

THE BOTTOM LINE SPORTS SHOW

THE BOTTOM LINE SPORTS SHOW MEDIA KIT

“Where Greatness Calls Home”





The Nuts And Bolts Behind The Show

Who we are: **The Bottom Line Sports Show** is a sports driven, fan centric, loud, insightful, honest and interactive talk show. **The Bottom Line Sports Show** offers the listener a variety of polarizing host opinions and the opportunity to interact with a group of friends who also happen to be regular guys and superstar athletes. The show discusses all of the latest and breaking news in the world of sports, fields questions from fans via calls, emails and tweets and regularly books top notch athlete guests such as Jerry Rice, Dwyane Wade, Sugar Ray Leonard, Patrick Ewing, Jim Kelly, Deion Sanders, Dwight Howard and Plaxico Burress.

Why we are different: For fans who thrive on being on the inside, the compelling one and a half hour program shares athlete's life stories and provides insight into the humanistic element that makes each athlete tick. A favorite stop for the world's greatest athletes, **The Bottom Line Sports Show** is poised to be the next great national sports talk show.

- The Bottom Line Sport Show made its debut February 3, 2008 and has been called one of the hottest new shows on the internet.
- Program available online (I-tunes/blogtalkradio.com/bline and bottomlinesportsshow.com) for downloads throughout the week.
- Air-dates: Tuesdays, Thursdays, 9-10:30 PM ET Sundays 7-8 PM ET.
- Featured segments, “A Penny For Your Thoughts”, “Charles In Charge”, “Cherie’s Commentary” and “What’s The Bottom Line”
- Broadcast Live from New Jersey studio.
- Over 200 Superstar Guests & Contributors and counting.
- Hosted by Gerald Brown, Executive Produced by Charles Oakley, featuring Anfernee “Penny” Hardaway, and actress Cherie Johnson. The show dissects sports and delivers laughs and a twist of humor to the sometimes not so humorous world of professional sports.
- **The Bottom Line Sports Show** is honest, straight forward and keeps listeners on their toes. Join us as we tackle the sports world and we promise to always give you **The Bottom Line!**

Listen Live!

blogtalkradio



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Executive Producer: **Charles Oakley**

Beloved by fans, Charles rounds out The Bottom Line Sports Show team as our new **Executive Producer**. Considered one of the greatest rebounders of all time, the former NBA All-Star played Power Forward for the Chicago Bulls, New York Knicks, Toronto Raptors, Washington Wizards, and Houston Rockets between 1985 - 2004. He was most known for his tenure with the New York Knicks, and is still a fan favorite

A business major at Virginia Union, Charles is also successful entrepreneur. Since his playing career, Charles owns the successful chain of "Oakley's Car Wash" facilities and is also co-owner of one of the top rated steakhouses on South Beach: "Red, The Steakhouse."

A powerhouse on an off the court, an excellent chef with an upcoming TV cooking show called "Oak in the Kitchen", Charles' tireless work ethic will provide BLSS listeners with a quality and professional sports talk radio product.

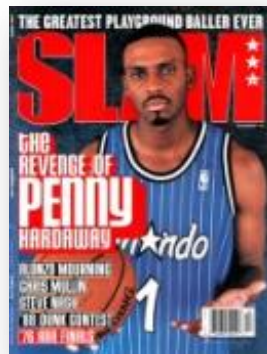


"The Bottom Line Sports Show has an edge. I'm looking forward to working with these guys, they're talented." - Charles Oakley

Executive Producer: **Anfernee “Penny” Hardaway**

Former 4-time NBA All-Star and Olympic Gold Medalist, Hardaway’s NBA career spans 14 years. Selected by the Golden State Warriors in the first round of the 1993 draft (third pick overall), Penny was then traded to the Orlando Magic. His stellar performance landed him a spot on the All-Rookie team. As a Guard/Forward, Hardaway went on to play for the Phoenix Suns and New York Knicks before ending his career with a short stint with the Miami Heat in 2007.

Hardaway will be also joining the BLS team as a commentator for a regularly featured segment called “A Penny for your Thoughts”. His player experience and knowledge will be an added value to The Bottom Line Sports Show.



“The Bottom Line Sports Show is a great platform to share with others the true and intrinsic power of sports.” – Penny Hardaway

Cherie Johnson

Cherie Johnson is well known from her film “I Do...I Did!”, her 90’s TV show “Family Matters” and the 80’s classic “Punky Brewster”, but she hopes that when all is said and done, that she will be best known as a co-host on “The Bottom Line Sports Show”. Cherie brings a hilarious and sometimes provocative female perspective to a testosterone filled show. She brought to our attention 44% of all football fans are women and she is their voice. Cherie is from Pittsburgh and is a die hard Steelers fan but her expertise is not just limited to football, she is a sports fan period!



“I’ve worked in the entertainment business for nearly my entire life, and I can honestly tell you that the Bottom Line Sports Shows has been one of my most fulfilling projects I have ever worked on.” – Cherie Johnson

Gerald Brown

Gerald is the most vocal of the trio and sole contributor to "Gerald's Rant" only to be heard on **The Bottom Line Sports Show**. Born and raised in Harlem, New York, Gerald hopes to deliver sports from a common man's perspective. He has vast knowledge about sports and a stern opinion on all things sports-related and otherwise.

Aside from his booming voice, Gerald adds humor to the show with his wit and light-hearted nature. He coached A.A.U Basketball for over 12 years and won multiple tournaments on the A.A.U circuit. Gerald has also coached former college All Americans and some current NBA professionals. A serious NY Yankee and Tampa Bay Buccaneers fan, so be forewarned, don't talk bad about his teams.

Gerald holds a degree in Communications from the University of Alabama at Birmingham.

"The Bottom Line Sports Show gives the listeners sports and laughs from the urban perspective." – Gerald Brown

Donahue Baker

Don plays a critical role at **The Bottom Line Sports Show** . As the shows board operator Don is sure not to drop the ball when the phone lines are jumping. Don's goal is to "edu-tain" the listeners by not only enlightening them with what's relevant in the world of sports, but by also adding some social commentary.

Don is a critical thinker, reasonable and logical. Holding an undergraduate degree in Marketing from Georgetown University, Don brings a wide array of marketing experience to the show. As a former high school athlete, Don has marketed other high school athletes to various colleges across the country. Don's favorite teams are the NY Yankees, Dallas Cowboys and of course, Georgetown Hoyas.

Don also holds an MBA from New York Institute of Technology.

"The Bottom Line Sports Show is a refreshing spin on traditional sport talk shows." – Donahue Baker

Nadine Liverpool

From way of Toronto, Canada, Nadine brings a female presence to the show and is here to represent that ladies know their sports too! Nadine is a co-host and line-up editor for the show and when's she's not in a heated debate about her favorite basketball player, Kobe Bryant, or defending her beloved New England Patriots, she's working on all the behind the scenes aspects of our production.

Nadine holds a degree in Psychology from the University of Alabama at Birmingham and also has a post-graduate degree in Sports Journalism from Centennial College in Toronto.

"Our show is not just a place where athletes come and share their personal stories, it's also an atmosphere that allows them to just be themselves and talk sports." -Nadine Liverpool

Howard Cowart

"Howie C" as Co-Host/Show Producer is known for his aggressive and "tell it like it is" approach. He analyzes and covers the top sports news and stories of the day while providing an unbiased perspective on the pros and cons of that story.

Howard holds a degree in Political Science from Montclair State University. He has also worked at the Nielsen Media Group in media and client relations.

*"Our competitive edge is how we relay sports information. Get ready for a sports revolution."
- Howard Cowart*

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FOR IMMEDIATE RELEASE

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THE BOTTOM LINE SPORTS SHOW BEGINS A NEW SEASON AUGUST 26TH 2008 "A NEW DAY AND TIME ON-LINE ANYTIME"

The Bottom Line Sports Show is entering its second season is returning to the airways with a new day and new time starting Tuesday August 26th at 9:00pm. The Bottom Line Sports Show airs on Blog Talk Radio [www.blogtalkradio.com\bline](http://www.blogtalkradio.com/bline). The show airs live on Tuesdays, however, you can listen on-line anytime you choose as well as download any episode or pod cast.

In addition to current sports talk we feature guest analysts, athletes, and professionals from the sports world that share their insight on the world of sports. The weekly show looks back on the latest topics from the world of sports and the events of the previous week. In addition to the current sports talk we feature guest from the sports world that share their insight on the world of sports. The premise of the show is a segment that is call "The Journey", many of our guest share their stories of over coming adversity to reach the level of success they have achieved and the process to reach their ultimate goals. The show offers a unique look at the world of sports through the eyes of three "diehard " sports fans. The Bottom Line Sports Show will provide sports talk like no other, with some of the top individuals from the world of sports. The show also features online chat while the show is live, so write a question and we will answer it on the show, you will laugh, think and enjoy sports talk that was meant for you, The Bottom Line Sports Show.

If you would like further information about The Bottom Line Sports Show, or to schedule an interview contact the Show at info@thebottomlinesportsshow.com

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PENNY HARDAWAY TO MIAMI HEAT “I’M READY FOR A COMEBACK”

Hardaway Puts His Hat in the Ring; Ready To Play for Pat Riley and the Miami Heat

July 15, 2010 ... In an interview tonight on “*The Bottom Line Sports Show*”, a premier blog radio sports talk show produced by Charles Oakley, former NBA Star Penny Hardaway announced that he’s ready to get back in the NBA action. With news of the dynamic trio announced last week, Hardaway says he’s the right part of the puzzle for the Miami Heat.

The retired NBA point guard plans to come out retirement to try out for the Heat’s Pat Riley.

“When I saw LeBron and Bosh starting with the Heat, I texted Alonzo Mourning and got in touch with Pat Riley telling them to put my hat in the ring,” said Hardaway. I think I’ll be able to help them. I love this game. I still have a lot left in the tank, and when this opportunity with the Miami Heat came up, the lights just went off. I wanted to be a part of the puzzle. I can help this team.”

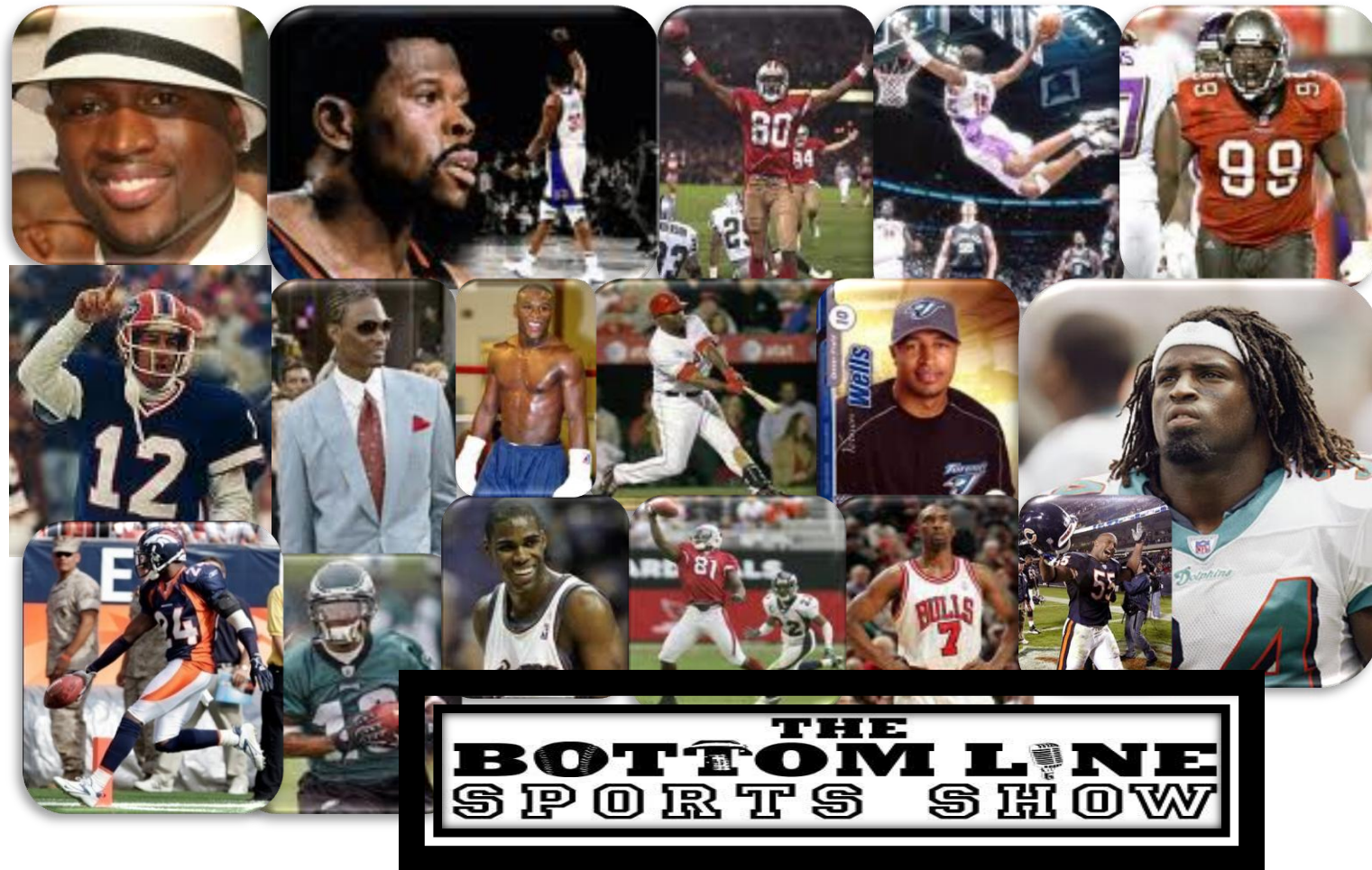
Hardaway, who called in from the gym, says he’s in shape and ready for action and that he wants to give the NBA another round.

Listen to Penny’s complete interview on www.Blogtalkradio.com/bline and press play on the widget that says Penny’s big announcement or listen to it at thebottomlinesportsshow.com and the widget in the lower right hand corner

Contact: Gerald Brown , Executive Producer

Phone: 646-423-5639

Featured Past Guests:



Featured Bottom Line Sports Show Guests:

Dwyane Wade

NBA Superstar, 5th youngest NBA Finals MVP, Member of 2009 Olympic gold medal "Redeem Team" member

Jerry Rice

Former NFL Superstar, one of the greatest Wide Receivers, 3 time Super Bowl Champion; selected to Pro Bowl 13 times, named All-Pro 10 times

Patrick Ewing

NBA Hall of Fame Member, Asst. Coach NBA Orlando Magic

Deion Sanders

NFL Hall Of Fame Member One of the greatest Corner backs in NFL history

Scottie Pippen

NBA Hall Of Fame member, Six time NBA world champion. One of the fifty greatest NBA players Dwight Howard NBA Orlando Magic General Manager

Plaxico Burress

NFL, Wide Receiver former Super Bowl Champion

Isiah Thomas

NBA Hall Of Famer, one of the greatest point guards to play the game

Jim Kelly

NFL Hall Of Fame quarterback, Buffalo Bills

Larry Fitzgerald

NFL, Arizona Cardinals wide receiver. Former Heisman trophy winner

Dwight Howard

NBA, Orlando Magic Superstar

Ricky Williams

NFL, Miami Dolphins running back. Former Heisman trophy winner

Bruce Smith

NFL, Hall Of Fame member, All time Sacks leader.

Sugar Ray Leonard

Considered one of the greatest boxers of all time. Member of the boxing Hall Of Fame in the NBA

BLSS Featured Guests cont.

Lance Briggs

NFL, All- Pro Linebacker, Chicago Bears

Champ Bailey

NFL, All- Pro, Defensive Back future Hall of Famer

Vernon Wells

MLB, Centerfielder, Toronto Blue Jays

Osi Umenyiora

NFL, Defensive End, New York Giants

Torri Hunter

MLB, All Star Centerfielder, LA Angels

Andre Johnson

NFL, All Pro wide Receiver, Houston Texans

Chris Bosh

NBA All- Star, Member of 2008 Olympic Gold Medal "Redeem Team. One of the top Forwards in the NBA

Eddie George

NFL, Former Heisman trophy winner

Josh Freeman

NFL, Quarterback, Tampa Bay Buccaneers

Warren Sapp

NFL, Member of the All Decade Team

De Angelo Williams

NFL, running back, Carolina Panthers

Braylon Edwards

NFL, Wide Receiver, New York Jets

Pierre Garcon

NFL, Wide Receiver, Indianapolis Colts

Greg Olsen

NFL, Tight End, Chicago Bears

Miles Austin

NFL, Wide Receiver, Dallas Cowboys

Chris Chambliss

MLB Former Yankee great

Sonny Vaccaro

Grassroots basketball legend



Advertiser Rate Card Information

One year:

- Three (3) Shows Per Week (Tuesday, Thursday, and Sundays)
- Demographics: Males 22 - 54 years of age

Hall of Fame:

- 350 radio spots: 6 to 7 spots per week
- Featured Banner (Large Size) and Premium Placement on website
- Sponsorship for one (1) show per month (Featured Guests)
- Opening & Closing advertising spots for Featured Guest

Champion:

- 240 Radio Spots: 4 to 5 spots per week
- Featured Banner (Medium Size)
- Opening or Closing advertising spots for Featured Guest

All Star:

- 120 Radio Spots: 2 to 3 spots per week
- Opening or Closing advertising spots for Featured Guest



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The Bottom Line Sports Show

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**Big Time Interviews, Athletes and
Attitude!**