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**ESPN and Starwave Unveil ESPNET SportsZone
at NCAA Final Four Event**

Online Service Goes Live on the Internet and Readies for The Microsoft Network

SEATTLE – April 2, 1995 – Starwave Corp. and ESPN Enterprises Inc. unveiled their multimedia sports-information service today during the Final Four of the National Collegiate Athletic Association (NCAA) Men's Basketball Tournament in Seattle.

Announced as ESPNET SportsZone, the service (formerly known as Satchel Sports) is now live on the Internet's World Wide Web at **<http://ESPNET.SportsZone.com>**.

Thousands of people attending the Final Four Fan Jam in Seattle's Convention Center this weekend, as well as the nation's sports press, will experience ESPNET SportsZone firsthand through live demonstrations.

It was also announced that ESPNET SportsZone will be a major provider of sports information on The Microsoft Network, Microsoft's planned online service, later this year.

"ESPNET SportsZone is the cornerstone of our commitment to provide the most comprehensive, timely and fun sports online service available," said Richard Glover, senior vice president of ESPN Enterprises. "Starwave's technical expertise and sports involvement enable us to provide a new standard of online information."

"The growth of our online service since its debut in November has been phenomenal," said Mike Slade, president and CEO of Starwave. "Fans are passionate about having quick and easy access to detailed sports information. ESPNET SportsZone delivers deep and timely data in ways never before possible."

"Microsoft is thrilled that ESPNET SportsZone will be part of The Microsoft Network when it debuts later this year," said Russ Siegelman, general manager of the online services group at Microsoft. "Starwave, ESPN and The Microsoft Network team are committed to delivering a new standard of rich and entertaining content that is easy and fun to use."

During the past five months, the Satchel Sports Web site attracted more than 150,000 sports fans and averaged more than a million "hits" a week. Fan interaction and feedback has helped make ESPNET SportsZone the most comprehensive service available. The new enhanced service provides a fun, fact-filled electronic community in which fans get information and share opinions 24 hours a day.

ESPNET SportsZone has a host of unique features, such as interactive player files, a variety of online discussion areas, informational graphics, and a stable of nationally recognized sports writers, to give fans unprecedented insight and analysis. In addition to the ESPN news organization, the service takes advantage of premium sports-content providers, including Associated Press, STATS Inc., SportsTicker, *Pro Football Weekly*, Knight-Ridder/Tribune Media Service and All Sport Photographic. ESPNET SportsZone

offers up-to-the-minute scores, stories, photographs and statistics for all big-league teams, as well as golf, tennis, auto racing, NCAA Division I schools, and a variety of minor-league sports. Additional sports coverage will be added throughout 1995.

Launch partner the Gatorade Co. will debut its "Gatorade Cooler Site" (gatorade.com) on ESPNET SportsZone. The Gatorade® site includes an interactive Michael Jordan section, along with current event listings, a user bulletin board, and Gatorade facts about personalities and sports performances.

ESPN Inc. has become synonymous with quality sports programming and includes the following entities: ESPN, the flagship sports television network; ESPN2, a differentiated sports service with a youthful attitude; ESPN International, reaching more than 120 countries in 11 languages; ESPN Sports Radio Network, delivered to more than 275 radio stations; and ESPN Enterprises, operating businesses such as pay-per-view, electronic publishing, online services, home video, location-based entertainment and video games. ESPN Inc. is a subsidiary of Capital Cities/ABC Inc., with the Hearst Corp. holding a 20 percent interest in the company.

Starwave, established in 1993, creates interactive consumer products and services. The company recently launched Outside Online for outdoor enthusiasts and is developing other services that can be found on the Internet at <http://www.starwave.com>. In the coming months, Starwave will launch two additional online services focusing on entertainment news and family life, as well as a collection of

CD-ROM titles featuring actor Clint Eastwood, the Muppets, and Grammy-award winning recording star Peter Gabriel. Starwave is owned by Microsoft co-founder and new media investor Paul G. Allen, whose holdings include Ticketmaster, Interval Research, the Portland Trail Blazers and a suite of companies that promote the potential of multimedia digital communications.

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