

EXHIBIT C



LOS ANGELES EVENT CENTER NFL DEMOGRAPHIC ANALYSIS

July 22, 2011



Demographic Analysis

NFL Markets



Demographic Analysis

Summary of NFL Demographic Characteristics

Demographic Variable	Los Angeles	Rank ⁽¹⁾	NFL Market Comparison			
			Average ⁽²⁾	Median ⁽²⁾	High	Low
Population	13,255,500	2	4,085,000	2,944,600	18,870,000	1,118,900
Projected Population Growth ⁽³⁾	0.82%	18	5.25%	6.68%	2.80%	-0.47%
Population per Franchise ⁽⁴⁾	1,893,600	3	1,141,017	1,082,800	2,096,700	559,500
Median Household Income	\$60,647	9	\$56,650	\$54,507	\$83,427	\$45,711
Cost of Living Index ⁽⁵⁾	141.6	29	109.5	99.2	217.9	88.7
Adjusted Household EBI	\$34,218	30	\$43,174	\$42,871	\$50,939	\$22,285
Median Age ⁽⁶⁾	35.4	6	37.4	37.5	42.6	33.5
Corporate Inventory ⁽⁷⁾	15,340	1	3,950	3,125	15,340	1,120
Corporations per Franchise	2,190	1	1,170	1,120	2,190	560

(1) Rank out of 31 markets.

(2) Averages and medians exclude Los Angeles.

(3) Annualized growth over next five (5) years.

(4) Includes franchises in the NFL, Major League Baseball, National Basketball Association, and National Hockey League.

(5) Ranked from lowest to highest.

(6) Ranked from youngest to oldest.

(7) Includes all corporate headquarters with at least 25 employees and \$5 million in annual sales, and all corporate branches with at least 25 employees.

Source: ACCRA (cost of living); Dun & Bradstreet (corporate inventory); Claritas (all other demographic variables).



Demographic Analysis

Population Statistics - NFL Markets
Sorted by 2015 Population

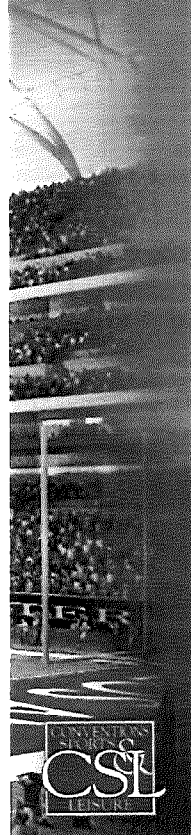
Rank	Market	Team	Total Population		Compound Annual Growth Rate
			2010	Estimated 2015	
1	New York	Jets, Giants	18,870,000	19,167,700	0.31%
2	Los Angeles	None	13,255,500	13,807,000	0.82%
3	Chicago	Bears	9,602,200	9,895,500	0.60%
4	Dallas/Fort Worth	Cowboys	6,348,800	7,045,500	2.10%
5	Houston	Texans	5,819,100	6,466,100	2.13%
6	Oakland/San Francisco/San Jose	Raiders, 49ers	6,154,500	6,408,000	0.81%
7	Atlanta	Falcons	5,494,300	6,210,300	2.48%
8	Philadelphia	Eagles	5,852,700	5,953,300	0.34%
9	Miami	Dolphins	5,526,800	5,883,200	1.26%
10	Washington D.C.	Redskins	5,389,100	5,715,600	1.18%
11	Phoenix	Cardinals	4,351,300	4,996,100	2.80%
12	Boston	Patriots	4,495,800	4,557,000	0.27%
13	Detroit	Lions	4,451,100	4,443,000	-0.04%
14	Seattle	Seahawks	3,381,600	3,585,400	1.18%
15	Minneapolis/St. Paul	Vikings	3,258,200	3,425,200	1.00%
16	San Diego	Chargers	3,064,600	3,248,000	1.17%
17	Tampa Bay	Buccaneers	2,785,000	3,034,800	1.73%
18	St. Louis	Rams	2,824,600	2,899,300	0.52%
19	Baltimore	Ravens	2,684,200	2,757,700	0.54%
20	Denver	Broncos	2,528,800	2,734,300	1.57%
21	Green Bay/Milwaukee ⁽¹⁾	Packers	2,424,200	2,480,500	0.46%
22	Pittsburgh	Steelers	2,340,300	2,296,000	-0.38%
23	Cincinnati	Bengals	2,155,500	2,236,300	0.74%
24	Kansas City	Chiefs	2,015,500	2,118,600	1.00%
25	Cleveland	Browns	2,082,400	2,047,500	-0.34%
26	Charlotte	Panthers	1,720,600	1,949,300	2.53%
27	Indianapolis	Colts	1,729,100	1,844,600	1.30%
28	Nashville	Titans	1,568,600	1,718,600	1.84%
29	Jacksonville	Jaguars	1,362,100	1,511,300	2.10%
30	New Orleans	Saints	1,149,300	1,264,700	1.93%
31	Buffalo	Bills	1,118,900	1,092,800	-0.47%
Average (excluding Los Angeles)			4,085,000	4,299,500	5.3%
Median (excluding Los Angeles)			2,944,600	3,141,400	6.7%

Note: Sorted by 2015 population.

(1) Includes the following CBSA's: Green Bay, Milwaukee-Waukesha-West Allis, Appleton, Oshkosh-Neenah, Racine & Sheboygan.

Source: Claritas

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Demographic Analysis

Population per Professional Sports Franchise - NFL Markets

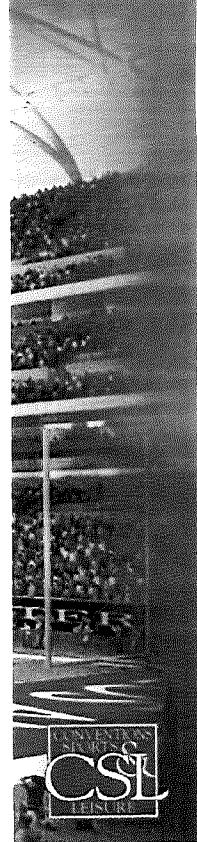
Rank	Market	2010 Population	Number of Major League Franchises ⁽¹⁾	Population per Franchise
1	New York	18,870,000	9	2,096,700
2	Chicago	9,602,200	5	1,920,400
3	Los Angeles	13,255,500	7	1,893,600
4	Seattle	3,381,600	2	1,690,800
5	Dallas/Fort Worth	6,348,800	4	1,587,200
6	San Diego	3,064,600	2	1,532,300
7	Philadelphia	5,852,700	4	1,463,200
8	Houston	5,819,100	4	1,454,800
9	Miami	5,526,800	4	1,381,700
10	Atlanta	5,494,300	4	1,373,600
11	Jacksonville	1,362,100	1	1,362,100
12	Washington D.C.	5,389,100	4	1,347,300
13	Baltimore	2,684,200	2	1,342,100
14	Boston	4,495,800	4	1,124,000
15	Detroit	4,451,100	4	1,112,800
16	Phoenix	4,351,300	4	1,087,800
17	Cincinnati	2,155,500	2	1,077,800
18	Oakland/San Francisco/San Jose	6,154,500	6	1,025,800
19	Kansas City	2,015,500	2	1,007,800
20	St. Louis	2,824,600	3	941,500
21	Tampa Bay	2,785,000	3	928,300
22	Indianapolis	1,729,100	2	864,600
23	Charlotte	1,720,600	2	860,300
24	Minneapolis/St. Paul	3,258,200	4	814,600
25	Green Bay/Milwaukee ⁽¹⁾	2,424,200	3	808,100
26	Nashville	1,568,600	2	784,300
27	Pittsburgh	2,340,300	3	780,100
28	Cleveland	2,082,400	3	694,100
29	Denver	2,528,800	4	632,200
30	New Orleans	1,149,300	2	574,700
31	Buffalo	1,118,900	2	559,500
Average (excluding Los Angeles)		4,085,000	3	1,141,017
Median (excluding Los Angeles)		2,944,600	3	1,082,800

(1) Includes franchises in the NFL, Major League Baseball, National Basketball Association and National Hockey League.

(2) Includes the following CBSA's: Green Bay, Milwaukee-Waukesha-West Allis, Appleton, Oshkosh-Neenah, Racine & Sheboygan.

Source: Claritas, CSL Research

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Demographic Analysis



Median Household Effective Buying Income - NFL Markets

Rank	Market	Team	Median HH EBI
1	Washington D.C.	Redskins	\$63,400
2	Oakland/San Francisco/San Jose	Raiders, 49ers	\$62,200
3	Boston	Patriots	\$53,200
4	Seattle	Seahawks	\$52,400
5	Minneapolis/St. Paul	Vikings	\$51,400
6	Baltimore	Ravens	\$51,000
7	San Diego	Chargers	\$50,400
8	New York	Jets, Giants	\$48,600
9	Los Angeles	None	\$48,500
10	Denver	Broncos	\$48,400
11	Philadelphia	Eagles	\$47,600
12	Chicago	Bears	\$47,200
13	Dallas/Fort Worth	Cowboys	\$47,000
14	Atlanta	Falcons	\$46,900
15	Phoenix	Cardinals	\$46,300
16	Houston	Texans	\$45,600
17	Kansas City	Chiefs	\$44,900
18	Jacksonville	Jaguars	\$44,400
19	Charlotte	Panthers	\$44,100
20	Cincinnati	Bengals	\$43,700
21	Detroit	Lions	\$43,700
22	Nashville	Titans	\$43,600
23	St. Louis	Rams	\$43,400
24	Indianapolis	Colts	\$43,400
25	Miami	Dolphins	\$41,900
26	Green Bay/Milwaukee ⁽¹⁾	Packers	\$41,600
27	Cleveland	Browns	\$40,900
28	New Orleans	Saints	\$40,500
29	Tampa Bay	Buccaneers	\$39,800
30	Pittsburgh	Steelers	\$38,400
31	Buffalo	Bills	\$37,200
Average (excluding Los Angeles)			\$46,400
Median (excluding Los Angeles)			\$45,250

(1) Includes the following CBSA's: Green Bay, Milwaukee-Waukesha-West Allis, Appleton, Oshkosh-Neenah, Racine & Sheboygan.

Source: Claritas

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Demographic Analysis



Median Age - NFL Markets

Rank	Market	Team	Median Age
1	Houston	Texans	33.5
2	Dallas/Fort Worth	Cowboys	33.6
3	Phoenix	Cardinals	34.1
4	San Diego	Chargers	34.6
5	Atlanta	Falcons	35.1
6	Los Angeles	None	35.4
7	Charlotte	Panthers	35.8
8	Chicago	Bears	35.8
9	Indianapolis	Colts	35.9
10	Denver	Broncos	36.4
11	Nashville	Titans	36.4
12	Minneapolis/St. Paul	Vikings	36.6
13	Kansas City	Chiefs	36.7
14	Washington D.C.	Redskins	36.9
15	Cincinnati	Bengals	37.0
16	Jacksonville	Jaguars	37.3
17	Green Bay/Milwaukee (1)	Packers	37.8
18	Baltimore	Ravens	37.9
19	Seattle	Seahawks	38.0
20	St. Louis	Rams	38.0
21	New York	Jets, Giants	38.2
22	Philadelphia	Eagles	38.4
23	Detroit	Lions	38.5
24	New Orleans	Saints	38.6
25	Oakland/San Francisco/San Jose	Raiders, 49ers	38.7
26	Boston	Patriots	38.8
27	Cleveland	Browns	40.1
28	Buffalo	Bills	40.2
29	Miami	Dolphins	40.3
30	Tampa Bay	Buccaneers	41.0
31	Pittsburgh	Steelers	42.6
Average (excluding Los Angeles)			37.4
Median (excluding Los Angeles)			37.5

(1) Includes the following CBSA's: Green Bay, Milwaukee-Waukesha-West Allis, Appleton, Oshkosh-Neenah, Racine & Sheboygan.

Source: Claritas



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Demographic Analysis



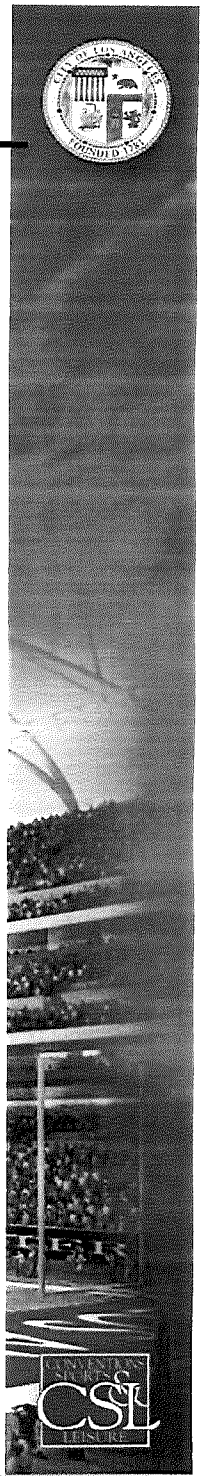
Unemployment Rates - NFL Markets

Rank	Market	Team	Unemployment Rate (%)
1	Washington D.C.	Redskins	6.20%
2	New Orleans	Saints	6.80%
3	Minneapolis/St. Paul	Vikings	7.20%
4	Denver	Broncos	7.50%
5	Baltimore	Ravens	7.60%
6	Pittsburgh	Steelers	7.80%
7	Dallas/Fort Worth	Cowboys	8.00%
8	Phoenix	Cardinals	8.20%
9	Boston	Patriots	8.20%
10	Green Bay/Milwaukee ⁽¹⁾	Packers	8.25%
11	Houston	Texans	8.30%
12	Indianapolis	Colts	8.50%
13	Buffalo	Bills	8.50%
14	Kansas City	Chiefs	8.60%
15	Philadelphia	Eagles	8.70%
16	Cleveland	Browns	8.90%
17	Seattle	Seahawks	9.10%
18	New York	Jets, Giants	9.20%
19	Nashville	Titans	9.40%
20	St. Louis	Rams	9.80%
21	Cincinnati	Bengals	9.90%
22	San Diego	Chargers	10.10%
23	Atlanta	Falcons	10.10%
24	Chicago	Bears	10.60%
25	Oakland/San Francisco/San Jose	Raiders, 49ers	10.80%
26	Miami	Dolphins	10.90%
27	Jacksonville	Jaguars	11.30%
28	Los Angeles	None	12.10%
29	Charlotte	Panthers	12.10%
30	Tampa Bay	Buccaneers	12.40%
31	Detroit	Lions	14.90%
Average (excluding Los Angeles)			9.26%
Median (excluding Los Angeles)			8.80%

(1) Includes the Appleton-Oshkosh-Neenah, Green Bay and Sheboygan MSA's and the Milwaukee-Racine CMSA.

Source: Bureau of Labor Statistics

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Cost of Living Index - NFL Markets

Rank	Market	Team	Cost of Living Index
1	Nashville	Titans	88.7
2	Indianapolis	Colts	89.0
3	Houston	Texans	89.5
4	St. Louis	Rams	89.7
5	Cincinnati	Bengals	91.3
6	Pittsburgh	Steelers	92.1
7	Dallas/Fort Worth ⁽¹⁾	Cowboys	92.7
8	Charlotte	Panthers	93.4
9	Jacksonville	Jaguars	94.0
10	Tampa Bay	Buccaneers	94.0
11	Atlanta	Falcons	94.4
12	Buffalo	Bills	95.4
13	Kansas City	Chiefs	95.9
14	Green Bay/Milwaukee ⁽²⁾	Packers	97.5
15	Phoenix	Cardinals	98.6
16	Cleveland	Browns	99.8
17	Detroit	Lions	101.4
18	Denver	Broncos	103.1
19	New Orleans	Saints	106.3
20	Miami	Dolphins	110.1
21	Minneapolis/St. Paul ⁽³⁾	Vikings	111.0
22	Chicago	Bears	113.5
23	Baltimore	Ravens	121.8
24	Seattle	Seahawks	123.6
25	Philadelphia	Eagles	124.2
26	Boston	Patriots	131.2
27	San Diego	Chargers	133.9
28	Washington D.C.	Redskins	139.0
29	Los Angeles	None	141.6
30	Oakland/San Francisco/San Jose ⁽⁴⁾	Raiders, 49ers	151.8
31	New York	Jets, Giants	217.9
Average (excluding Los Angeles)			109.5
Median (excluding Los Angeles)			99.2

(1) Represents the average cost of living indexes of Dallas, Ft. Worth and Arlington.

(2) Includes the following metropolitan areas: Green Bay, Milwaukee-Waukesha-West Allis, Appleton and Sheboygan.

(3) Represents the average cost of living indexes of Minneapolis and St. Paul.

(4) Represents the average cost of living indexes of San Francisco, Oakland and San Jose.

Source: ACCRA Cost of Living Index



Demographic Analysis

Adjusted Household Effective Buying Income - NFL Markets

Rank	Market	Team	Average Household EBI ⁽¹⁾	Cost of Living Index	Adjusted Household EBI
1	Houston	Texans	\$45,590	89.5	\$50,939
2	Dallas/Fort Worth	Cowboys	\$46,984 ⁽²⁾	92.7	\$50,684
3	Atlanta	Falcons	\$46,949	94.4	\$49,734
4	Nashville	Titans	\$43,619	88.7	\$49,176
5	Indianapolis	Colts	\$43,372	89.0	\$48,732
6	St. Louis	Rams	\$43,406	89.7	\$48,391
7	Cincinnati	Bengals	\$43,708	91.3	\$47,873
8	Jacksonville	Jaguars	\$44,422	94.0	\$47,258
9	Charlotte	Panthers	\$44,061	93.4	\$47,175
10	Phoenix	Cardinals	\$46,325	98.6	\$46,983
11	Denver	Broncos	\$48,403	103.1	\$46,948
12	Kansas City	Chiefs	\$44,857	95.9	\$46,775
13	Minneapolis/St. Paul	Vikings	\$51,380 ⁽³⁾	111.0	\$46,288
14	Washington D.C.	Redskins	\$63,437	141.6	\$44,800
15	Detroit	Lions	\$43,706	101.4	\$43,102
16	Green Bay/Milwaukee	Packers	\$41,574 ⁽⁴⁾	97.5	\$42,640
17	Tampa Bay	Buccaneers	\$39,762	94.0	\$42,300
18	Seattle	Seahawks	\$52,403	124.2	\$42,192
19	Pittsburgh	Steelers	\$38,411	92.1	\$41,706
20	Baltimore	Ravens	\$50,989	123.6	\$41,254
21	Oakland/San Francisco/San Jose	Raiders, 49ers	\$62,175	151.8 ⁽⁵⁾	\$40,959
22	Cleveland	Browns	\$40,858	99.8	\$40,939
23	Boston	Patriots	\$53,174	133.9	\$39,712
24	Buffalo	Bills	\$37,159	95.4	\$38,950
25	Chicago	Bears	\$47,168	121.8	\$38,726
26	Miami	Dolphins	\$41,949	110.1	\$38,101
27	New Orleans	Saints	\$40,492	106.3	\$38,092
28	Philadelphia	Eagles	\$47,580	131.2	\$36,265
29	San Diego	Chargers	\$50,383	139.0	\$36,247
30	Los Angeles	None	\$48,453	141.6	\$34,218
31	New York	Jets, Giants	\$48,560	217.9	\$22,285
Average (excluding Los Angeles)			\$46,429	\$110	\$43,174
Median (excluding Los Angeles)			\$45,223	\$99	\$42,871

(1) After tax, disposable income.

(2) Represents the average cost of living indexes of Dallas, Ft. Worth and Arlington.

(3) Represents the average cost of living indexes of Minneapolis and St. Paul.

(4) Includes the following metropolitan areas: Green Bay, Milwaukee-Waukesha-West Allis, Appleton and Sheboygan.

(5) Represents the average cost of living indexes of San Francisco, Oakland and San Jose.

Source: Claritas, ACCRA Cost of Living Index

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