

Franchise Locations.

FRANCHISE LOCATIONS

A SET OF CRITERIA HAS BEEN ESTABLISHED IN THE SELECTION OF POSSIBLE FRANCHISE LOCATIONS. THESE STANDARDS ARE DESIGNED TO EMPHASIZE THE BASIC MARKETING APPROACH OF THE NEW LEAGUE WHICH ARE TO INSURE THE OVERALL SUCCESS OF THE INITIAL FRANCHISES AND TO CREATE A VIABLE PRODUCT FOR NATIONAL TELEVISION EXPOSURE.

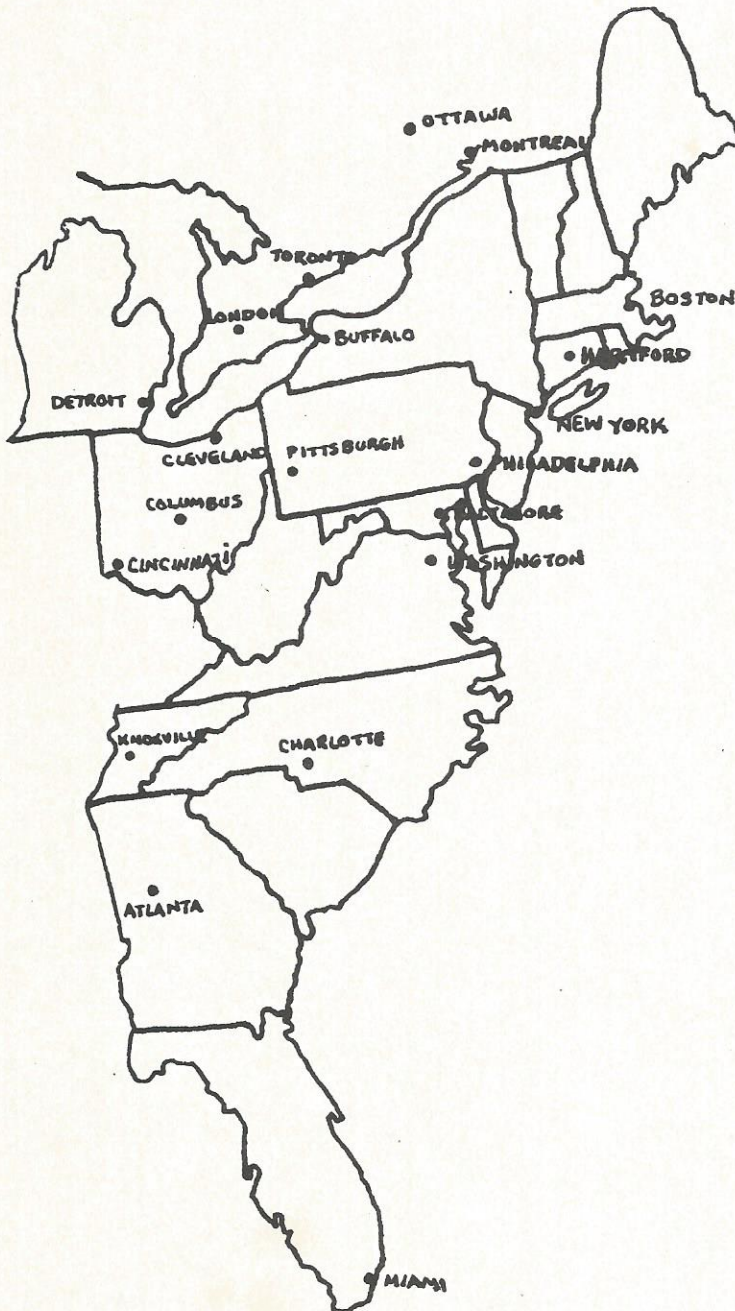
THESE CRITERIA ARE:

1. A MARKETING AREA BASED ON POPULATION, PER CAPITA INCOME, AND TELEVISION HOUSEHOLDS TO SUPPORT A FRANCHISED TEAM.
2. AN ARENA OR PLAYING SITE OF, AT LEAST, 10,000 SEATS WHICH IS AIR CONDITIONED, REASONABLY MODERN, AND HAS EXCELLENT PUBLIC ACCESS.
3. AN AREA WITH VARIOUS MEDIA OUTLETS THAT ORIGINATE IN THE IMMEDIATE AREA SUCH AS NEWSPAPERS, RADIO AND TELEVISION STATIONS.
4. WHERE POSSIBLE, LOCATIONS WITHIN THE REGIONAL TIME ZONES IN RELATIONS TO OTHER FRANCHISES IN THE DIVISION.
5. WITHIN THE TOP FIFTY (50) MARKETS IN NORTH AMERICA.

LISTED FOLLOWING LOCATIONS WHICH ARE MAPPED THAT MEET THESE CRITERION AND ARE POSSIBLE FRANCHISE LOCATIONS.



THE EASTERN DIVISION:



NEW YORK, NEW YORK
BOSTON, MASS.
HARTFORD, CONN.
PHILADELPHIA, PA.
BALTIMORE, MD.
WASHINGTON, D.C.
BUFFALO, NEW YORK
OTTAWA, CANADA
MONTREAL, CANADA
TORONTO, CANADA
LONDON, CANADA
PITTSBURGH, PA.
CLEVELAND, OHIO
COLUMBUS, OHIO
CINCINNATI, OHIO
DETROIT, MICHIGAN
CHARLOTTE, N.C.
KNOXVILLE, TENN.
ATLANTA, GA.
MIAMI/FT. LAUDERDALE, FL.

THE MIDWESTERN DIVISION:



WINNIPEG, CANADA

MINNEAPOLIS, MINN.

MILWAUKEE, WISC.

CHICAGO, ILL.

OMAHA, NEBRASKA

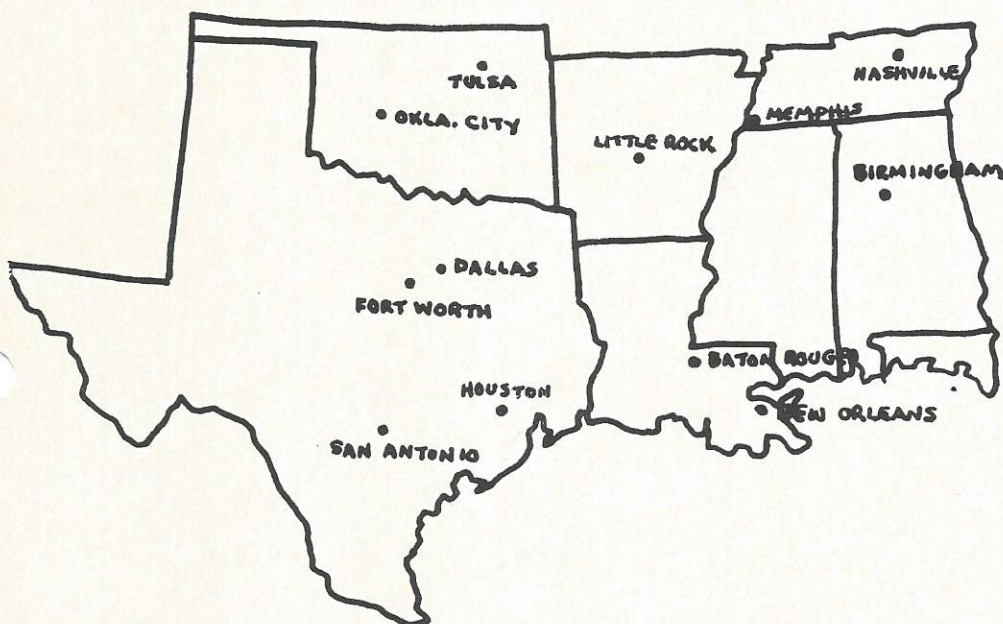
WICHITA, KANSAS

KANSAS CITY, MO.

ST. LOUIS, MO.

INDIANAPOLIS, IND.

LOUISVILLE, KY.



THE SOUTHERN DIVISION:

TULSA, OKLA.

OKLAHOMA CITY, OKLA.

DALLAS, TEXAS

FORT WORTH, TEXAS

HOUSTON, TEXAS

SAN ANTONIO, TEXAS

LITTLE ROCK, ARK.

MEMPHIS, TENN.

NASHVILLE, TENN.

BIRMINGHAM, ALA.

BATON ROUGE, LA.

NEW ORLEANS, LA.



THE WESTERN DIVISION:

EDMONTON, CANADA
 VANCOUVER, CANADA
 SEATTLE, WASH.
 SPOKANE, WASH.
 PORTLAND, OREGON
 SAN FRANCISCO, CALIF.
 FRESNO, CALIF.
 LOS ANGELES, CALIF.
 LONG BEACH, CALIF.
 SAN DIEGO, CALIF.
 LAS VEGAS, NEVADA
 SALT LAKE CITY, UTAH
 PHOENIX, ARIZONA
 DENVER, COLO.
 ALBUQUERQUE, N.M.