

M&O REPRESENTS RESORT SPORTS NETWORK IN TRANSACTION WITH MARIAH MEDIA, INC., PUBLISHER OF OUTSIDE® MAGAZINE

Content Meets Distribution -- on the Slopes. Launch of "Outside Television Network" Planned for June 2010

New York City, New York
December 7, 2009

The New York Times reported today that M&O client Resort Sports Network, Inc., has sold a minority stake and entered into an alliance with Mariah Media, Inc., the publisher of Outside® Magazine. The text of the *New York Times* article follows.

Media Firm Buys Stake in Sports Cable TV

By [STUART ELLIOTT](#)

Published: December 7, 2009

They already call the wind Mariah, according to a song from the musical "Paint Your Wagon." Soon, they will be able to call a cable TV channel Mariah, too. Mariah Media, the publisher of Outside magazine, has made a deal to take a minority stake in Resort Sports Network, which for more than two decades has created and distributed programming that can be watched in vacation and resort communities like Aspen, Colo.; Key West, Fla.; and Myrtle Beach, S.C. As part of the agreement, for undisclosed financial terms, the Resort Sports channel, with an estimated 1.9 million subscribers, is to be renamed Outside Television Network as of June 1, 2010.

"This is the first time we've had the opportunity to have our own television network platform on a daily basis in active-lifestyle markets where our readers go to play or live," said Lawrence J. Burke, chairman and editor in chief at Mariah Media in Santa Fe, N.M., which has produced, by his count, about 30 shows for other cable channels and [NBC](#).

There will be collaborations between producers at Resort Sports and the editorial department at Outside, Mr. Burke said, along with offerings to advertisers of cross-media deals involving TV, print and online properties from both companies along with promotions and events.

And Mr. Burke has joined the Resort Sports board.

Mark A. Burchill, chief executive at Resort Sports in Telluride, Colo., said the deal would give his channel "a more broadly known brand to leverage and content to tap into."

That could help when the channel seeks "to expand distribution" next year, Mr. Burchill said, "so we'll be available to many more households."

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PRESS RELEASE

Appropriately for an agreement involving two companies that celebrate active sports, the first time that Mr. Burchill and Mr. Burke discussed a deal, Mr. Burchill recalled, was “while skiing.”
[end article]

The M&O team representing RSN in this transaction included attorneys Charles F. McCormick and Raji Kochhar and former M&O associate Minh Vo, with assistance from Legal Assistant Ray McAuliffe.

About McCormick & O'Brien, LLP

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