed on as launch advertisers. Programming will originate from a new studio located at Time Inc.'s headquarters in New York City and SI.com expects to publish as many as 15 pieces of video content each weekday. In addition to *SI Inside Report* and game highlights, additional programming will feature interview segments from Dan Patrick's daily radio show, which is simulcast live on DirecTV channel 101 every weekday beginning at 9 a.m.

"It is exciting to be part of the launch with a brand as powerful as Sports Illustrated," said Orefice. "Our vision is to deliver SI's world renowned story-telling heritage to through video programming developed specifically for the web user."

Veteran reporter Maggie Gray has been tabbed as SI's first digital sports anchor. Gray has covered sports on all levels, including as the AP beat reporter for the Washington Nationals during the team's inaugural season. She has also covered the NBA's Washington Wizards for Westwood One/CBS Radio Sports; served as the sideline reporter for The Big 33 All-Star football game, which was broadcast on Comcast Sports Network and NFL Network; and worked as a high school sideline reporter for New York's MSG Network.

The formal launch is part of the SPORTS ILLUSTRATED GROUP'S broader video production strategy that recently rolled out more than 100 original features surrounding the 2010 SI Swimsuit franchise. In the first two weeks since launch, there have been more than 49M video views. SI.com is also working with CNN to bring video reports from the Vancouver Olympics to the website throughout the 2010 Games.

Additional programming and talent announcements will be made throughout the year.

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About SPORTS ILLUSTRATED

SI is a multimedia sports brand that takes the consumer into the heart and soul of sports. The SI franchise is anchored by Sports Illustrated, the most respected voice in sports journalism which reaches a weekly audience of nearly 21 million adults, and www.SI.com, the magazine's 24/7 sports news website that delivers more than 150 original stories to its users each week. The SI franchise also includes Sports Illustrated Kids (www.sikids.com), a monthly magazine targeted to kids age 8 and up; Golf Magazine and www.Golf.com; www.FanNation.com, a social networking and sports-news aggregation platform; SI Presents, the magazine's specialty publishing division; as well as SI Books, SI Pictures, SI Productions, SI Digital and SI Events. Founded in 1954, SI is a division of Time Inc., the world's leading magazine publishing company and a subsidiary of Time Warner.