

ROGER L. WERNER JR.
President & CEO, CABLE NETWORK SERVICES

As president and chief executive officer of Cable Network Services, Roger L. Werner Jr. sits at the helm of two cable networks that offer cutting edge programming to a sports and outdoor enthusiasts. OUTDOOR LIFE provides the first, 24-hour source of entertainment and information on outdoor recreation, wilderness conservation and adventure while SPEEDVISION will be geared to enthusiasts of motorized vehicles - from automotive to marine to aviation news.

Mr. Werner has a proven track record for creating profitable and original sports programming networks for cable television. As president of ESPN, he took the national sports network from a \$15 million entity, in 1982, to one whose pre-tax earnings exceeded \$130,000 in 1990 and which has become one of the largest and most successful networks in cable television. During his tenure, Mr. Werner introduced wider programming to the sports channel, including NHL coverage and worldwide events such as the America's Cup races.

In 1990, after joining Daniels Communications Inc., Mr. Werner developed the company's diverse sports programming holdings which included Prime Ticket Network, a minority interest in the NBA's L.A. Lakers, a partnership with TCI in the Regional Prime Network Group and F.A.S.T., a sports TV production and event management company. Over the next two years, Werner developed Daniels' 20% Prime interest, negotiating a \$43 million sale in 1992 to TCI.

In August 1992, he was named president and CEO of Prime Ticket Network, a move which resulted in the expansion of the regional sports network's programming, the development and launch of the first and only all-Spanish sports network, La Cadena Deportiva, and an overall increase in profits for Prime Ticket of over 400%. In May 1994, after turning the company into a profitable operation, Werner successfully negotiated the sale of Daniels' Prime Ticket and La Cadena Deportiva network to TCI for \$220 million.

Roger Werner's talent for creating, launching, building and selling profitable sport-oriented networks originated with the international management consulting firm McKinsey & Company, where ESPN was his key client. From 1979 - 1982, Werner was involved in developing and implementing ESPN's original strategic and operational plans, as well as trouble-shooting in the areas of corporate strategy, marketing, financial planning and control, and mergers and acquisitions.

Mr. Werner graduated from Trinity College in Hartford, CT and holds an MBA from the University of Virginia.