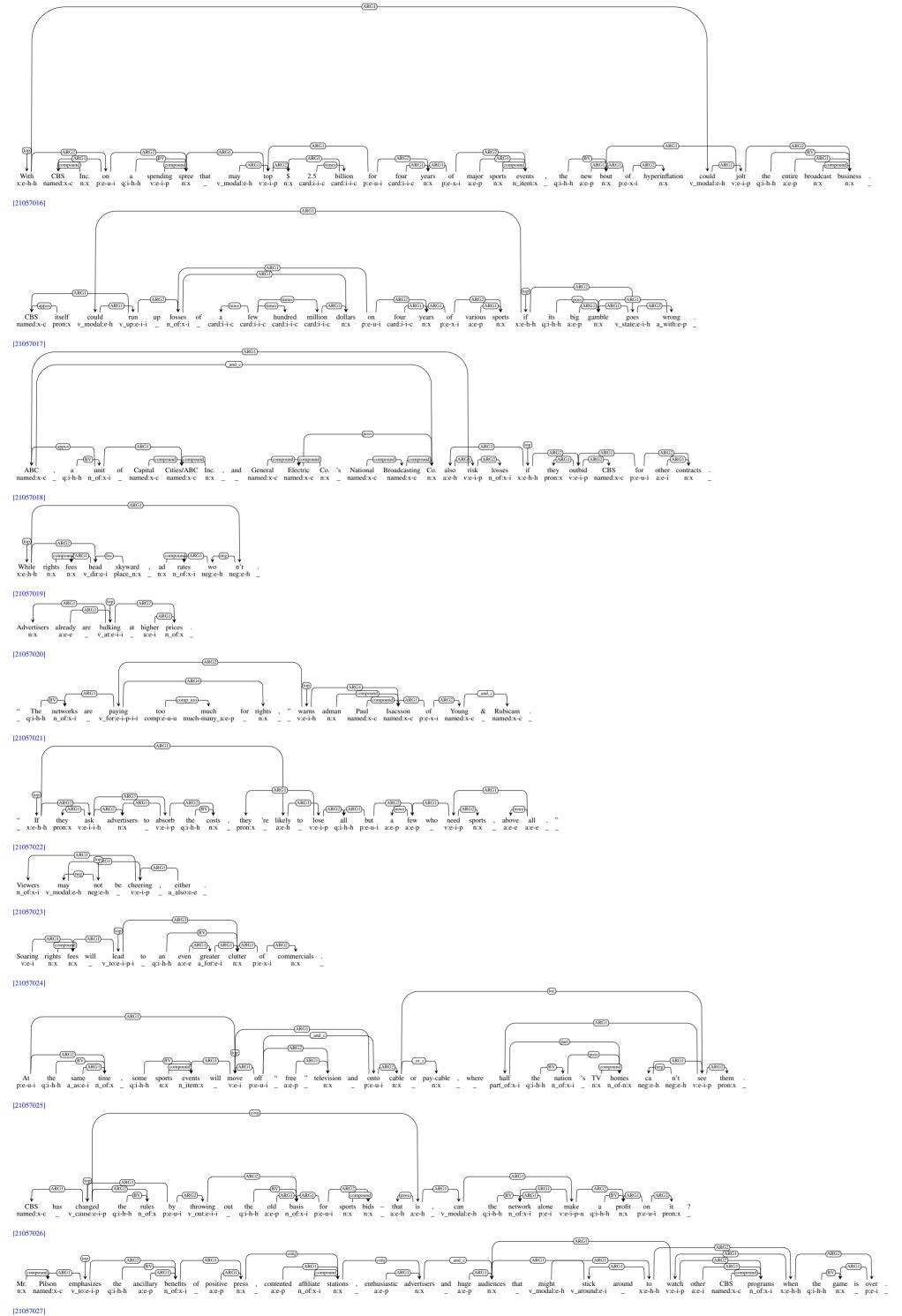
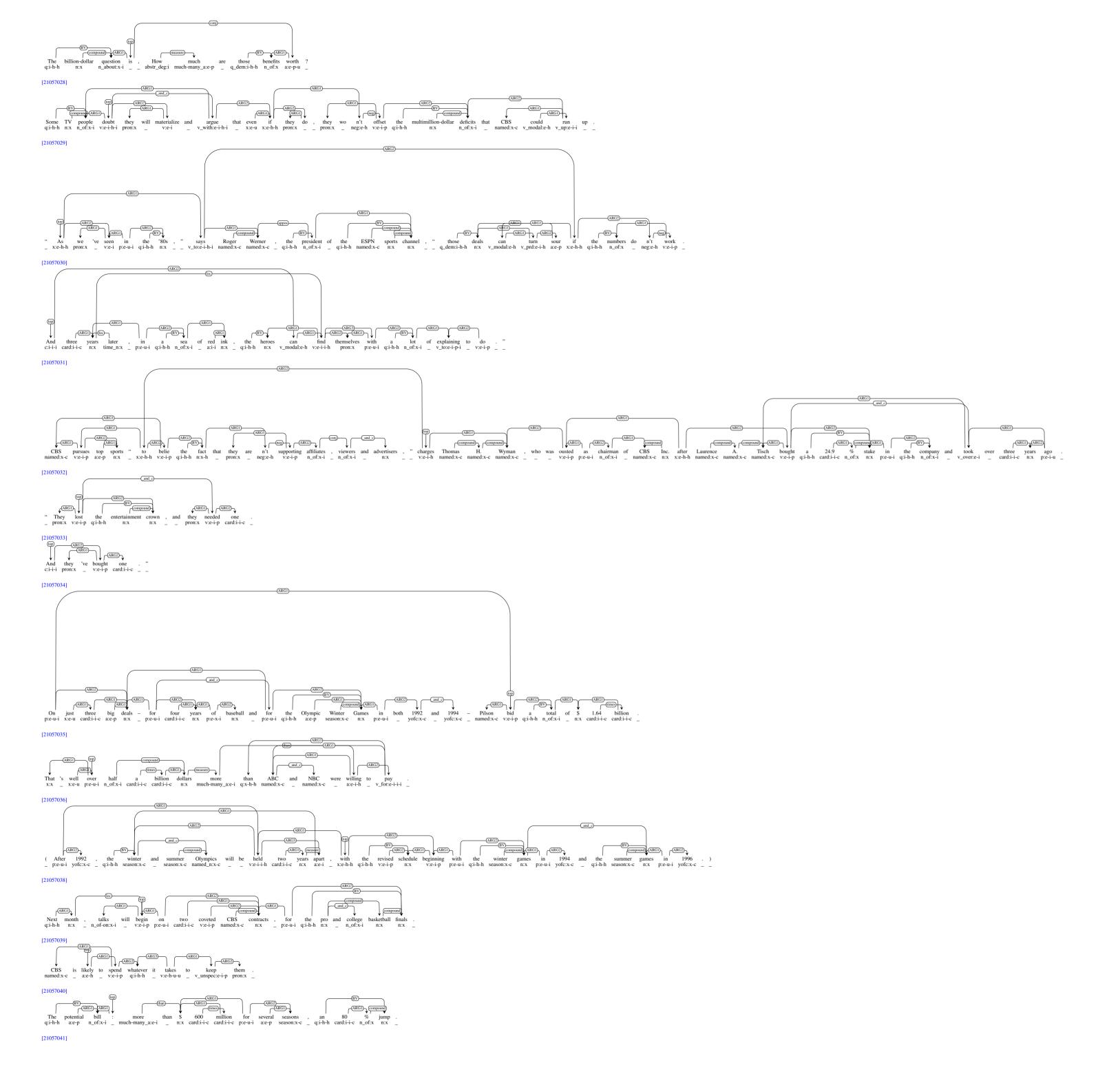
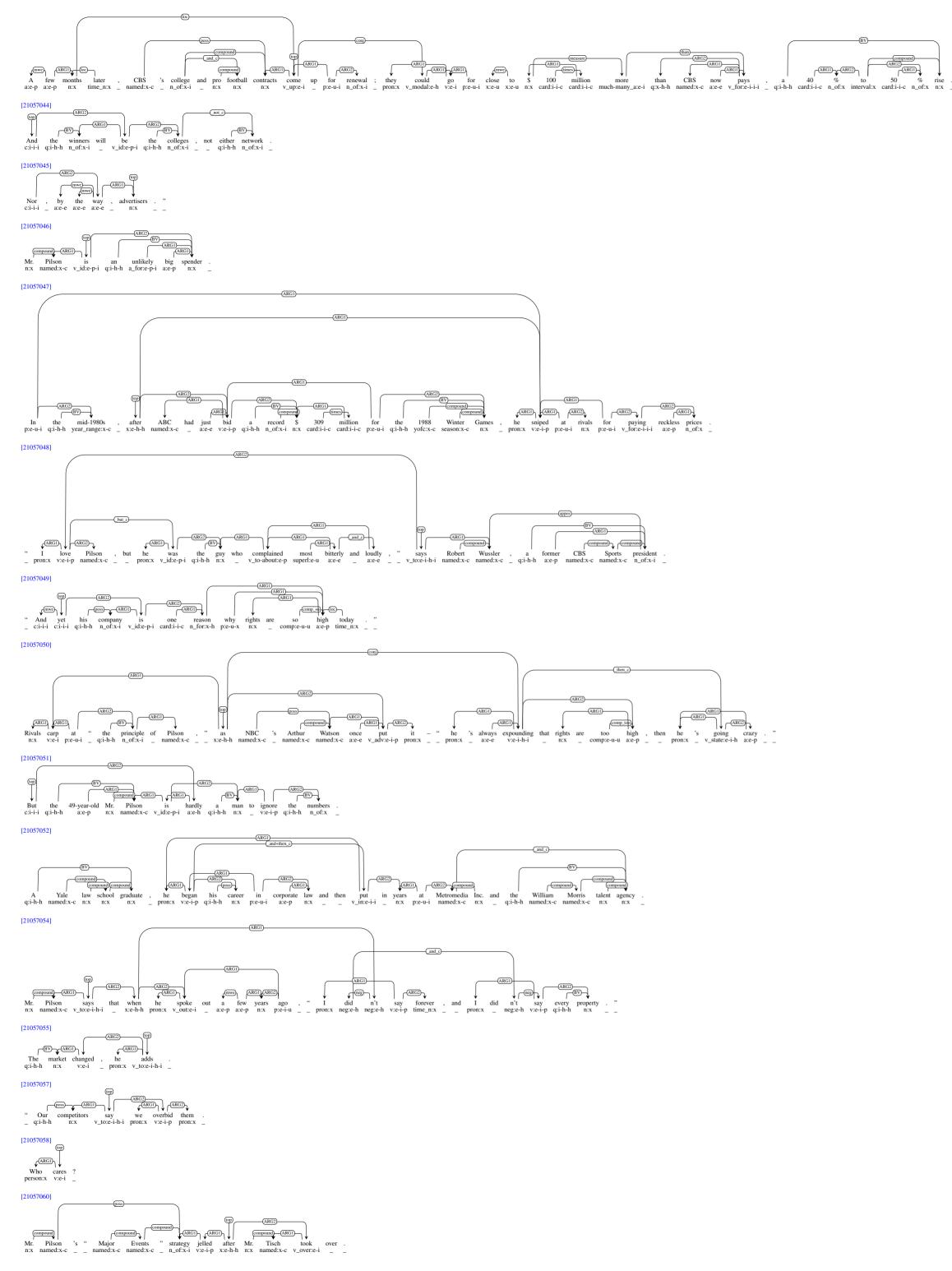
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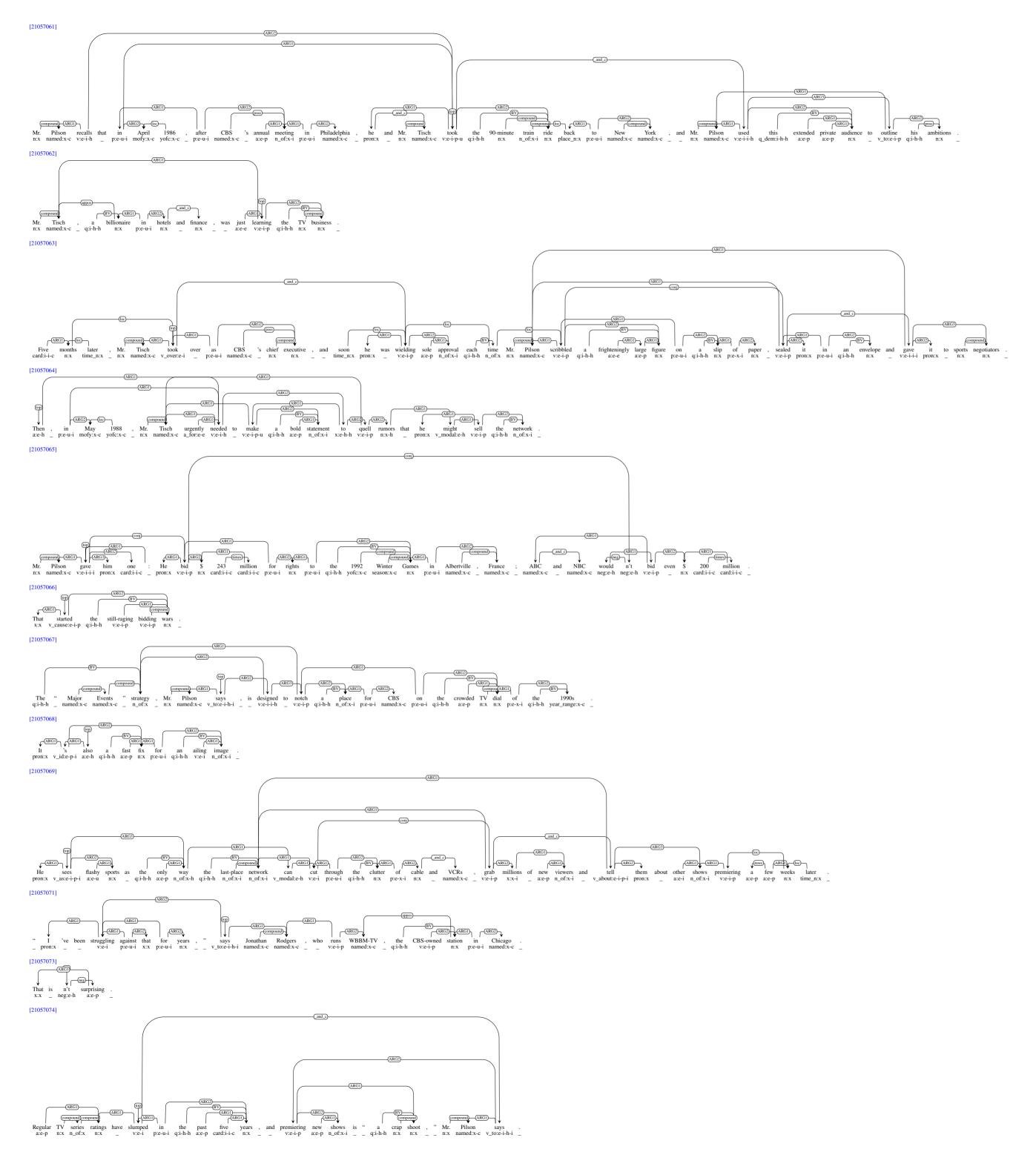
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last March , CBS Sports President Neal Pilson and Olympics superagent named:x-c named:
       Mr. Frank told Mr. Pilson that Olympics officials wanted $ 290 million of named_nx-c v:e-i-j-h n:x named_x-c n:x v:e-i-i n:x card:i-i-c card:i-i-c
  The CBS official said that price sounded fine q:i-h-h named:x-c n:x v_to:e-i-h-i q_dem:i-h-h n_of:x v_seem-to:e-u-h-i a_for:e-p
 At that price , CBS was the only player at the table when negotiations with the International Olympic Committee started in Toronto Aug. 23 p.e-u-i q.dem:i-h-h n_of:x _ named:x-c v_id:e-p-i q:i-h-h a:e-p n_of:x-i p:e-u-i q:i-h-h n:x x:e-h-h n_of:x-i p:e-u-i q:i-h-h named:x-c n_of:x-i v:e-i p:e-u-i named:x-c mofy:x-c dofm:x-c
                                                                                                                                                                                                                                                                                                                                                                                                                                                          (ARG2)
                                                                                                                                                                                                                                                                                                                                                                                                                                                                          ARGI
       Dick Pound , a committee member , began by disclosing that ABC and NBC had refused to even bid . named:x-c named:x-c q:i-h-h n_of:x-i n_of:x v:e-i-p p:e-u-i v_to:e-i-h-i named:x-c named:x-c v:e-i-h a:e-e v:e-i-p _
                                         ARGI

    Mr. Pilson and his team huddled in a hallway and took just 10 minutes to return with a $ 300 million offer n:x named:x-c _ q:i-h-h n_of:x-i v:e-i p:e-u-i q:i-h-h n:x _ v:e-i-h _ card:i-i-c n:x _ v:e-i p:e-u-i q:i-h-h n:x card:i-i-c ard:i-i-c n:x
   Mr. Pound responded , " It 's a deal . 'n:x named:x-c v_to:e-i-h _ _ pron:x v_id:e-p-i q:i-h-h n:x _ _
      A beaming Mr. Pilson announced his lastest coup at a news conference that afternoon q:i-h-h v_to:e-i-p n:x named:x-c v_to:e-i-p-i q:i-h-h a:e-u n:x p:e-u-i q:i-h-h n_of:x n_of:x-i q_dem:i-h-h n_of:x
                                                                       's rivals at ABC and NBC grimaced at the price of the named:x-c v:e-i p:e-u-i q:i-h-h n_of:x
      Mr. Pilson 's rin:x named:x-c
   [21057011]
                                                                         could CBS get pushed into outbidding itself ce-u-x v_modal:e-h named:x-c v_state:e-i-h v:e-i-p p:e-u-i v:e-i-p pronx
   [21057012]
 Well , CBS , mired in the ratings cellar and looking to sports as a way out , wanted to close the deal immediately and block its rivals from getting another chance to bid . a:e-h _ named:x-c _ v:e-i-p _ p:e-u-i _ q:i-h-h _ n:x _ n:x _ v_to:e-i-i _ n:x _ p:e-u-i _ q:i-h-h _ n:x _ n:x _ v_to:e-i-p _ v:e-i-h _ v_cause:e-i-p _ q:i-h-h _ n:x _ a:e-e _ v:e-i-p _ q:i-h-h _ n:x _ p:e-u-i _ q:i-h-h _ n:x _ p:e-u-i
                                                                                                                                                                                               (compound
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   ARG1)
But Mr. Pilson has been put in the uncomfortable role of setting off a bidding frenzy for sports rights , a frenzy that the networks had hoped to avoid . c:i-i-i n:x named:x-c _ _ v:e-i-p-h p:e-u-i q:i-h-h a:e-p n_of:x-i _ v_off:e-i-i _ q:i-h-h v:e-i-p n:x p:e-u-i n:x n:x _ q:i-h-h n_of:x-i _ v:e-i-h _ v:e-i-p _
   "The price of poker has gone up , "crows Charles M. Neinas , the College Football Association 's executive director q:i-h-h n_of:x-i _ n:x _ v:e-i-h-i named:x-c _ named:x-c _
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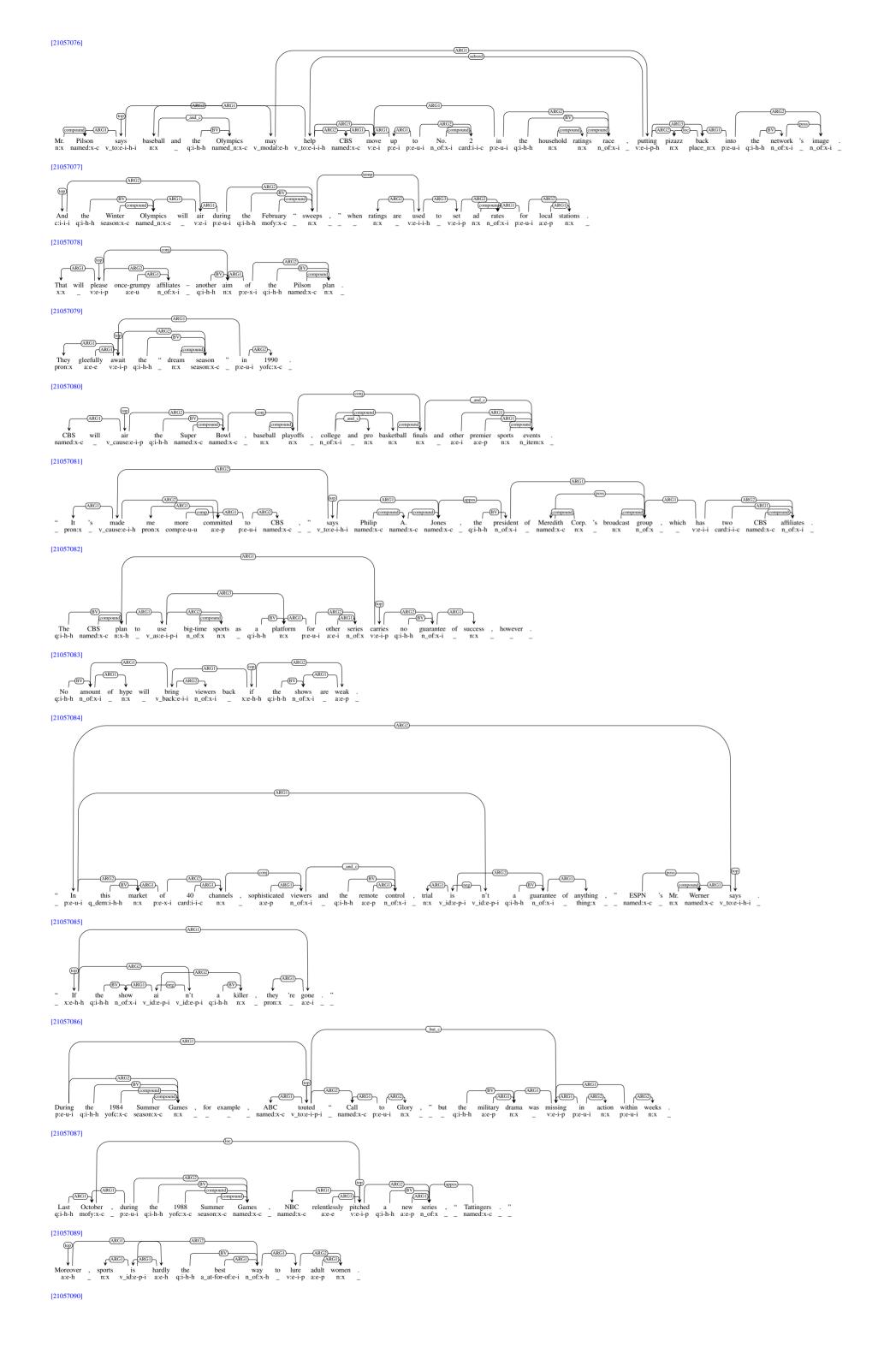


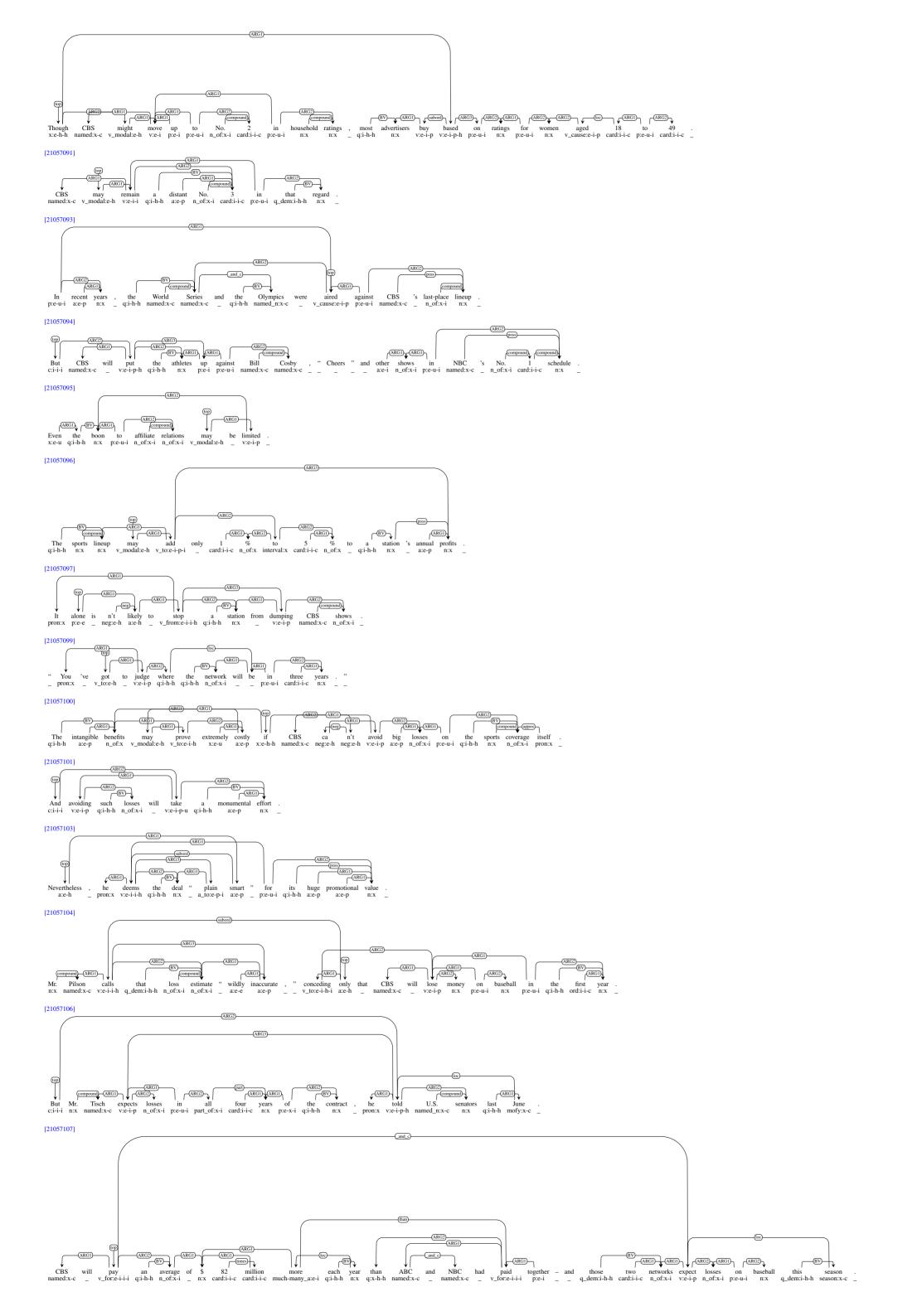


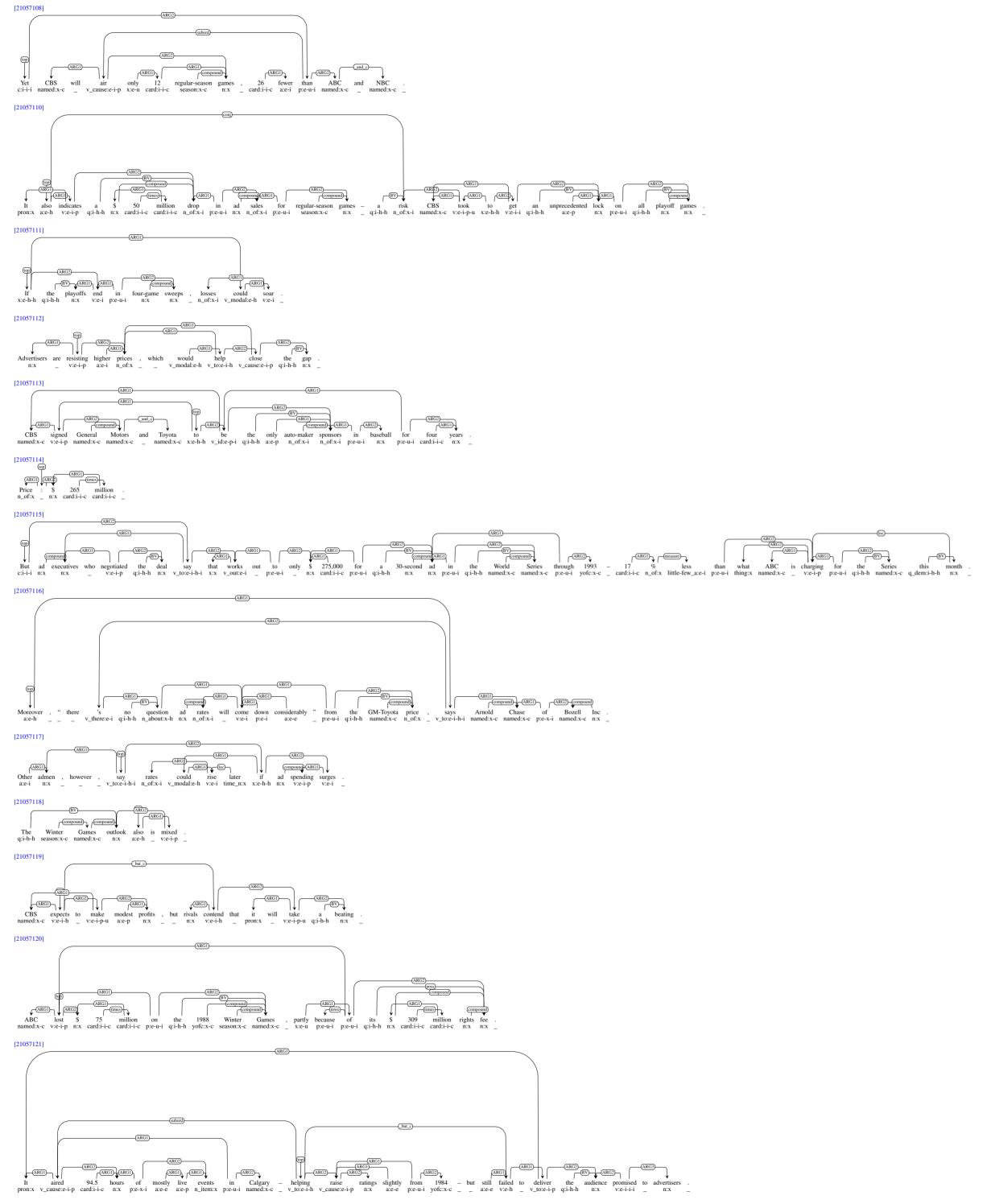




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[21057122]

