

SCORE MEDIA INC. CORPORATE FACT SHEET

Score Media is a media company committed to delivering interactive and authentic sports entertainment. Created in 1997 in response to the growing desire for increased participation in the consumption of sports, the Company has now established itself as the home for hardcore sports fans. Score Media's primary asset, The Score Television Network ("The Score"), is a national specialty television service providing sports news, information, highlights and live event programming in more than 6.5 million homes across Canada. Score Media also operates Hardcore Sports Radio, a satellite radio network available across North America on SIRIUS Satellite Radio, and other interactive assets including theScore.com, Score Mobile, and Score Poker. Growing from a team of 60 in 1997 to over 220 employees in 2009, Score Media is a revolutionizing interactive media company.

EXECUTIVE TEAM

John Levy, President and Chief Executive Officer
 Tom Hearne, Chief Financial Officer
 Benjie Levy, Executive Vice President and Chief Operating Officer
 Asha Daniere, Vice President and General Counsel

EARNINGS STATEMENT SUMMARY

	<u>Q4/09</u> (\$'000's)	<u>Q4/08</u> (\$'000's)	<u>FY 2009</u> (\$'000's)	<u>FY 2008</u> (\$'000's)
Revenue	\$ 8,909	\$ 8,524	\$ 38,884	\$ 36,383
EBITDA	\$ 677	\$ 1,565	\$ 3,754	\$ 5,896
Net Income	\$ (677)	\$ 1,160	\$ (1,457)	\$ 2,026

BALANCE SHEET SUMMARY

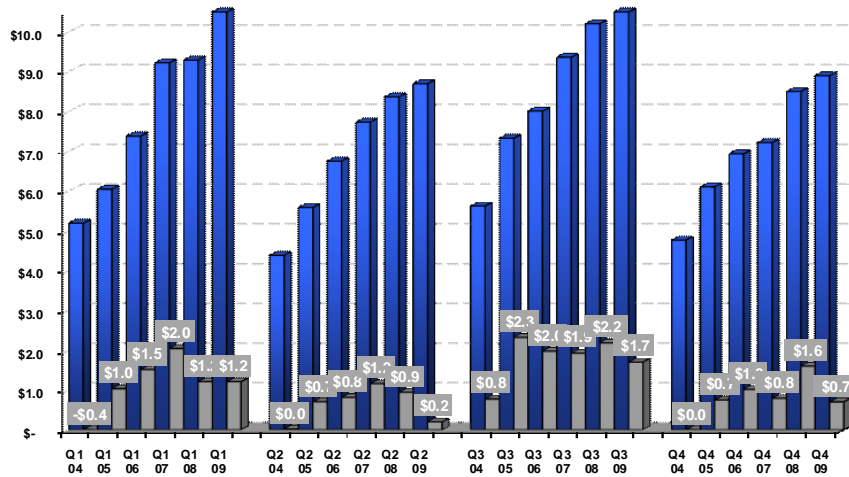
	<u>2009</u> (\$'000's)	<u>2008</u> (\$'000's)	<u>2007</u> (\$'000's)
Total Assets	\$34,352	\$ 36,246	\$35,705
LT Financial Liabilities	\$11,449	\$3,803	\$ 9,250

- Ad revenue growth in every quarter this year
- Growth in TV, Web and Mobile advertising revenue
- \$5.4 million of operating cash flow in 2009
- Issuer bid completed, with 17.3M shares repurchased and cancelled

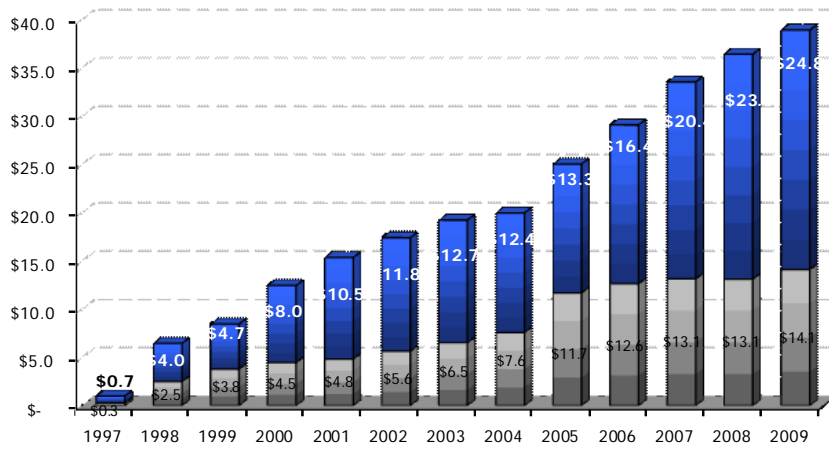


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QUARTERLY REVENUE AND EBITDA HISTORY



ANNUAL REVENUE



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