



TRIPLE CROWN OF POLO SET TO LAUNCH IN APRIL 2005

SANTA BARBARA, CA (August 27, 2004) The Triple Crown of Polo (TCP), a new tournament series designed to be the grand slam of polo competitions in the United States, kicks off with championship tournament play April 3, 2005 at the Sarasota Polo Club in Florida. TCP combines sports with entertainment in a program focusing on world-class polo competitions and the envious lifestyles of the owners, players and horses. The series which will be taped for television will bring the adventurous lifestyles and the thrilling action of the game to television viewers, while delivering an upscale, loyal audience to sponsors of the events.

In addition to the Sarasota event, two other tournaments will take place in the summer of 2005 to comprise the Triple Crown series. The second tournament will be June 26 at the Las Colinas Polo Club in Dallas, Texas and the third on August 28th at the Santa Barbara Polo and Racquet Club in California. The three events will kick off what will become the first polo series to result in multiple hour television shows highlighting the respective tournaments and their drama, the behind-the-scenes human interest stories, as well as the rich history and strong global participation in the sport of polo.

ESPN International has signed on to televise the TCP series starting in 2006. Domestic distribution is currently being negotiated. ESPN International coverage will reach over 150,000,000 total households in 148 countries and eight different languages.

The combination of the events under the one marketing identification, Triple Crown of Polo, creates the proper platform to maximize exposure and corporate support for the sport of polo. "The Triple Crown of Polo has captured the growing popularity of the sport for spectators and corporate America," said Ambassador Glen Holden, President of the Federation of International Polo.

Founders for TCP are David McLane, a sports producer with a 13-year relationship with ESPN; Jerome Snyder, a successful attorney and entrepreneur who started Sun West Bank and Palace Station Hotels and Casinos; and Jim Allegro, a leading business executive and former Executive Vice President of Operations, COO and CFO of ESPN.

For more information about TCP visit www.triplecrownofpolo.com.

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Triple Crown of Polo (TCP) is the foremost polo series in the United States with worldwide television broadcast rights through a partnership with ESPN, Inc. The TCP live events and television broadcast focus on world class polo competitions and the glamorous, fast paced scene that surrounds them. TCP's first season which begins April 3, 2005 takes place from three of the most pristine polo venues in the world, Sarasota, Florida; Dallas, Texas; and Santa Barbara, California. TCP's inaugural season will be used to gather television footage and introduce advertisers to the sport. The broadcasting of TCP events will commence with the 2006 tournament series. Visit www.triplecrownofpolo.com for more company information.

ESPN Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPNU, ESPN Today), ESPN and ESPN2 HD, simulcast services, ESPN Regional Television, ESPN International (networks, syndication, radio, web sites), ESPN Radio, ESPN.com, ESPN The Magazine, Sports Ticker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360 (Broadband), ESPN Mobile, ESPN on ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20% interest in ESPN.