

test your brain. impress your friends. TAKE THE ICN CHALLENGE

Answer these questions based on the articles in this issue of 360° for your chance to win a trip to New York City – the Big Apple!

- 1 Where are the Summer Olympics being held this year?
- 2 Name one of the two new sports at the Olympics this summer.
- 3 How many U.S. torchbearers were there this year?

GRAND PRIZE: Feel the Magic of Times Square!

WIN A THREE-DAY, TWO-NIGHT TRIP TO New York City

You and a guest will fly to New York City and stay at the W Times Square Hotel. Your entry will be submitted into a final drawing for a grand prize trip to New York City. This drawing will be held in January 2005.

What else you could
WIN
this quarter!

American Express® gift certificates to be used for anything you have ever wanted! Well, almost anything! Answer the questions above to be entered in a drawing to receive a \$300, \$200 or \$100 gift card from American Express!

Treat yourself!

Watch for the next issue of 360° for another chance to enter the grand prize drawing.

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YOUR ENTRY WILL BE SUBMITTED INTO A FINAL DRAWING FOR A GRAND PRIZE TRIP TO NEW YORK CITY. THIS DRAWING WILL BE HELD IN JANUARY 2005.

Winner or guest must be 21 to check into hotel. If not 21, ICN reserves the right to substitute prize.

Contest Rules NO PURCHASE NECESSARY.

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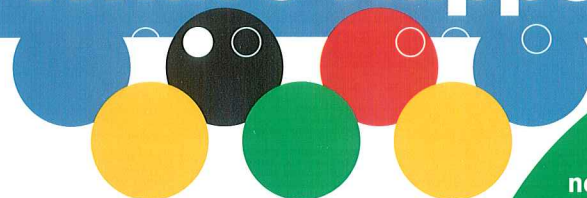
Answers

Question 1: _____

Question 2: _____

Question 3: _____

What's Happening?



TIDBITS

Amaze your friends and neighbors as an Olympic insider!

During the games, 50,000 meals will be prepared using 100 tons of food.

The official informational brochure is available in six languages: English, French, German, Russian, Italian and Spanish.

For the first time, luxury accommodations will be provided aboard a floating cruise ship – if you can afford \$800-\$2400 per person, per night.

The average temperature in Athens during the games will be nearly 90 degrees. Try the Pentathlon in that!

CHEERS HEARD AROUND THE GLOBE

When Konstantinos Panagotakos, #28 on the Olympic Greek baseball team, slides into home, "Opa!" is what you'll hear from Coach Gkousios and thousands of adoring fans. But later that evening at the bar, when the Greeks are toasting the team's big win over glasses of wine and shots of Ouzo, it'll be "Yiamass!"

What about the other Olympic countries? What will they say when toasting their athletes' accomplishments? Raise your glass and test your toasting skills. Match the nation and its version of "cheers" with what will proudly follow their country's Olympic feats.

The Nation

1. China
2. France
3. Poland
4. Japan
5. Russia
6. Italy

The Toast

- A. Vashe Zdorovie
- B. Salute
- C. Kampai
- D. Na Zdrowie
- E. Wen Lie
- F. Sante



ANSWERS
TO "CHEERS"

1-2-3-4-5-6
E-D-C-A-B-F

GRILL LIKE A GREEK!

Chill the Ouzo and Share an Olympic Summer Sizzler

When it's time for a feast in Greece, lamb is the meat of choice. Try this cookout recipe at home and be prepared to receive a gold medal from your guests.

Serve it with dolmades and orzo, along with a tossed green salad, and everyone will cheer "Opa!"

GRILLED LAMB CHOPS

- | | |
|------------------------------------|--------------------------------|
| 3 tablespoons dried oregano | 4 garlic cloves, thinly sliced |
| 2 tablespoons dried rosemary | 3 tablespoons dry sherry |
| 1 teaspoon salt | Olive oil |
| 1/2 teaspoon freshly ground pepper | Lemon wedges |
| 8 (4 oz.) lamb loin chops, trimmed | |

Combine the first 4 ingredients; sprinkle evenly over chops. Place lamb in a heavy-duty zip-top plastic bag. Add garlic and sherry, seal bag, turn to coat. Marinate in refrigerator 3 hours, turning occasionally. Prepare grill.

Place lamb chops on grill rack coated with olive oil, cook 5 minutes on each side or until desired degree of doneness. Serve with lemon wedges.



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OLYMPICS EDITION



**TORCH
relay on
FIRE**

"EN GUARDE"
in Athens

G RILL like a
R EEK

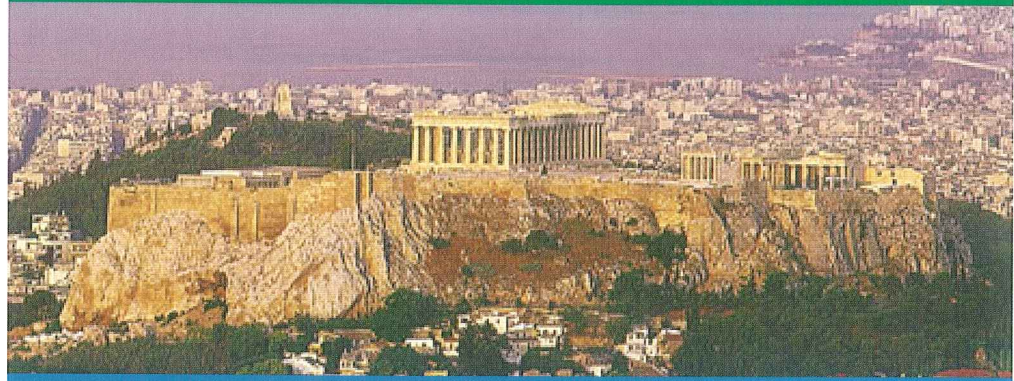
"CHEERS"
in six tongues

BACK to its BIRTHPLACE



**Take a bite out of the Big Apple.
ENTER TO WIN A TRIP TO NYC!**

BACK TO THE BIRTHPLACE



After a 100-year hiatus, the Olympic Games return to their homeland. Actually it all began a lot earlier than that, in 776 BC. It was one big toga party back then – celebrating hotshots and their athletic ability to run, throw stones and jump over various obstacles.

In the beginning, the Olympic Games were a noble competition designed to combine the strengths of body, mind and will into a complete and balanced whole. The competition survived in this form for more than 1,000 years until politics and religion intruded. Some things never change.

Then in 1896, the first modern Olympics were born in the same place they were first conceived: Athens. Two hundred forty-one athletes (all men!) represented only 14 nations.

This year, expect a whopping 10,500 athletes from more than 200 countries. And yes, there will be a woman or two! In fact, there will be two new events this summer featuring the female species: Women's Sabre and Women's Wrestling (more on these later).

Throughout the last century, the Games have traveled to countries around the world, encountering and embracing the widest range of cultures and diversity – always celebrating the message of peace, international understanding and excellence in human achievement.

Who knows what the mascot was back in 1896, but this summer's Olympics bring us Pheros and Athena, a cute brother and sister duo based on a traditional Greek doll. Mythologically, Pheros is the God of light and Athena is the patron of her namesake city, Athens. You can pick them up at the biggest Olympic gift shop in the history of the games.

The Athens Olympics are sure to be a spectacle full of pride, competition, peace, joy and wonder. Not much has changed since 1896, but word has it that this year's swimsuits are a vast improvement over those worn 100 years ago!



PASS THE FLAME, UNITE THE WORLD: THE OLYMPIC TORCH RELAY

From Atlanta to Kiev, the flame travels the road to unity and peace

Thousands of people – from athletes to entertainers, politicians to humanitarians, the famous to the unknown – will carry this summer's Olympic Torch. And there is not one ordinary individual among them.

Torchbearers "represent the best of humanity," according to the requirements of the Olympic Committee, and are selected for their ability to overcome challenges in their own communities by combining sport, education and culture.

Lighted on March 25th in Ancient Olympia, Greece, the symbolic flame takes an unprecedented journey around the world – touching all five continents – as a representation of world harmony.

480 very special U.S. torchbearers will characterize a broad cross-section of multicultural America. Many came here as immigrants, and all of them embody the Olympic Torch Relay's "search for the best in humanity."

We salute their commitment and celebrate their recognition.

AROUND THE WORLD



360° LOOK AT THE WORLD OF INTERNATIONAL CHANNEL NETWORKS PROGRAMMING

Premium channels

International Channel Networks provides the following premium channels for multiethnic viewers throughout the United States. Your cable system may offer one or any combination of them.

AIT – Africa Independent Television comes to viewers straight from Nigeria and offers general entertainment shows focused on African culture, values and traditions.

ART – Arabic programming that links Arab Americans to their homeland – in their native language.

CCTV4 – A service of China Central Television, CCTV4 delivers news and information about China's politics, economy, society and culture.

CTI – Mandarin Chinese programming from Taiwan offering the latest in news, sports, dramas, variety and entertainment.

MBC – Munhwa Broadcasting Company originates in Korea and features dramas, soap operas, current affairs, sports, variety and entertainment.

C1R – Russian-language TV made for Russian communities throughout the United States.

NITV – Farsi language general entertainment channel featuring talk shows, news, sports, movies, music and culture.

RAI International – Links Italian Americans to their home country through a unique blend of festivals, soccer games, concerts, movies, cooking shows, game shows, documentaries and news.

RAR – Programming for Farsi-speaking and Iranian viewers focused on current affairs, entertainment, music and movies.

RTN – Provides Russian programming produced in both Russia and the United States purposely for the Russian American community.

SBTN – Vietnamese programming designed to keep Vietnamese Americans connected with their culture and identity.

TFC – Top-rated Filipino programs featuring news, entertainment and sports.

TV Asia – Programming produced for South Asian Americans including Bollywood movies, news and dramas.

TV5 – French-language programming that promotes the rich diversity of the French-speaking world.

TV Japan – Japanese-language channel from NHK, the leading broadcaster in Japan. Includes dramas, news, sports and children's programs.

TV Polonia – Polish-language programming that supports Polish culture, tradition and education.

WOMEN ARE ON "EN GARDE" IN ATHENS

Sabre is "de rigueur" in this year's Olympics

You won't see any guys donning lipstick or sporting their power and grace during a synchronized swimming routine, but you will see women decked out in vests and masks, pitted one-on-one, dueling with cavalry swords called sabres.

For the first time in Olympic history, women will be pointing their swords and counting their coulis (hits) as they compete in the newly added sport of Women's Sabre in the Fencing Championships.



But that's not all.

Women will go to the mats in Freestyle Women's Wrestling, also new at the Games this year. Along with long nails, jewelry and eyeglasses, punching is out. And don't even think about arguing with the refs, gals!

Now while you might think that badminton is a friendly game best enjoyed with burgers and beers during warm summer evenings in the backyard, think again. Olympic athletes see it as a fiercely competitive sport that requires a rigorous 12-month selection process to choose the very best players. It's one of the few Olympic sports where a man and a woman can compete together in mixed doubles, and it's expected to be one of the most popular spectator attractions at this summer's Games.

But nothing compares to the challenge endured by the "super athlete." That's the title earned by those who are strong enough (and crazy enough) to participate in the most

demanding sport of the Olympic Games – the pentathlon. Next time you've got some free time, why not try it out. Start with a little relaxing target shooting, then hope you don't lose a limb with a bout of fencing, then jump in the pool for a quick 200-meter swim, dry off and hop on your horse to clear 12 hurdles. Last but not least, finish off with a 3-kilometer cross-country run. ALL in ONE day!

TALK THE TALK
Or you could just kick back on the couch and watch the Games on TV! We'll even give you some Olympic vocabulary to amaze your friends with...

The Limb
No, it's not the arm or leg an athlete fears losing in a fencing competition. In archery, the upper or lower portion of a bow handle is known as the limb.

Dressage
Sounds like what you do before going to a fancy restaurant. But it's actually a series of equestrian events where the horse and rider strive for harmony and grace through all the different paces.

Nock
"Nock-nock." Who's there? Check yer spelling there, Bub! This is a term that means "to place the arrow on the bow string."

The Bore
It might be the way you'd describe your last date but in this case we're referring to the interior diameter of a gun barrel.

And if you pull a Robin Hood, you've split the shaft of an arrow in the target with another arrow. Good shot!

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