

FOR IMMEDIATE RELEASE

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ESPN DONATES TO BRISTOL FAMILY CENTER'S IMAGINE NATION

ESPN has pledged a significant financial and in-kind contribution to The Bristol Family Center's Imagine Nation, a museum for children and families. ESPN's donation is targeted to support an ESPN-branded video site, based on the network's SportsFigures series and other interactive elements.

SportsFigures is a commercial-free Cable in the Classroom initiative that utilizes sports stars to teach math and physics concepts through athletics. The series is televised weekly on ESPN2 throughout the academic year.

"ESPN is proud to call Bristol home and to have supported The Family Center for many years. We are excited about Imagine Nation's dynamic plans that will be a centerpiece for the city, its citizens and visitors to enjoy. We applaud the creative efforts of Carolyn Thompson and the Family Center's board members as they build an inspiring addition to our downtown," ESPN President George Bodenheimer said.

Executive Director of the Bristol Family Center Carolyn Thompson expressed her gratitude for the pledge: "We are very excited to be partners with ESPN to bring such a wonderful program as SportsFigures/ESPN to children and families throughout New England. We are so appreciative of ESPN's support of Imagine Nation. ESPN is a terrific corporate neighbor and has been for many years, both at the Family Center and throughout the community. Thank you ESPN!"

About Imagine Nation

The Imagine Nation project is a natural outgrowth of The Family Center's successful children and family programming over a 74-year history. A children's learning center of this magnitude is expected to provide educational spaces and exhibits that encourage interaction, intellectual stimulation, thought, imagination, and invention. It has been called "the new paradigm" by Louis Casagrande, President/CEO of The Children's Museum, Boston, and President of the Council of The Association of Children's Museums,

Imagine Nation's final campaign phase -- one dubbed The Home Stretch Campaign and expected to conclude in 2002 -- will fund furnishings, equipment, and the design and construction of interactive exhibits, and otherwise subsidize the opening and start-up operation. "We continue to seek ideas and financial support in and outside of Connecticut," Thompson said.

About ESPN, Inc.

ESPN, "The Worldwide Leader In Sports," is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20

percent interest in ESPN. ESPN, Inc. includes six domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Now and ESPN Today), ESPN International (24 international networks and syndication), ESPN Radio, ESPN.com, *ESPN The Magazine*, ESPN Regional Television, SportsTicker, and ESPN Enterprises, overseeing brand extensions such as the ESPN Zone, an interactive sports-themed dining and entertainment experience.

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