

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES SIXTH ANNUAL EMMY® AWARDS FOR BUSINESS & FINANCIAL REPORTING

THE NOMINEES

Swoosh! Inside Nike

CNBC

"Swoosh! Inside Nike" takes viewers behind the scenes of one of the world's most secretive and yet most ubiquitous brands. Nike's remarkable success is explained through stories about its founding, its brilliant and quirky advertising, its constant search for the next money-making market and the superstars who have promoted its shoes—Michael Jordan, Tiger Woods, LeBron James, Charles Barkley and others.

Vice President, Long-Form Programming**Josh Howard**
Executive Producer.....**Mitch Weitzner**
Senior Producer.....**James Segelstein**
Producers.....**Jonathan Dann, Tom Rotunno,**
Hakimah Shah, Adam Sternberg
Correspondent.....**Darren Rovell**

Ultimate Fighting: From Blood Sport to Big Time

CNBC

Under the iron fist of its showman-turned-CEO Dan White, the Ultimate Fighting Championship has become the biggest brand in mixed martial arts, the fastest-growing sport in America. "Ultimate Fighting: From Blood Sport to Big Time" shows how business savvy, and a sense of what will sell to the American people, transformed a sport with a bloody and brutal past into an undisputed hit, with soaring profits and a place in pop culture.

Vice President, Long-Form Programming.....**Josh Howard**
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Producers.....**Alison O'Brien, Bob Waldman,**
Marc Kinderman
Correspondent.....**Scott Wapner**

CNN Special Investigations Unit

CNN

Busted! Mortgage Meltdown

Home ownership—it's the most fundamental part of the American Dream. But after years of reckless lending, many homeowners find themselves with mortgages they can't afford. Now, across the country, thousands of people face the private anguish of eviction. At the same time, the national economy plummets as defaulted loans pile up. "Busted! Mortgage Meltdown" looks at the mortgage crisis from all angles, from the unscrupulous mortgage broker to the homeowner who is in over his head.

Executive Producer.....**Mark Nelson**
Producers.....**Ben Burnstein, Emily Probst**
Correspondents.....**Andy Serwer, Gerri Willis**
Director.....**Jody Gottlieb**

VERY SPECIAL THANKS

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