

The following table summarizes the club seat inventory, percentage of inventory sold, average annual price and total revenue generated by schools in the Big 12 Conference.

**Current Club Seat Inventory and Pricing  
Big 12 Conference**

| <u>University</u>                     | <u>Total<br/>Inventory</u> | <u>Percent<br/>Sold</u> | <u>Inventory<br/>Sold</u> | <u>Average<br/>Annual<br/>Fee</u> <sup>(1)</sup> | <u>Actual<br/>Annual<br/>Revenue</u> <sup>(2)</sup> |
|---------------------------------------|----------------------------|-------------------------|---------------------------|--|---|
| Texas                                 | 2,800                      | 100%                    | 2,800                     | \$5,258  | \$14,722,000  |
| Oklahoma State                        | 4,000                      | 70%                     | 2,800                     | \$1,900  | \$5,320,000   |
| Texas A&M                             | 1,948                      | 100%                    | 1,948                     | \$2,445  | \$4,763,000   |
| Nebraska                              | 2,525                      | 100%                    | 2,525                     | \$1,836  | \$4,636,000   |
| Oklahoma                              | 3,400                      | 100%                    | 3,400                     | \$1,250  | \$4,250,000   |
| Texas Tech                            | 1,100                      | 99%                     | 1,094                     | \$3,070  | \$3,359,000   |
| Missouri                              | 1,000                      | 100%                    | 1,000                     | \$2,766  | \$2,766,000   |
| Kansas State                          | 2,000                      | 100%                    | 2,000                     | \$1,230  | \$2,460,000   |
| Colorado                              | 1,903                      | 53%                     | 1,000                     | \$1,850  | \$1,850,000   |
| Iowa State - Proposed                 | 542                        | 93%                     | 502                       | \$2,100 <sup>(3)</sup>                           | \$1,054,000 <sup>(4)</sup>                          |
| Baylor                                | 650                        | 100%                    | 650                       | \$1,190  | \$774,000   |
| Iowa State - Existing                 | 542                        | 98%                     | 531                       | \$863  | \$458,000 <sup>(5)</sup>                            |
| Kansas                                | n/a                        | n/a                     | n/a                       | n/a  | n/a   |
| <b>Average (Excluding Iowa State)</b> | <b>2,133</b>               | <b>92%</b>              | <b>1,922</b>              | <b>\$2,279</b>                                   | <b>\$4,490,000</b>                                  |

(1) Annual lease fees include required donation and tickets.

(2) Actual annual revenue rounded to nearest '000.

(3) The sale of 502 seats at \$1,500 per seat will generate \$753,000 in club seat ticket revenue. Currently, 48 percent of club seats sold require a minimum annual donation. It has been assumed that this will remain constant and apply to approximately 241 of the 502 club seats sold. Under proposed club seating eligibility requirements, the minimum donation required will be \$5,000 for 1-4 tickets. It has been conservatively estimated that those making the \$5,000 minimum donation for club seat eligibility will purchase four tickets, making the minimum annual donation requirement \$1,250 per seat. It has been assumed that 241 seats will require the minimum \$1,250 contribution and generate \$301,250 in donation revenue. Including ticket price and required donations, the effective average annual fee is estimated to be \$2,100 per club seat.

(4) Includes \$753,000 in ticket revenue and \$301,250 in donation revenue.

(5) Includes \$138,060 in ticket revenue (531 seats x \$260) and required annual donations of approximately \$320,100.

The following table represents the most recently available statistics with respect to donations towards athletics foundations in the Big 12 Conference. The table outlines the Big 12 athletics foundations, the number of donors at each school, cumulative athletics giving and average giving per donor in 2005.

2005 Athletic Giving  
Big 12 Conference

| School                                | Athletics Foundation         | Donors       | Annual Giving       | Average Giving per Donor |
|---------------------------------------|------------------------------|--------------|---------------------|--------------------------|
| Kansas                                | Williams Educational Fund    | 4,200        | \$8,000,000         | \$1,905                  |
| Texas Tech                            | Red Raider Club              | 7,000        | \$13,000,000        | \$1,857                  |
| Oklahoma                              | Sooner Club                  | 9,500        | \$16,500,000        | \$1,737                  |
| Texas                                 | Longhorn Foundation          | 11,823       | \$20,500,000        | \$1,734                  |
| Kansas State                          | Mike Ahearn Scholarship Fund | 7,200        | \$12,100,000        | \$1,681                  |
| Missouri                              | Tiger Scholarship Fund       | 4,700        | \$6,700,000         | \$1,426                  |
| Texas A&M                             | 12th Man Foundation          | 23,000       | \$25,000,000        | \$1,087                  |
| Oklahoma State                        | Posse                        | 6,400        | \$6,900,000         | \$1,078                  |
| Colorado                              | Buff Club                    | 6,000        | \$6,000,000         | \$1,000                  |
| Baylor                                | Baylor Bear Foundation       | 2,800        | \$2,500,000         | \$893                    |
| Iowa State - Proposed Re-indexing     | National Cyclone Club        | 5,398        | \$4,455,000         | \$825                    |
| Nebraska                              | Huskers Athletics Fund       | 13,500       | \$11,000,000        | \$815                    |
| Iowa State - Existing Giving Levels   | National Cyclone Club        | 5,398        | \$3,705,000         | \$686                    |
| <b>Average (Excluding Iowa State)</b> |                              | <b>8,738</b> | <b>\$11,655,000</b> | <b>\$1,383</b>           |

Note: Based on 2005 donor bases. Iowa State donor base has increased to approximately 6,600 in 2006.

The following table summarizes the private suite inventory, percentage of inventory sold, average annual price and total revenue generated by schools in the Big 12 Conference.

**Private Suite Inventory and Pricing  
Big 12 Conference**

| <u>University</u>                     | <u>Inventory</u>  | <u>Percent Sold</u> | <u>Inventory Sold</u> | <u>Average Annual Fee</u> <sup>(1)</sup> | <u>Actual Annual Revenue</u> |
|---------------------------------------|-------------------|---------------------|-----------------------|--|------------------------------|
| Texas                                 | 64                | 100%                | 64                    | \$76,000                                 | \$4,864,000                  |
| Oklahoma                              | 63                | 100%                | 63                    | \$63,000                                 | \$3,969,000                  |
| Oklahoma State                        | 51                | 100%                | 51                    | \$76,000                                 | \$3,876,000                  |
| Nebraska                              | 55                | 100%                | 55                    | \$70,000                                 | \$3,850,000                  |
| Texas A&M                             | 68                | 100%                | 68                    | \$25,000                                 | \$1,700,000                  |
| Texas Tech                            | 54                | 100%                | 54                    | \$45,000                                 | \$2,430,000                  |
| Colorado                              | 40                | 93%                 | 37                    | \$50,000                                 | \$1,850,000                  |
| Iowa State - Proposed                 | 48                | 100%                | 48                    | \$35,000 <sup>(2)</sup>                  | \$1,680,000 <sup>(3)</sup>   |
| Missouri                              | 35                | 100%                | 35                    | \$46,000                                 | \$1,610,000                  |
| Kansas                                | 36                | 100%                | 36                    | \$42,000                                 | \$1,512,000                  |
| Kansas State                          | 31                | 100%                | 31                    | \$40,000                                 | \$1,240,000                  |
| Baylor                                | 34                | 94%                 | 32                    | \$36,000                                 | \$1,152,000                  |
| Iowa State - Existing                 | 24 <sup>(4)</sup> | 100%                | 24                    | \$25,000                                 | \$600,000 <sup>(5)</sup>     |
| <b>Average (Excluding Iowa State)</b> | <b>48</b>         | <b>99%</b>          | <b>49</b>             | <b>\$52,000</b>                          | <b>\$2,550,000</b>           |

(1) Annual lease fees include required donation and tickets. Fees rounded to nearest '000.

(2) Represents the average annual suite price for 24 existing suites at \$30,000 and 24 proposed suites at \$40,000.

(3) Represents the potential of \$960,000 generated by the sale of new suites and the potential generation of \$720,000 from existing suites. Actual suite revenues from existing suites in fiscal year 2008 will be \$630,000 due to the fact that three existing suite leases were pre-paid in prior fiscal years.

(4) Excludes one suite reserved for the University President.

(5) Actual suite revenues in fiscal year 2007 were \$430,000 due to the fact that six suite leases were pre-paid in prior fiscal years.