



RICH CRONIN
PRESIDENT AND CEO, GAME SHOW NETWORK

Rich Cronin, who once won \$3,500 as a contestant on “Password Plus,” has built on his pioneering cable television experience to transform Game Show Network (GSN) into the number-one TV destination for original interactive programming.

Since taking over as President and Chief Executive Officer of Game Show Network in May, 2001, Mr. Cronin has spearheaded a substantial expansion of original programming while launching sync-to-broadcast interactive play-along via gameshownetwork.com. As a result of this innovative interactivity and successful programming, marketing and sales, Mr. Cronin and his team have grown GSN's distribution by 43%, from 35 million homes when he started to over 50 million U.S. TV households today.

Game Show Network is now one of the fastest-growing U.S.cable/satellite networks in distribution and viewership. GSN's four hour slate of night time programming (8 pm to midnight ET) has expanded Adults 18-to-49 viewership by 56% year to year (Nielsen, Nov. 2002 vs. Nov. 2001). Viewership for Adults 25-to-54 are up 32%, while Adults 18-to-34 jumped 74%.

Mr. Cronin built on the network's ratings and distribution successes by establishing GSN's first-ever in-house advertising sales team in January 2002. This new unit grew upfront ad revenue by 70% vs. prior year and to-date has more than quintupled the previous season's revenue in the scatter marketplace.

Mr. Cronin's television career began as an undergraduate at the University of Notre Dame, where he worked at the local NBC station shooting news film. After

graduation in 1976, Mr. Cronin moved to Los Angeles and held a variety of positions in TV and film production. He earned an MFA from the University of Southern California's School of Cinema and Television and then started his cable network career at a cable operator-owned premium movie channel called Spotlight. Mr. Cronin moved to MTV Networks as an Affiliate Sales Executive in 1984, and spent the next 14 years rising through the ranks of that organization.

Mr. Cronin served as head of marketing for Nickelodeon and Nick at Nite from 1987 through 1992, and was a member of the senior executive team that built Nickelodeon from a small children's network into a powerful global brand and dominant force in family television. He then became General Manager of Nick at Nite, Nickelodeon's nightly home of classic TV, which he built into one of the top five prime time blocks on cable and one of television's strongest brands. Mr. Cronin followed this achievement by becoming the founder and President of TV Land, one of the most successful cable/satellite networks launched in the last decade.

In 1998, Mr. Cronin was named President and CEO of Fox Family Channel and Fox Kids Network, where he grew cable distribution and launched new family programming that included the top-rated original movies in the Family Channel's twenty year history. Subsequently, Fox Family Worldwide was sold to ABC/Disney for nearly triple the value the company had when Mr. Cronin started there.

Mr. Cronin serves as Co-Chairman of the cable industry's premiere marketing event, the 2003 CTAM Summit. He also serves as Vice-Chairman of the Paulist Productions Board and is a very active member of YPO, the Young President's Organization. He lives in Southern California with his wife and four children.

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MICHAEL SAKIN
SENIOR VICE PRESIDENT, ADVERTISING SALES

In little more than the year since Michael Sakin created Game Show Network's (GSN) first-ever in-house advertising sales arm in January 2002, GSN has quickly become one of fastest growing TV networks in terms of seasonal upfront and quarterly ad sales. In fact, across his entire career, Mr. Sakin has excelled in forming startup ad sales organizations, including those at Fox Cable Networks' FX, Fox Movie Channel, Fox Sports Net and National Geographic Channel programming services.

From the time he hired a staff of 28 sales people, working out of four Game Show Network sales offices (New York, Los Angeles, Chicago and Dallas), Mr. Sakin and his sales team hit the ground running and in the first year had Game Show Network pacing a 70 percent growth in advertising revenues during the fall 2002 upfront sales season (compared to year-prior 2001-02 season). For the 2002 calendar year (as of December), Game Show Network's take of the daily "scatter" advertising market has spiked an outstanding 540 percent.

All told, GSN has added over 50 new advertisers in its first year of existence, including such blue-chip sponsors as General Motors' Saturn division, AT&T, Best Buy, Burger King, Discover Card, Dr. Pepper, Old Navy, Paramount Pictures, Pizza Hut, Yahoo! and Suzuki. Many of these clients have packages that include advertising on GSN's ground-breaking online "sync-to-broadcast" interactive gaming platform (at gameshownetwork.com), which provides a "TiVo-proof" tool to retain viewers during commercials by weaving point opportunities related to sponsors messages into game play. Mr. Sakin's ad sales unit also regularly gives advertisers

data presentations from marketing surveys conducted on a “real-time” basis to GSN’s nationwide pool of 700,000 registered online members.

Perhaps most telling is a recent issue of the *Jack Myers Report* (Dec. 13, 2002) rating Game Show Network’s ad sales group fourth among all cable networks based on effective use of research and promotion opportunities in a survey of media-buying executives across the U.S. It’s testimony to the customer satisfaction Mr. Sakin and his team have achieved throughout the advertising community.

Previously, Mr. Sakin spent seven and a half years at Fox Cable Networks in the advertising sales division, helping to build the FX network from its inception in 1994 to a network currently with more than 75 million subscribers. He helped propel the launches of fXM (now Fox Movie Channel), Fox Sports Net, the Health Network and the National Geographic Channel. Ad sales for FX saw significant growth during Mr. Sakin’s tenure. Before joining Fox, he worked as an Account Executive for Turner Broadcasting Sales, as well as a Network Negotiator for New York-based ad agency DMB&B.

Mr. Sakin received a BS degree in marketing from the University of Maryland. Michael, his wife Debbie, and daughters Madison and Sydney, reside in Long Island, New York.

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JOHN P. ROBERTS
SENIOR VICE PRESIDENT, INTERACTIVE AND ONLINE ENTERTAINMENT

An iTV pioneer and visionary behind the 2002 launch of Game Show Network's (GSN) ground breaking interactive television services, John P. Roberts brings to GSN a rich background in developing new technologies for the high-speed, broadband universe. While fostering industry-wide acceptance of new interactive technology applications, Mr. Roberts has positioned GSN at the vanguard of a new era of high-speed, broadband entertainment.

As Senior Vice President of Interactive and Online Entertainment, Mr. Roberts and his team have created a futuristic template for cable and satellite TV distributors to offer more innovative interactive services to their customers. His relationship with the interactive arm of the MSO's complements that of GSN's affiliate sales team and helps complete the package of available GSN services.

Tying the launch of GSN's interactive services with the launch of a half-dozen original game show series, the network now features over 65 hours per week of interactive TV (iTV) programming. Remarkably, in less than one year, the number of iTV users registering as GSN interactive players has increased from 6,000 to over 700,000.

In addition to Mr. Roberts' duties producing the interactive programming, he is also charged with overseeing GSN's website, gameshownetwork.com, including the production of multi-player Shockwave games. Of GSN's four television multi-player games, the most popular is the newest, LINGO PLUS, a five-letter word-guessing-game tailored after GSN's popular primetime counterpart.

Prior to joining Game Show Network in June 2001, Mr. Roberts was Senior Vice President of Internet and iTV development at Vulcan Programming II, a division of Microsoft co-founder Paul Allen's Vulcan Ventures. He was responsible for the

development, supervision and implementation of interactive and convergence strategies for Vulcan's digital cable networks and other Internet-based Web programming content.

Previously, Mr. Roberts served as Vice President of New Media for Fox Family Worldwide, Inc., where he oversaw all aspects of Internet development for the networks' websites including foxkids.com and foxfamilychannel.com. Additionally, Mr. Roberts spearheaded the Fox Family convergence task force, which explored opportunities in interactive television.

His background includes business development at Universal Studios New Media Group, where he set up strategic relationships with outside partners and brought in new business for the online production group. For Fox Broadcasting Company, Mr. Roberts created the corporate online department and supervised the launch of the network's website. Additionally, he was part of the marketing team that launched the cable channel FX, for which he also oversaw the premiere of network website launch.

A frequent speaker on new media, Roberts has appeared on panels at the American Television Academy, the National Association of Television Programming Executives (NATPE), and Digital Hollywood conferences, among others. He also recently served as a judge for the Academy of Television Arts & Sciences (ATAS) first-ever interactive Emmy Award and is a member on the organizing committee for the cable television's Western Show. He also serves on the advisory boards for Digital Coast Roundtable and Interactive Television Alliance (ITA).

A native of Rochester, New York, Mr. Roberts graduated with a bachelor of arts degree in TV and film production from the State University of New York, Fredonia.

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BOB BODEN
SENIOR VICE PRESIDENT, PROGRAMMING

A devoted aficionado, collector, trivia buff and student of the game show genre, Bob Boden brings to Game Show Network (GSN) a unique depth of understanding and experience in managing and producing game programming for over two decades. With experience at such game show companies as Dick Clark Productions, Barry & Enright Productions and Mark Goodson Productions, Mr. Boden has developed an acute instinct producing new game show concepts and spotting the classic formats that still hold appeal to viewers today.

Since joining Game Show Network as Senior Vice President of Programming in September 2001, Mr. Boden has developed and launched a half-dozen original series, making **WINTUITION**, **FRIEND OR FOE?**, **RUSSIAN ROULETTE**, **LINGO** and **WHAMMY! – THE ALL NEW PRESS YOUR LUCK** highly-rated prime time programming fixtures of the network. Additionally, as head of program acquisitions, Mr. Boden has brought such hit programs as **HOLLYWOOD SQUARES**, **WIN, LOSE OR DRAW**, **THE WEAKEST LINK** and **LOVE CONNECTION** to the network.

Prior to joining GSN, Mr. Boden served as Senior Vice President of Production and Development at Dick Clark Productions. There, he served as Co-Creator and Executive Producer of FOX's "Greed," now airing on Game Show Network, in addition to creating other reality series and game show formats.

Mr. Boden has served as a management and production executive for a variety of television studios, networks and production companies over the last two

decades. He was the Vice President, Development and Production, FX, where he developed comedy, variety and game series. Also, prior to The Family Channel being sold to FOX (and later to ABC), Mr. Boden served as TFC's Vice President of Daytime Programming. Additionally, he has served as Supervising Producer of "Family Feud" and Co-Executive Producer of "Penn and Teller's Sin City Spectacular." Mr. Boden was Vice President of Development for Mark Goodson Productions and Supervising Producer on the PBS special, "The NOVA Quiz." His background includes experience as Director of Daytime Development for ABC, Program Executive, Daytime for CBS, and Director of Development for Barry & Enright Productions.

Mr. Boden also worked as a producer and consultant for several television entities throughout his career including: Fox Family Channel, Nickelodeon, Pearson Television, Telepictures Productions, Studios USA, Fisher Entertainment, Stone Stanley Productions, In-finn-ity Productions, WGBH-TV, Vin di Bona Productions and Twentieth Television.

Named Governor of the Daytime branch of the Academy of Television Arts and Sciences in 1996, Mr. Boden also currently serves as co-chair on the Daytime Awards Committee. A graduate of the University of California-Los Angeles (UCLA), Mr. Boden, his wife and two daughters reside in the Los Angeles area.

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ANNE E. DROSTE
SENIOR VICE PRESIDENT, DISTRIBUTION

Anne E. Droste, through her half-dozen years at Game Show Network (GSN), has been the key distribution executive behind the phenomenal growth of the network's cable and satellite TV subscriber counts. Ms. Droste, who is responsible for Game Show Network's distribution to cable, satellite and other delivery outlets, oversees the network's affiliate relations team through sales offices in Los Angeles, New York, Dallas and Toronto.

Recognized as one of the fastest growing networks in the TV industry during Ms. Droste's tenure, Game Show Network has experienced a 43 percent jump in distribution from 2001 to 2002—growing from 35 million to just over 50 million U.S. household subscribers during that span. Ms. Droste's forward-thinking sales, marketing and customized business strategies have been instrumental in the expanding GSN subscriber base, which includes carriage on all of cable's top-20 multiple system operators (MSOs).

Much of that growth in distribution comes from fully-integrated affiliate marketing and sales efforts, exploiting GSN's synergistic links with company co-owner Sony Pictures Entertainment and its parent company Sony Corporation.

Ms. Droste joined Game Show Network in 1996 as Vice President of Sales, Western Region, where she established the network's West Coast office and sales team. Previously, she was Vice President of Affiliate Sales and Marketing for NewsTalk Television. In addition, she served as Regional Sales Director and

Regional Operating Manager for Showtime Networks. Ms. Droste was also Vice President of Operations at SelecTV.

A member of the National Cable Television Association, CTAM and Women in Cable and Telecommunications Association, Ms. Droste is a graduate of Western Michigan University with a degree in business administration.

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**DENA KAPLAN
SENIOR VICE PRESIDENT, MARKETING**

Dena Kaplan, an award-winning TV marketing, communications, creative affairs and advertising executive, has created Game Show Network's (GSN) trend-setting brand position as being the leader in games on TV.

As GSN's Senior Vice President of Marketing, Ms. Kaplan is responsible for overseeing key departments at the network, including on-air and off-air promotion, advertising, creative services, public relations and corporate communications, affiliate, ad sales and online marketing, and research.

Under her leadership, Ms. Kaplan has created Clio, Cannes Silver Lion, CTAM and PROMAX/BDA award-winning marketing campaigns and other promotions that have significantly expanded awareness of Game Show Network's brand among consumers, distributors, press and the advertising community.

A major thrust of Ms. Kaplan's innovative marketing strategy is to deliver distinct national and local promotions, as well as offer targeted product tie-in campaigns to benefit GSN's advertising sponsors and distribution partners.

As part of GSN's fully-integrated approach to marketing and promotions, Ms. Kaplan has helped build an active community of viewers and players by creating communications and sweepstakes during GSN's interactive shows to reward viewers for signing up and playing along. For example, GSN provides an on-going watch and win sweepstakes that offers online viewers increased opportunities to win the more they play along.

As head of marketing, she also plans themed stunt marathons around the network's classic game shows and original programming. Most noticeably, GSN's marathons are largely holiday-themed or event-driven with several tied into special interactive promotions offered exclusively on gameshownetwork.com.

Ms. Kaplan has also developed synergistic marketing partnerships with cable operators and various divisions of Sony Pictures Entertainment, one of the network's parent companies. Strategic alliances with Sony have been formed in all areas, from Sony Electronics to Sony Loews/Cineplex Entertainment to Sony Pictures Domestic and International Television.

Beginning her tenure with Game Show Network in 1996, Ms. Kaplan served as Vice President of Sales Strategy and Communications. Her efforts in marketing and promotion with cable and satellite affiliates were instrumental in driving network distribution from 2 million subscribers to 15 million and earned her Clio, PROMAX and BDA awards for the network's business to business marketing materials. Today, Game Show Network boasts over 50 million subscribers domestically.

Prior to 1996, Ms. Kaplan worked with Rainbow Advertising as Director of Sales where she managed all cable advertising sales, built new revenue sources for the company from expanded ad sales operations and, created strategic co-promotions with cable operators and advertisers. She has also held key creative positions at Warner Cable, Ringel Associates Advertising and Spotwise Productions.

Ms. Kaplan attended Boston University, earning both a master's degree in counseling psychology and a bachelor's degree in English. She is a member of CTAM, PROMAX/BDA, Women in Cable and Telecommunications Association, Hollywood Radio and Television Society, The Academy of Television Arts and Sciences, Cable Advertising Bureau, Cable in the Classroom and National

Telecommunications Association. Ms. Kaplan is also an active board member of CTAM's Summit Committee.

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