

EXHIBIT J

REDACTED

PROMOTION AND DIGITAL MEDIA LICENSE AGREEMENT

THIS PROMOTION AND DIGITAL MEDIA LICENSE AGREEMENT (this "Agreement") is entered into on June 22, 2007, but shall be effective as of April 1, 2006 (the "Effective Date") by and among (a) Atlantic Coast Conference, Big East Conference, Big Ten Conference, The Big Twelve Conference, Inc., Conference USA, Mid-American Conference, Mountain West Conference, Pacific-10 Conference, Southeastern Conference, Sun Belt Conference, and Western Athletic Conference (collectively, the "Conferences") and University of Notre Dame du Lac ("Notre Dame"); (b) The Arizona Sports Foundation ("Fiesta"), Sugar Bowl ("Sugar") and The Orange Bowl Committee, Inc. ("Orange") (Fiesta, Sugar, and Orange each a "Bowl" and, collectively, the "Bowls") (each of the parties in sections (a) and (b) a "Licensor" and, collectively, the "Licensors"); and (c) Fox Sports Productions, Inc., a Delaware corporation (the "Licensee") (each, a "Party" and, collectively, the "Parties").

2. *BCS Games:*

The "BCS Games" mean the Fiesta, Orange, and Sugar Bowl collegiate football games to be played following the 2006, 2007, 2008, and 2009 college football regular seasons for which Fox has rights under the Rights Agreement (or any successor thereto), and the Bowl Championship Series ("BCS") National Championship collegiate football games (the "BCS Championship Games") to be played following the 2006, 2007, and 2008 college football regular seasons for which Fox has rights under the Rights Agreement (or any successor thereto).

REDACTED

EXHIBIT B

NCAA Standards

No commercial or advertisement may relate, directly or indirectly, the advertising company or the advertised product to the participating institutions or student-athletes, or the NCAA itself, unless prior written approval has been granted by the NCAA president.