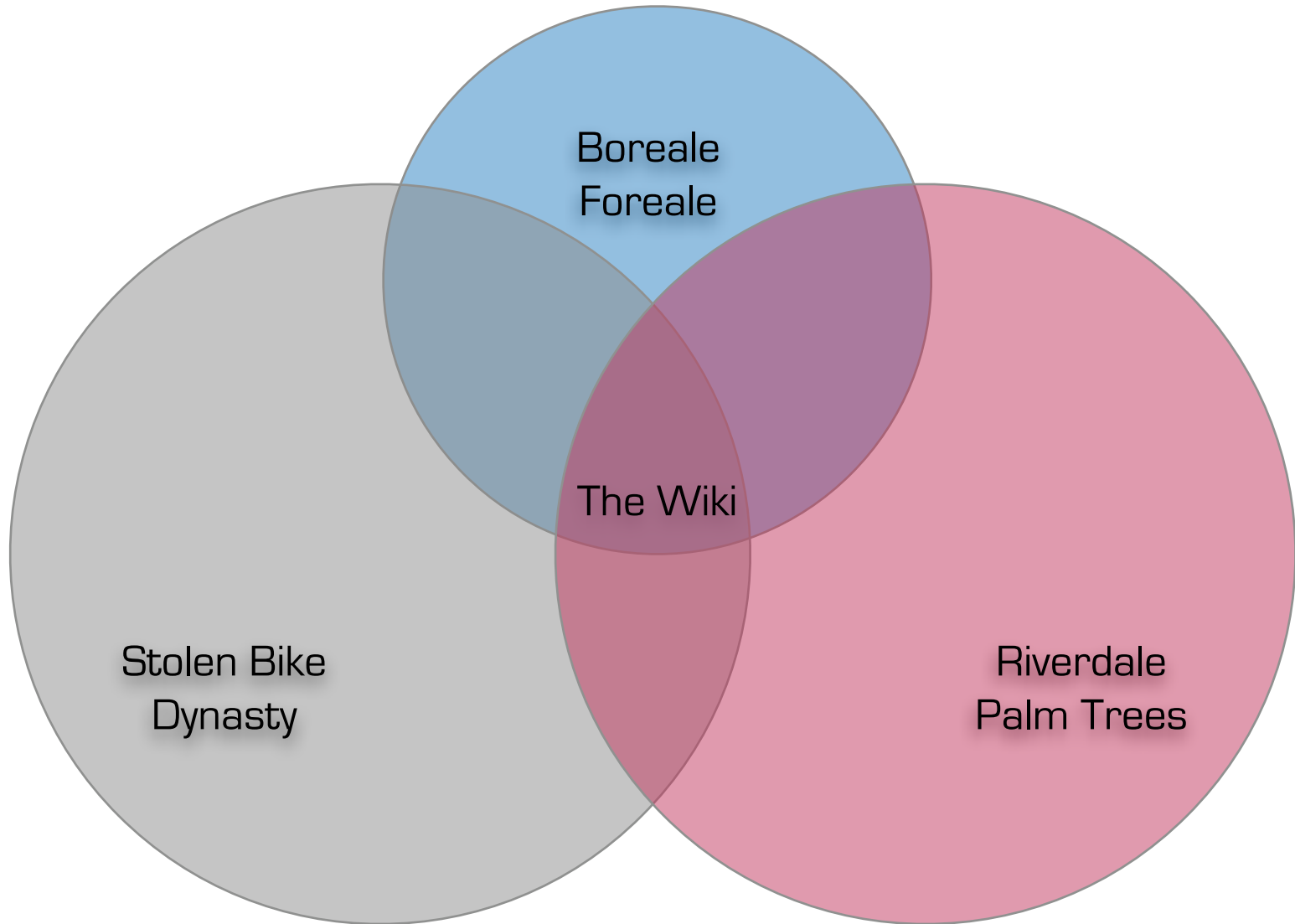


# RPT/SBD/BRFR

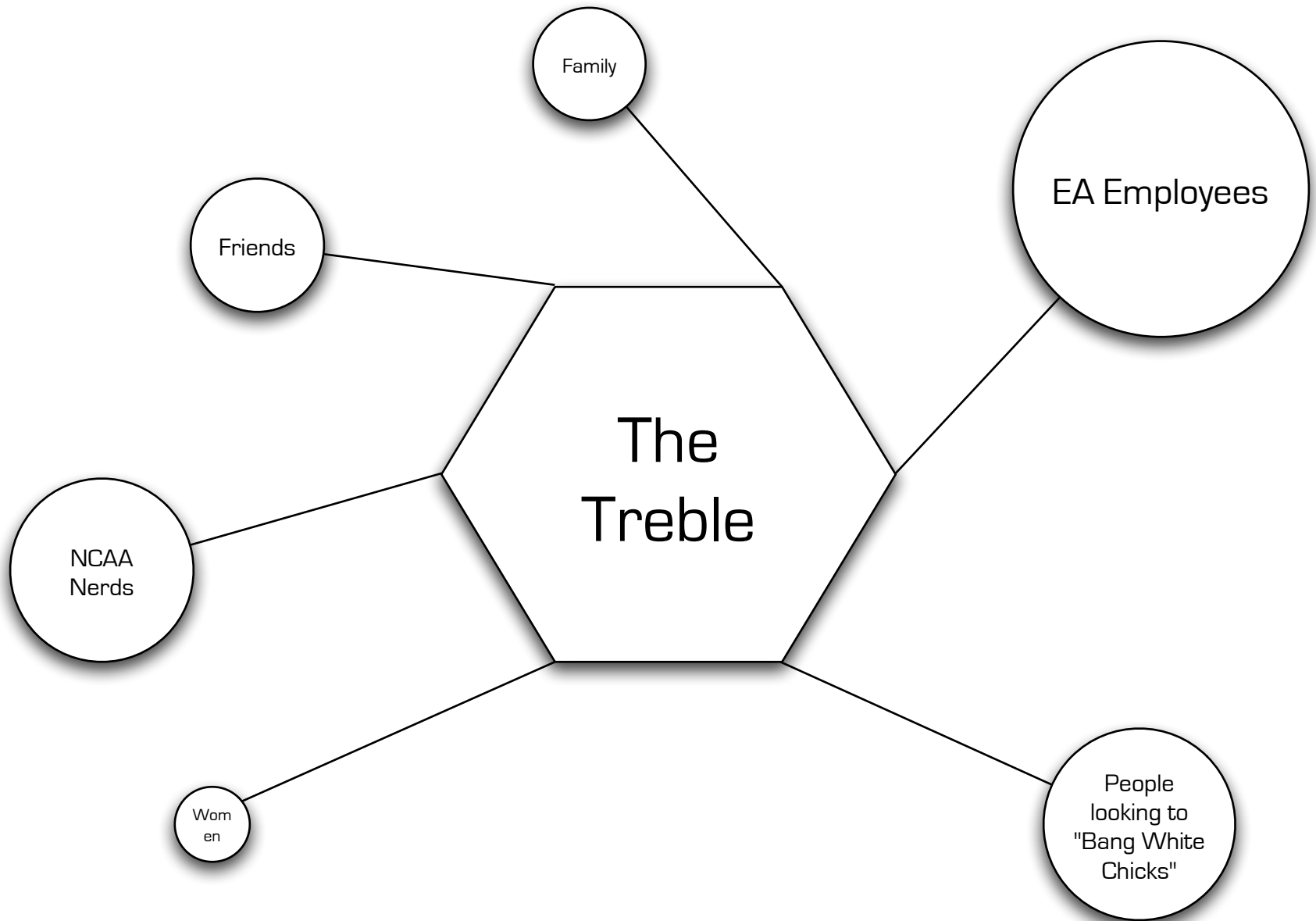
## Online Marketing Strategy





# The Treble Corporate Structure





Current  
Readership



# Essential Demographics for Growth

Video Game Nerds

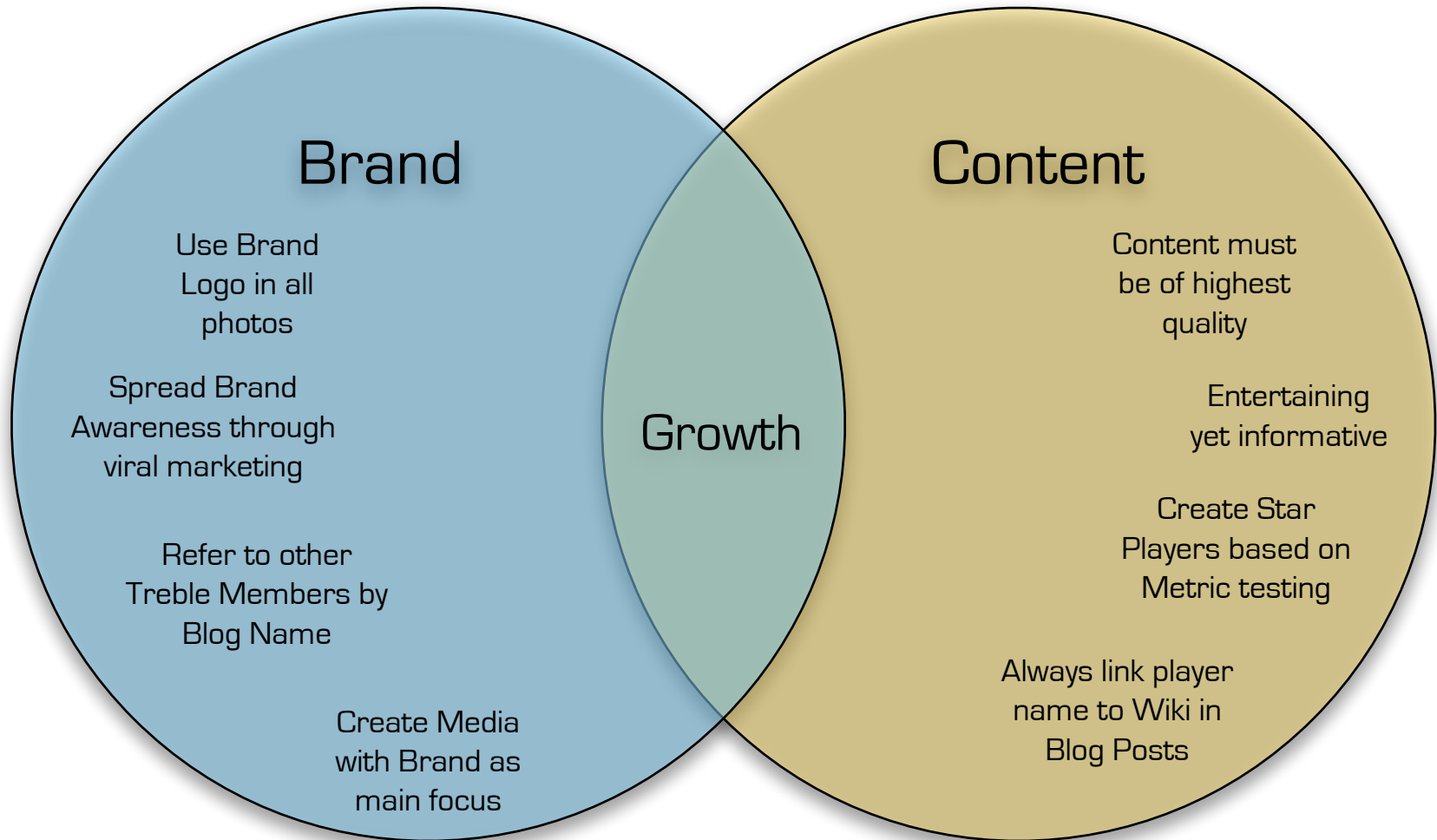
College Football Fans

Frat Boys

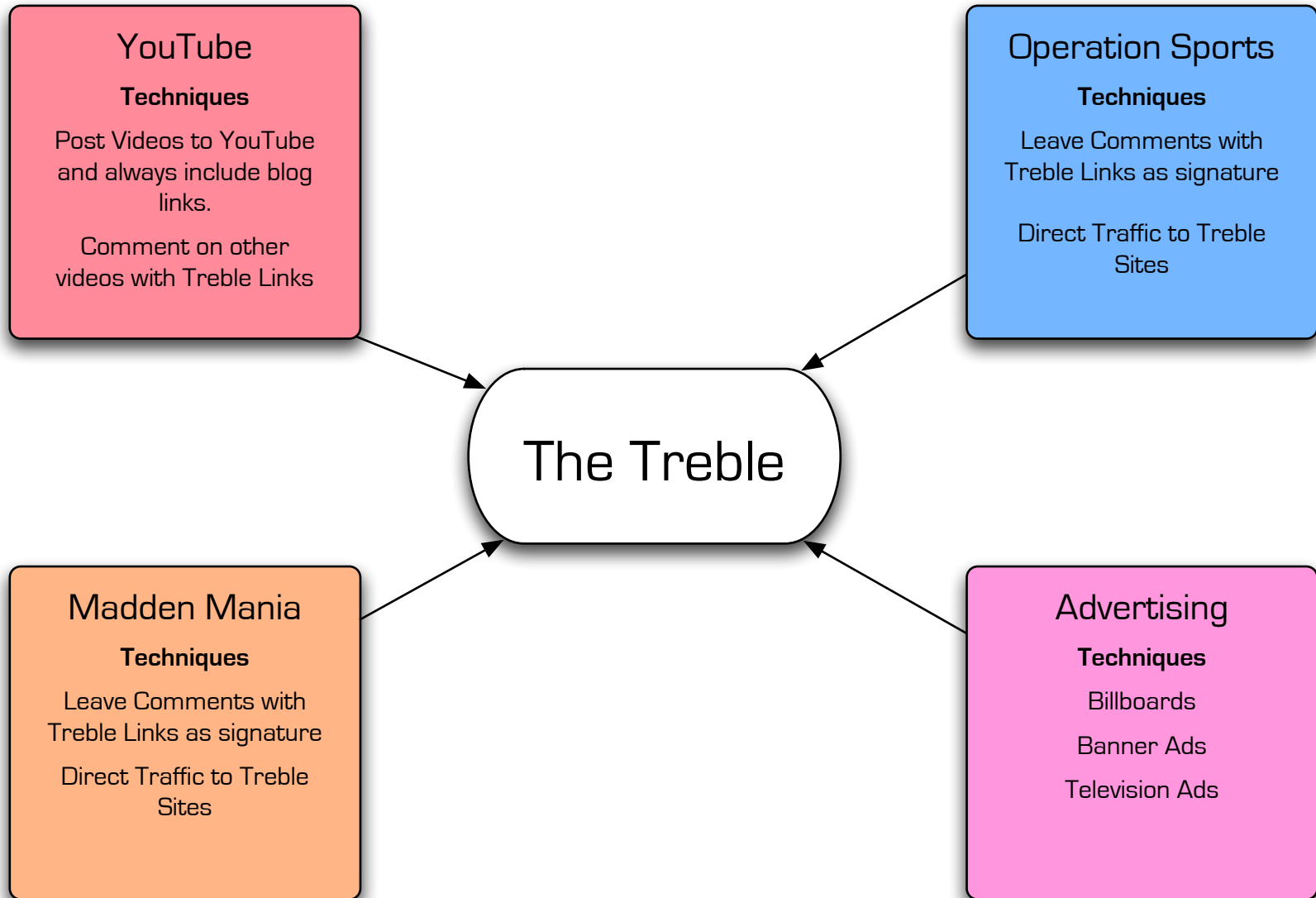
EA Sports Marketing Executives



# Strategies to Achieve



# Marketing Outlets



# 2007 Objectives

Increase Readership

Brand Growth

Brand Unity

Increase Content Quality

Increase Content

Collect Pay from EA