

NATIONAL COLLEGE COMEDY COMPETITION

The largest, most successful college entertainment series in the U.S.

Connecting you with the college market.

The annual National College Comedy Competition (NCCC) identifies the funniest students in the U.S. through short film and stand-up comedy competitions on college campuses across the country.

We're growing like wildfire.

Our spring '09 series resulted in sell-out crowds at 32 college campuses, 16 regional events and National Finals broadcast live-to-the-world from the Aspen Rooftop Comedy Festival.

Participation included:

- 1000 student performers
- 30,000 on-campus attendees
- 5M student voters
- Total media reach of over 400M



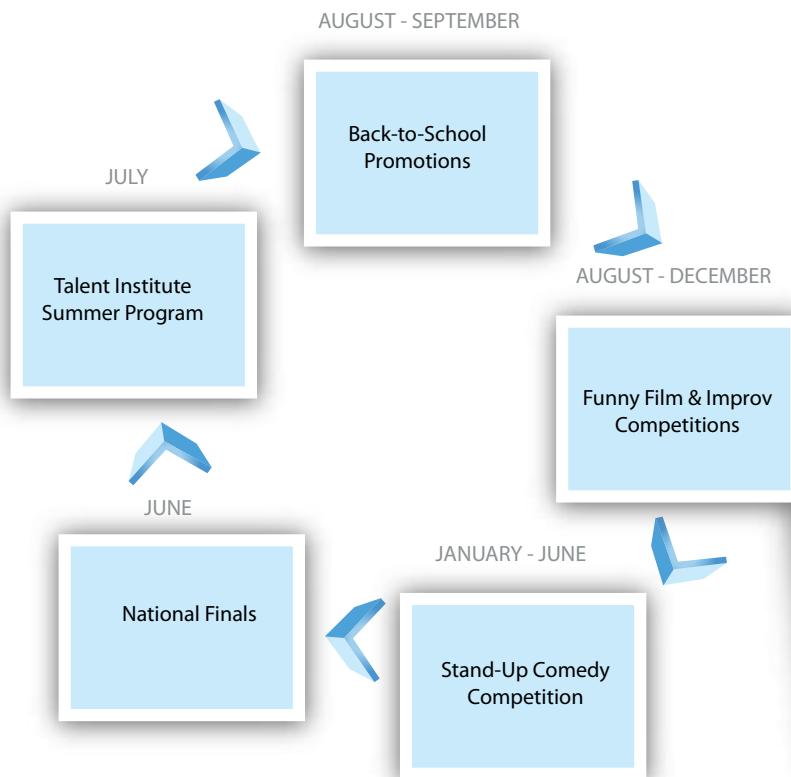
Extensive, branded promotions

The NCCC offers unprecedented opportunities for brands to engage with the college audience – both on-campus and online. By aligning with the NCCC your brand can reach students across the country via:

- On-campus signage, sampling and 1-to-1 activation
- Deeply engaged viral video and social networking interaction
- Entirely customized on-campus and online college promotions

Year-around opportunities

With a year-around slate of entertainment-focused college activities, we enable you to reach the college market when, where and how it best meets your needs.



About Rooftop Media

Rooftop Media is the leading and world's largest producer of comedy programming and comedic branded entertainment. We record live comedy performances 365 nights a year from our network of comedy clubs throughout North America, distributing original comedy programming to brand advertisers and premium media outlets across broadcast television, broadband, mobile and print channels.

Rooftop also produces a range of sponsored events programming, including the annual Rooftop Comedy National College Comedy Competition and the Aspen Rooftop Comedy Festival.

