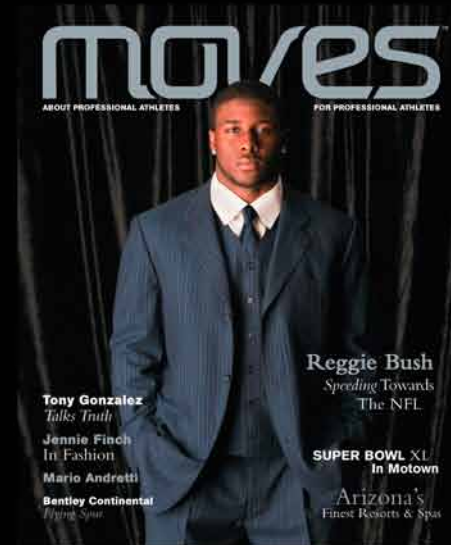
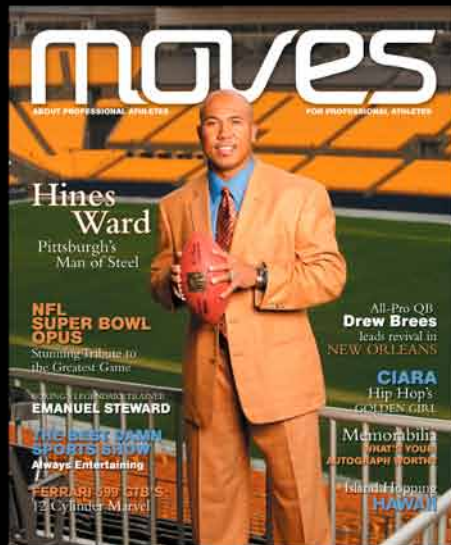
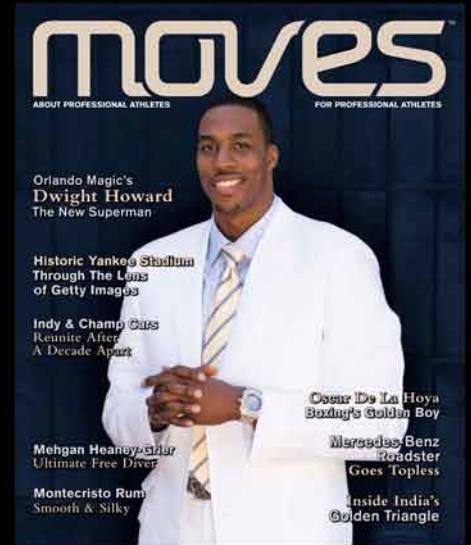
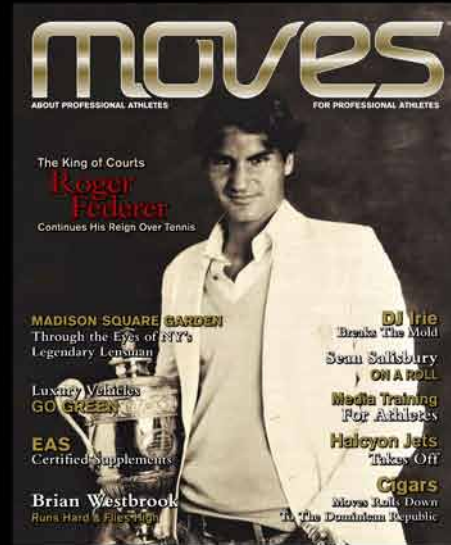
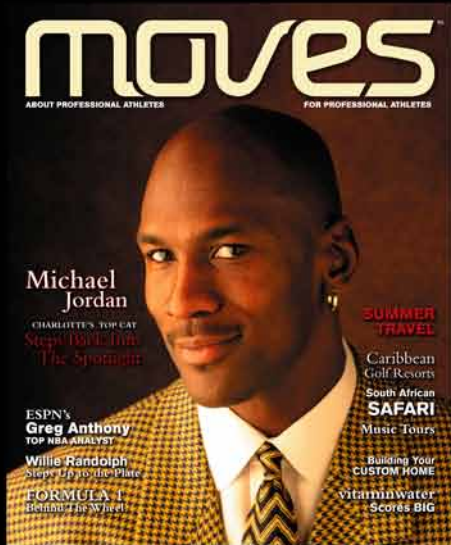


ABOUT PROFESSIONAL ATHLETES, FOR PROFESSIONAL ATHLETES

moves™

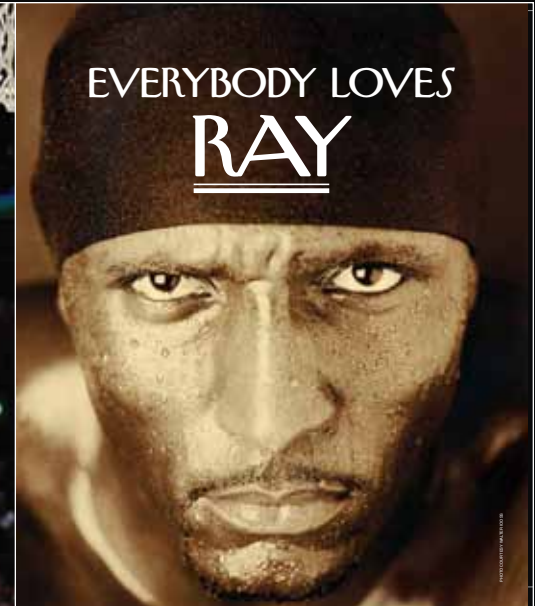
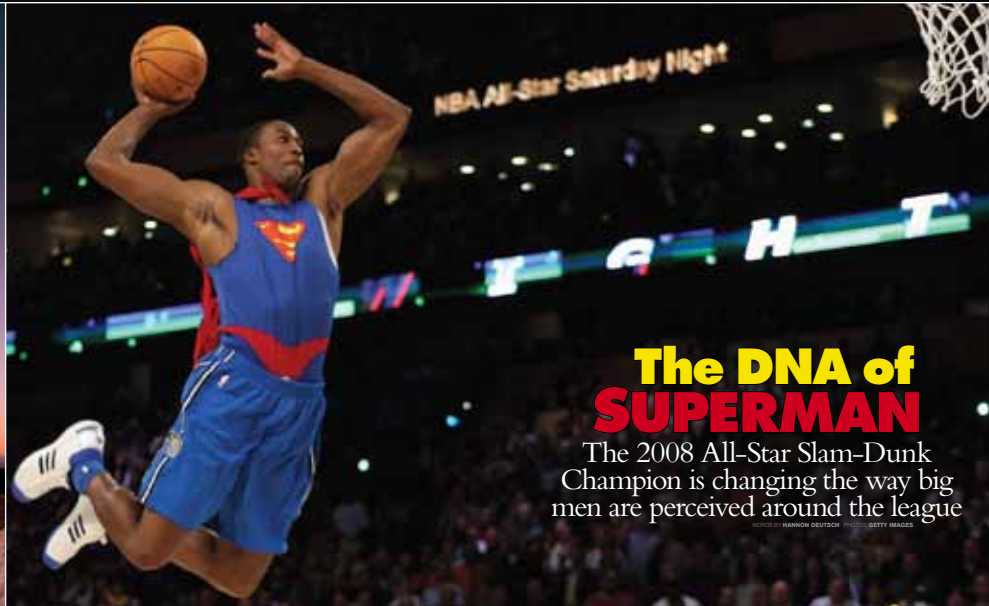
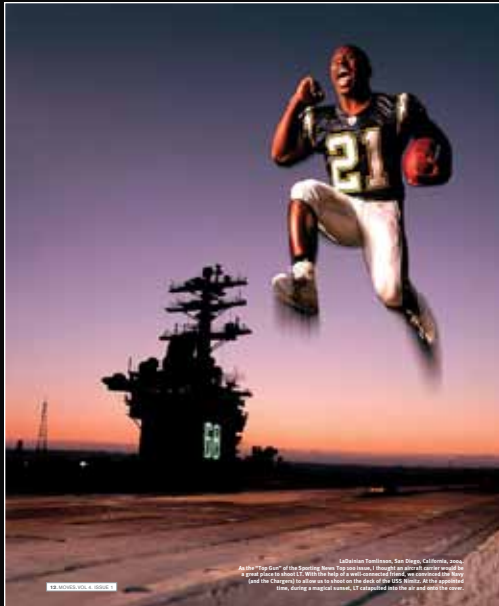
MAGAZINE



ABOUT PROFESSIONAL ATHLETES, FOR PROFESSIONAL ATHLETES

MOVES™

MAGAZINE



MOVES MAGAZINE is a publication that is devoted to covering and uncovering the exclusive, ever changing and often luxurious lifestyles of professional athlete's in today's society. **MOVES** is about athletes and for athletes, but not necessarily about sports. It provides advertisers direct access to this very desirable and influential audience and the athletes themselves with tremendous products and services for their daily lives.

While many of today's athlete's make a lot of money, drive expensive cars and live in exclusive homes, they also tackle issues that are unique to their lives and coincide with the circumstances that affect them everyday and beyond their careers. They deal with business, financial and investment issues, health and nutrition, where to live and buy homes, constant travel, moving, being traded, family issues and where to vacation.

Consequently, our advertisers are chosen from the most respected, elite and proven companies throughout the country. If you see an ad in **MOVES**, you can be sure it represents quality, reliability, and the most up to date products and services available.

Demographics

- Average Age: 36
- Direct Readership:
 - Male 70%
 - Female 30%
- College Education: 90%
- Average Annual Income: \$1,860,000
- Net Worth: \$4,758,000
- Average Number of Automobiles: 3
- Average Value of Automobiles: \$75,000
- Average Number of Residences Owned: 3

MOVES is distributed directly to

- NFL, NBA, NHL, MLB and NASCAR
- Active and Retired Players
- National Events:
 - Super Bowl, Pro Bowl, U. S. Open, Indy 500, NBA All-Star Week, MLB All-Star Game
- Team Locker Rooms and Training Facilities
- Team Hotels and Charter Flights
- Player Charity Events and Golf Tournaments
- Circulation 25,000
- Pass-along Rate 4.5x, total readership 112,500

MOVES readers also include

- Agents and Coaches
- Team Owners and Executives
- Team Doctors and Trainers
- Fortune 500 CEO's
- Sports Marketers
- Players Families and Friends
- Accountants
- Financial Advisors
- Sports Rehab Facilities
- Entertainers

TRANSPORTATION

Mercedes-Benz SLR McLaren Roadster Goes Topless For 2008

WORDS BY ROB MORAN PHOTOS COURTESY MERCEDES

Mercedes-Benz has launched a roadster version of its formidable SLR McLaren super sports coupe for the 2008 model year. Powered by a supercharged 5.5-liter, 617-hp AMG V8 engine, the SLR McLaren Roadster boasts 0-60 mph acceleration of only 3.8 seconds and a top speed of 206 mph. Showcasing formula 1 technology for the street, the SLR McLaren Roadster's carbon fiber monocoque provides high torsional rigidity for outstanding handling as well as unparalleled protection in collisions.



Reportage Illustrated
ATHLETE
BY
WALTER
LOOSS
PHOTOGRAPH BY MICHAEL JOHNSON

Michael Jordan
Lisel, IL - 1987


No one captured Michael Jordan's personality, his joy for the game, or his most personal moments, the way Walter Looss has. For this photograph, Walter stuck to Jordan's basketball camp for kids in Lisel, Illinois. He had one side of a parking lot painted red and another side blue, not knowing which uniform Jordan would wear in the shoot. When Jordan arrived, Looss perched himself above the rim in a cherry picker and had an hour to capture Jordan with the proper light and shadow. In later years, Jordan would never do an hour-long shoot. "When he played those two seasons for the Wizards," says Looss, "he never posed for a single photograph."

Walter Looss never thought he would be a professional photographer. As a teenager, it was just a hobby. But then at age 18, he got his first assignment for Sports Illustrated.

WORDS BY MICHAEL DOOLAN

FEATURES

Each issue of MOVES Magazine contains exclusive feature stories on the who's who in the sports industry. Learn about the exciting lives of professional athletes and get a behind the scenes look into their lavish lifestyles. From the players and owners, to the agents, MOVES explores and exposes every aspect of the entertaining world of sports.




Reggie Set, Go

Reggie Bush prepares to electrify the NFL.

On the night of the draft, Reggie Bush had the same look as the other players: nervous, excited, and a little bit of a mess. He was standing in a line of 250 players, waiting for his name to be called. The draft was taking place in a large hall, and the atmosphere was electric. Reggie was one of the top prospects in the draft, and he was expected to be a first-round pick. He was wearing a white t-shirt and blue shorts, and he was looking towards the camera with a slight smile. The draft was a big moment for him, and he was ready to make a name for himself in the NFL.

LEADER OF THE PACK

ANNIS JOHNSON is the current points leader in the race for NASCAR's Nextel Cup. The 2006 Daytona 500 winner plans to keep the other drivers in the rear view mirror for the rest of the season on his way to his first championship.






The Year of The Quarterback

In this extraordinary NFL season, records fall and perfection awaits on the doorstep... Will these two great quarterbacks and teams meet in the biggest Super Bowl ever?

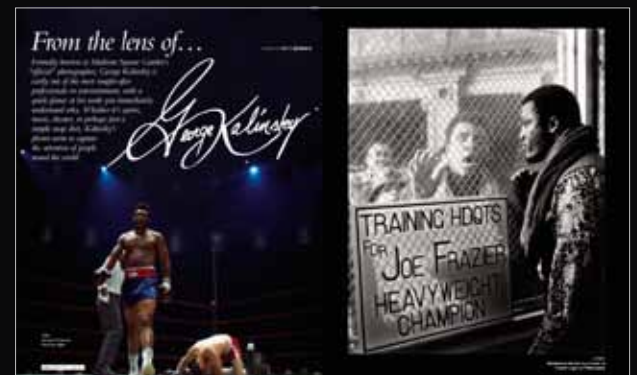
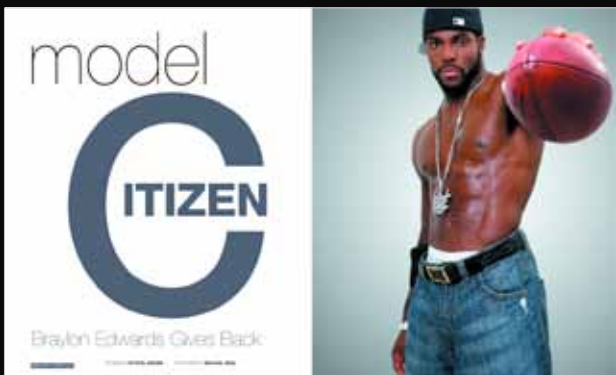
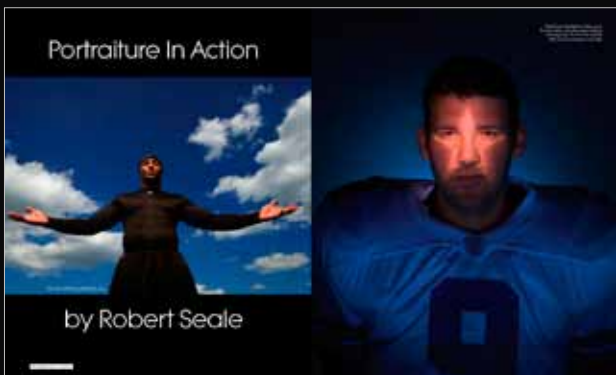
Football is America's most popular sport, and the NFL is the most popular league in the world. The game is played every week, and it is a source of pride for millions of fans. The NFL is a source of entertainment, and it is a source of excitement. The game is played every week, and it is a source of pride for millions of fans. The NFL is a source of entertainment, and it is a source of excitement. The game is played every week, and it is a source of pride for millions of fans. The NFL is a source of entertainment, and it is a source of excitement.

THE REIGN OF KING ROGER

BAVISHNIKOV... ALL SECRETARIAT, SAMBWA, LAVER, DE LOUIS, JORDAN... Woods... you can see him in the history of the tennis game. Roger Federer, in doing his own thing, has done his own thing. He is a tennis player, a tennis player, a tennis player. He is a tennis player, a tennis player, a tennis player. He is a tennis player, a tennis player, a tennis player.



FEATURES



DEPARTMENTS

MOVES Magazine covers a wide range of topics pertinent to the professional athlete. The editorial in each section of each edition focuses on the ins and outs of: fashion, automobiles, travel, health and fitness, real estate, and many more. Whether it's the hottest restaurants or the chicest destinations; our audience counts on MOVES to bring the sexiest trends from around the world to their locker rooms, living rooms and offices.

SPORTS BUSINESS

vitaminwater scores big

Continuing its rise among athletes and consumers.

Rising to the occasion, vitaminwater has become the most popular sports drink in the U.S. among athletes and consumers alike. The brand's success is a testament to its unique combination of natural fruit flavors and essential vitamins. In a market dominated by sugary sports drinks, vitaminwater stands out as a healthier alternative. Its popularity is evident in the number of athletes who have endorsed the brand, including professional athletes like NFL player Tom Brady and Olympic medalist Michael Phelps. The brand's success is also reflected in its financial performance, with sales reaching over \$1 billion in 2010. This growth is a testament to the brand's ability to connect with consumers who are looking for a healthier, more natural way to stay hydrated and energized during their workouts.

"I haven't seen too many companies out there who put as much energy and effort into what athletes are doing off the court as vitaminwater" does.

power point

Sports Business

TRANSPORTATION

ROLLS-ROYCE PHANTOM DROPTOP COUPE

An Unparalleled Convertible Experience

Rolls-Royce Motor Cars unveiled its new Phantom Drophead Coupé, the last-of-its-kind, one-of-a-kind convertible in a three-level, retractable roof. The Phantom Drophead Coupé is a sleek, streamlined convertible with a unique design that combines the elegance of a classic Rolls-Royce with the modernity of a convertible. The car's interior is equally impressive, featuring handcrafted leather upholstery and a state-of-the-art infotainment system. The Phantom Drophead Coupé is a true masterpiece of engineering and design, offering a driving experience that is both luxurious and exhilarating.

Transportation

WATCHES

MOVE IN SUPERIOR TIME

MOVES Guide To Fine Watches

HUBLOT WORLD PREMIERE THE NEW MAG BANG!

Hublot is making a name for itself in the luxury watch industry. The brand's reputation for precision and craftsmanship is well-known, and the new Mag Bang collection is no exception. The Mag Bang watches are a testament to Hublot's commitment to excellence, featuring intricate designs and high-quality materials. The collection includes several models, each with its own unique features and complications. The Mag Bang watches are not just timepieces, they are works of art that reflect the brand's rich heritage and innovative spirit.

- Big Bang**: Hublot's iconic design, featuring a rubber strap and a date window.
- Big Bang King**: A more refined version of the Big Bang, with a metal case and a leather strap.
- Big Bang Tourbillon**: A complex timepiece featuring a visible tourbillon movement.
- Big Bang Year of the Snake**: A limited edition watch celebrating the Chinese New Year.
- Big Bang Tourbillon**: Another variation of the Big Bang with a tourbillon movement.
- Big Bang Year of the Snake**: Another limited edition watch.

Watches

CIGARS

The Ultimate Smoking Experience

Edición Limitada

LIKE WINE CONNOISSEURS...

Like wine connoisseurs, cigar aficionados appreciate all the subtle nuances that go into making an extraordinary smoke. The hand-rolled, premium blends of tobacco age and mature to create a true cigar lover's smoky experience. The new Edición Limitada, an incomparable and rare selection of four world-class brands—Montecristo, Romeo y Julieta, Opus8, and Trinidad—is just what cigar connoisseurs have been waiting for. Manufactured by Abasco S.A., the world's largest maker of premium cigars, the Edición Limitada collection goes further to three legendary names with a rare and very exclusive edition of cigars of extraordinary blend and character.

What sets this exceptional collection apart is masterful craftsmanship by the world's most gifted artisans at the renowned Tabacalera de Garcia factory in the Dominican Republic. The large hand-made cigar factory in the Dominican Republic has generated many of the most popular and highly rated cigars found worldwide, and the new Edición Limitada could very well be its crowning achievement.

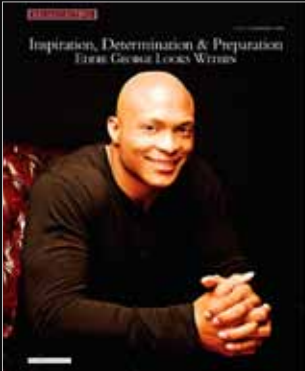
Each cigar in the Edición Limitada collection is evaluated for perfection using over 100 criteria and the finest blend of hand-selected, carefully aged tobaccos of exceptional pedigree. Because Abasco S.A. maintains close relationships with the world's premier tobacco growers, Tabacalera de Garcia has access to the industry's largest inventory of superior tobaccos. For Edición Limitada, the factory selected the highest quality, handcrafted coupe wrapper from the San Andrés Valley in Mexico, the three-pronged Nicaragua and Honduras broadleaf and filler tobaccos.

Edición Limitada's rare and distinctive blend combines the perfect balance of smoothness with elegant, complex flavors to create the most discerning cigar lover. To appeal to a wide range of smoking preferences, the exclusive edition of cigars is available in four sizes, one for each amount smoked. Partake of your smoking pleasure with a Montecristo Belicoso. If you're caught up in America's love affair with Romeo y Julieta, you'll love the Churchill. Indulge in the enduring flavor of an Opus8 in the popular Robusto size. Or while away a few hours with the refined perfection of a Trinidad Toro. Each brand is domestically packaged in a hand-crafted hand-rolled wood box of 25 cigars.

For the true cigar aficionados, Edición Limitada is the consummate smoking experience, fulfilling each every expectation of a rare and exceptional smoke. If you want to experience perfection in a peak, you'll want to try one of the Edición Limitada cigars in this very exclusive collection. Edición Limitada is only available at a select group of authorized retailers across the country. For further information on how to locate a participating retailer in your area, go to www.abasco.com.

Cigars

DEPARTMENTS



Broadcasting



Spirits



Real Estate



Tee To Green



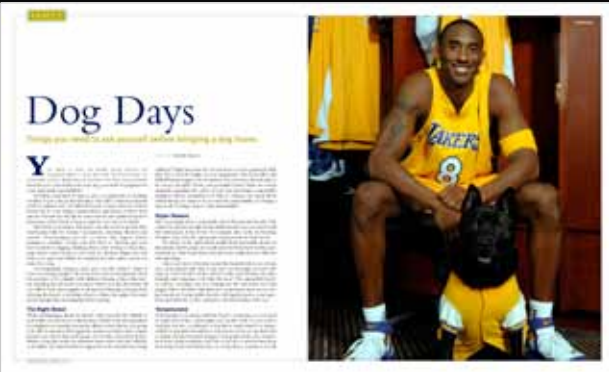
Fitness



In The News



Electronics

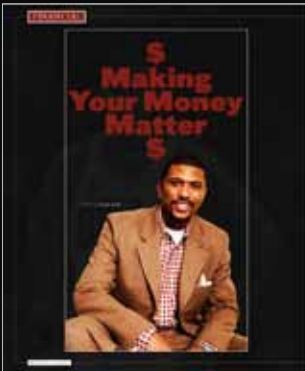


Family



Music

DEPARTMENTS



Financial



Sports Business



Transition Game



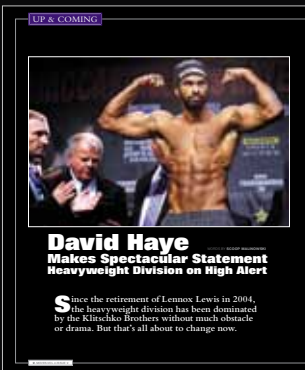
Sports Medicine



Home



Transportation



Up & Coming



Out Of Uniform



Accessories

FASHION

MOVES spotlights premiere athletes and entertainers in the latest fashion trends of each season. With help from the hottest stylist around the country, these pristine bodies are suited up with fashion forward high-end collections.

**VICTORIA'S SECRET
TAKES MIAMI BEACH BY STORM**

Alessandra Ambrosio

If there was a holiday for women, it would be the Victoria's Secret Fashion Show. Each November, the most beautiful women in the world gather to show off the company's most beautiful creations. And each year, the show becomes bigger, better, and a lot more raucous.

In case you missed it, Moves brings you a front-row look from the most recent showing at the magnificently named and luxuriously appointed Miami Beach hotel. The world-famous host was once the arena where Frank Sinatra and Horacio played cards and James Bond's Goldfinger was filmed. This past November, it was reborn as the glitzy stage hosting a performance by Lady Gaga, as well as 21 of the greatest supermodels ever assembled, including Heidi Klum, Adriana Lima, and Karolina Kurkova. Lima highlighted the show by wearing a \$3 million black Diamond Fantasy Bra made by Andrius.

And Heidi Klum opened the grand finale, heading down the runway in a red bra and underwear set with wings, styled like a dove to resemble the world's greatest Christmas present. If these photographs don't make you want to attend the show next year, nothing else will.

**Utah Jazz
Housing the Best of Both Worlds**

One of the great things about watching a game is the opportunity to see the best of both worlds. In Utah, that's the best of both worlds. The Utah Jazz are the only team in the NBA that has a home arena in a city that is also a major sports hub. The Utah Jazz are the only team in the NBA that has a home arena in a city that is also a major sports hub. The Utah Jazz are the only team in the NBA that has a home arena in a city that is also a major sports hub.

**BACKSTAGE
AT THE NBA CHAMPIONS**

FUTURE NBA STARS ELEVATE THEIR IMAGES IN STYLE.

Photo: [unreadable]

Moa Move

Desert heat with an urban beat

Photo: [unreadable]

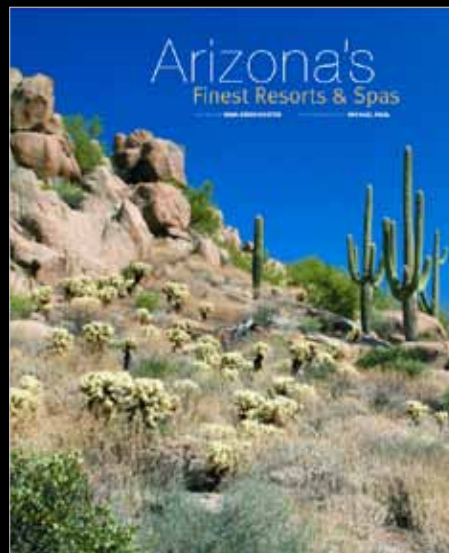
Photo: [unreadable]

FASHION



TRAVEL

Exploring the corners of the world, MOVES Magazine provides its audience with travel guides to plush, exclusive getaways providing the privacy and lavish surroundings our readers crave.



ADVERTISING

Professional athletes are the most sought after consumer audience by hard good retailers such as automobile dealerships, jewelers, fashion, home electronics, furniture galleries, real estate developers, and realtors nationwide. MOVES Magazine is the ideal way to target this niche market. With the turn of every page, this elite group of readers is exposed to high-end, luxury items to fulfill every decadent desire.



MET MIAMI

IT'S THE NEW DOWNTOWN

metropolitan

Metropolitan is a premier high-rise development in downtown Miami, offering the finest living and dining experiences. The building features a mix of residential and commercial spaces, including a state-of-the-art office tower and a luxury hotel. The project is a true landmark, redefining the city's skyline and offering unparalleled views of the city and the ocean.

Metropolitan is a true landmark, redefining the city's skyline and offering unparalleled views of the city and the ocean.

Metropolitan is a true landmark, redefining the city's skyline and offering unparalleled views of the city and the ocean.

PERFORMANCE PROFESSIONALS

Bridgestone is the official tire of the NFL. The advertisement features a Bridgestone racing wheel and a football, symbolizing high performance and professional excellence.

BRIDGESTONE

Official Tire of the NFL

NFL

MONTECRISTO CLASSIC

WE'VE RAISED THE BAR ANOTHER NOTCH.

Montecristo Classic cigars are known for their exceptional quality and flavor. The advertisement features two cigars with the Montecristo logo, highlighting the brand's commitment to excellence.

Montecristo Classic cigars are known for their exceptional quality and flavor. The advertisement features two cigars with the Montecristo logo, highlighting the brand's commitment to excellence.

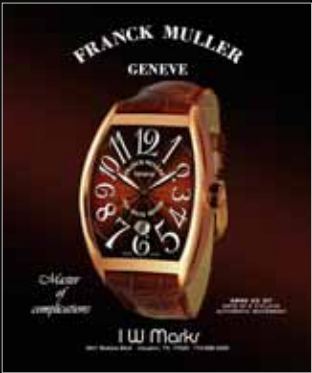
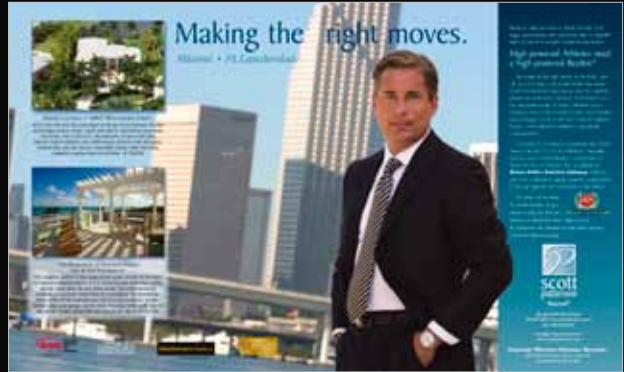
Montecristo Classic cigars are known for their exceptional quality and flavor. The advertisement features two cigars with the Montecristo logo, highlighting the brand's commitment to excellence.

MONTECRISTO

Tabacalera de Garcia

SURGEON GENERAL WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Life.

ADVERTISING





No Recession In Sports

Shaun Powell

Times are tough. Some of us can't pay our mortgages. Can't replace the beat-up Impala. Can't eat out as often. Can't buy that coat on the rack. Can't afford the gas for long road trips. Can't pay the rent, mechanic, cable bill or even attention.

But when it comes to sports, our spending capabilities change drastically.

Suddenly, we've got plenty of money.

When it comes to sports, the national obsession, all of that expert financial advice is thrown out the window, along with our thinning wallets.

Hey, we gotta go to the game. Gotta watch the game. Gotta wear that team apparel. Gotta get that fix any way we can, even if that means scrimping on everything else, you know, like necessities.

We just can't help ourselves, regardless of the economic climate, when it comes to sports.

If you haven't heard, the Yankees are chasing CC Sabathia, the top pitcher on the free-agent market, with government bailout-like money. It seems absurd how a baseball player can make upwards of \$20 million a season while some Fortune 500 companies can't scratch together a fraction of that to save their employees.

Well, maybe absurd isn't strong enough. More like obscene.

Not that there's anything wrong with taking what someone's willing to pay. That's the American way.

Athletes make millions because in a free-market society, they get what a team believes they're worth. Same goes for actors who carry blockbuster movies and rock stars who have kids sleeping overnight outside the box office waiting for tickets.

You and I would do the same if a massive amount of people were dying to buy what we're selling.

This is nothing new. Babe Ruth explained that he made more than the president because he had a better year. It's been going on forever, and the money has gotten so big, we're jaded by it. Plus, if you think the athletes are getting rich, imagine what the owners and teams are making.

No, the surprise doesn't lie with the athletes and teams, it lies with our obses-

sion with big-time, big-ticket sports. It lies with the customers. We haven't reached the breaking point yet.

The Yankees are willing to pay Sabathia because they know they'll get their money back next summer and throughout the length of any contract he signs. They know four million-plus fans will elbow through the turnstiles of the new Yankee Stadium, and a good many will chomp \$5 hot dogs, slurp \$6 sodas, wave \$12 pennants and go home in \$25 caps.

You do the math. The Yankees, when all is said and done, might get Sabathia cheap.

Although corporations aren't lining up to shell out thousands for luxury suites the way they used to, it doesn't matter. The TV networks are the true cash cows, and they're still investing billions in sports programming because they know you'll watch. They know you can't help yourself. It all comes back to you, the fan, the people who give the Yankees the green light to throw gold at Sabathia.

We've heard of all sorts of companies going out of business these days, even companies once considered rock-solid. Giant retailers, securities firms, financial behemoths, auto makers, all watching their knees buckle from the struggling global economy.

But tell me: When's the last time you ever saw a baseball, basketball or football team go belly up? What are the odds of the Cavaliers cutting LeBron James loose because he makes too much?

None of the above will happen in our lifetimes because our lifetimes are spent obsessing over sports and doing whatever we can to keep sports financially solvent.

Amazingly, there's one exception to the rule. It's happening in London and it almost happened here in New York.

The organizers of the 2012 Olympics are throwing a financial fit. The budget for the London Games is approaching \$9 billion, slightly more than what Sabathia will get. Tessa Jowell, who led the London effort, said, "Had we known what we know now, would we have bid for the Games? Almost certainly not."

Well, New York went hard after the Games, too. The mayor and governor and almost every local and national big shot wanted the Olympics for New York. But the bid died partly from the resistance led by Madison Square Garden chairman James Dolan (who also is the chief executive of Cablevision, which owns Newsday) partly because the expense, even in those calmer financial times, seemed steep.

If the Olympics are gonna cost London that much, can you imagine the bill had New York won? How would we pay for it?

Maybe that would've been the sports breaking point in this country. Right now, all we know is Sabathia is ready to take our hard-earned money and, like most athletes and sports teams, enjoy this recession we're in.

TESTIMONIALS

“You guys should be really proud of this product. I read it from cover to cover.”

—JOE THEISMAN,
MONDAY NIGHT FOOTBALL ANALYST

“I really love what Moves is doing. Can’t wait to see the Super Bowl issue.”

—TIM BROWN, HALL OF FAME WIDE RECEIVER

“The guys love the magazines...as soon as they come in they take them right out of their mailboxes to read and have great things to say about them.”

—YUSUF BOYD, ASSISTANT ATHLETIC TRAINER /
EQUIPMENT MANAGER, MEMPHIS GRIZZLIES

“Really impressive. Please keep sending them to my office.”

—RONNIE LOTT, HALL OF FAME SF 49ER

“The players around the league think it’s a great magazine...Hope to see you again in Hawaii during Pro Bowl.”

—TONY GONZALEZ, ALL PRO TIGHT END

“Moves is terrific. Anything I can do to help with Boxing, just let me know.”

—EMANUEL STEWARD,
LEGENDARY BOXING TRAINER

“The players love em... keep them coming!”

—RODNEY POWELL,
TEAM OPERATIONS MANAGER,
ORLANDO MAGIC

“It’s really great, I look forward to getting it each time, hearing about the other sports.”

—MARCUS ALLEN, NFL HALL OF FAME RUNNING BACK

“As soon as I get them I put them in each player’s locker. They really appreciate that it’s not a gossip or rumor filled publication. They love reading MOVES Magazine!”

—Scott Rego, Equipment Manager,
Philadelphia 76ers

“It’s something I know the guys really enjoy.”

—SHANNON SHARPE,
CBS SPORTS COMMENTATOR
AND FUTURE HALL OF FAME TE

“On behalf of the entire Green Bay Packers organization I would like to thank you for sending us those wonderful magazines... the players love them!”

—GORDON “RED” BATTY, EQUIPMENT MANAGER,
GREEN BAY PACKERS