

THE NATIONAL TELEVISION ACADEMY PRESENTS THE 27th ANNUAL SPORTS Emmy® AWARDS

Olympic Producer Bud Greenspan takes the Lifetime Achievement Award August Busch IV and the Busch Family Honored for Contributions

New York, NY – May 1, 2006 – Winners of the 27th Annual Sports Emmy® Awards were announced tonight by the National Academy of Television Arts & Sciences at a special ceremony at Frederick P. Rose Hall, Home of Jazz at Lincoln Center in New York City. More than 1,100 leading sports broadcasters, athletes and executives attended the star-studded ceremony.

The awards were presented by a distinguished group of sports figures and television personalities including: veteran sportscaster **Bob Costas** (HBO's "CostasNow" and host of NBC Olympics coverage); sports commentator **Cris Collinsworth** (HBO's "Inside the NFL"); veteran sports broadcaster and HBO boxing commentator **Jim Lampley**; sports commentator **Mary Carillo** (HBO's "Real Sports with Bryant Gumbel"); sports anchor **Stuart Scott** (ESPN's "SportsCenter"); sports anchor **Chris Fowler** (ESPN's "College GameDay"); ESPN reporter **Jeremy Schaap**; sports commentator **John Saunders** (ABC Sports and ESPN's "Sports Reporters"); veteran NBA play-caller **Mike Breen** (NBA on ABC and ESPN); sideline reporter **Sam Ryan** (College Football on ABC Sports); sports announcer **Joe Buck** (FOX Sports NFL and MLB); FOX Sports NFL analyst **Howie Long**; FOX Sports analyst and NFL Hall of Famer **Troy Aikman**; FOX Sports analyst **Tim McCarver**; sports broadcaster **James Brown** ("FOX NFL Sunday"); play-by-play announcer **Gus Johnson** (NCAA and NFL on CBS); CBS sportscaster **Armen Keteyian**; NBC sportscaster **Jimmy Roberts**; sideline reporter **Craig Sager** and TNT's NBA studio analyst **Charles Barkley**.

One of the highlights of the evening was the Sports Lifetime Achievement Award, which was presented to **Bud Greenspan**, recognized as one of the foremost writer/producer/directors of sports films who has impacted decades of Olympic coverage. Greenspan has just completed filming his ninth Official Olympic Film this winter in Torino. His films have received seven Sports Emmy® Awards, and he has been inducted into the U. S. Olympic Hall of Fame.

August Busch IV, President, Anheuser-Busch, Inc. accepted a Special Commendation for decades of extraordinary contributions to the sports television by the Busch family. Based in St. Louis, Anheuser-Busch is one of the world's largest corporate sports sponsors and advertisers. The company is the official beer sponsor of Major League Baseball and 26 MLB teams, 28 NFL teams, the National Hockey League, the National Basketball Association, NASCAR, the U.S. Olympic Committee and more than 3,000 annual sporting events ranging from professional to local grassroots programs. Under Busch IV's direction, Anheuser-Busch is the exclusive alcohol advertiser on many of the most watched sporting events in the world, including the Super Bowl, the Olympic Games and the FIFA World Cup.

American Airlines and Grass Valley, A Thomson Brand, are official sponsors of the 27th Annual Sports Emmy® Awards. Street & Smith's *Sports Business Journal* is the exclusive magazine partner.

The Sports Emmy® Award recipients were chosen by a Blue Ribbon Panel of their peers from over 700 entries in 28 categories. The awards recognize outstanding achievement by individuals and programs broadcast throughout the 2005 calendar year. The Sports Emmy®s are given to sports broadcasters and industry professionals in such categories as: Live Special, Live Series, Studio Show - Weekly, Studio Host, Play-by-Play, Studio Analyst and Event Analyst. For the first time this year, a Sports Emmy® Award will be presented for Outstanding Sports Content on Non-Traditional Delivery Platforms such as the Internet, cell phones, PDAs and other devices.

A breakdown of the Awards by broadcast and cable entities as tabulated by the independent accounting firm of Lutz and Carr, LLP, New York, follows:

HBO	6	ESPN2	4	CBS	1	HBO/NBC	1
FOX	5	ABC	3	ESPN Classic	1	USA	1
ESPN	4	TNT	2	ESPN.com	1		

A complete list of nominees, tabulated by Lutz and Carr, LLP, New York is attached. This nominee listing is also available online at www.Emmyonline.tv.

The National Television Academy is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award for News & Documentary, Sports, Daytime, Creative Arts, Public & Community Service, Technology & Engineering/Advanced Media and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmy@s are given in 19 regions across the United States. Beyond awards, the National Television Academy has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.Emmyonline.tv.

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