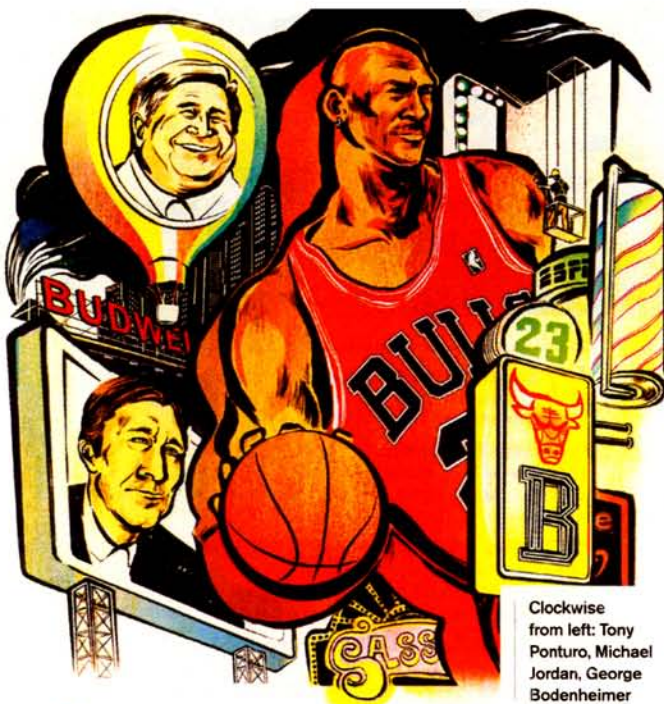


BusinessWeek

THE POWER 100

The most influential people in sports, from golf to skateboarding to...



Clockwise from left: Tony Ponturo, Michael Jordan, George Bodenheimer

- 01 Tiger Woods** *Golfer*
His absence from the PGA Tour this year has opened the world's eyes to how powerful he really is.
- 02 Roger Goodell** *Commissioner, NFL*
Under his reign, pro football rumbles on as America's most popular, and profitable, sports league.
- 03 David Stern** *Commissioner, NBA*
In charge 24 years, Stern has expanded the league's reach to Europe and China, but a scandal over referee gambling required some cleanup.
- 04 George Bodenheimer** *President, ESPN*
Looking to strengthen an already mighty brand, Bodenheimer aims to win the rights to the 2014 and 2016 Olympics.
- 05 Dick Ebersol** *Chairman, NBC Sports*
Prime-time ratings for the Beijing Olympics trumped those from Athens four years earlier, and fans flocked to NBC's Web site for streaming video.
- 06 Phil Knight** *Chairman, Nike*
Co-founder Knight oversees the top athletic shoe and apparel outfit on the planet. Enough said.
- 07 Allan "Bud" Selig** *Commissioner, MLB*
With baseball finally free of its steroid scandal, Selig's next challenge is testing instant replays on home runs.

08 Brian France *Chairman and CEO, Nascar*
Even with hiccups over faulty tires and failed inspections, Nascar still boasts the most brand-loyal fans in sports.

09 Michael Jordan *NBA great; minority owner, Charlotte Bobcats*
Five years after retiring, MJ retains a star power that extends far beyond hoops.

10 Sean McManus *President, CBS News and Sports*
McManus manages a juggernaut of NCAA March Madness, the NFL, the U.S. Open, and lots of golf—while also keeping an eye on CBS News.

11 David Hill *Chairman and CEO, Fox Sports*
The Godfather of Fox Sports returned full-time last year after juicing up DirecTV's programming.

12 Rupert Murdoch *Chairman and CEO, News Corp.*
He may not understand football, but the media mogul knows that sports sells—whether it's NFL on Fox or cricket in India via his ESPN Star joint venture.

13 Myles Brand *President, NCAA*
Brand has implemented stiff penalties for athletes who don't meet academic standards.

14 Tony Ponturo *Vice-President, global media and sports marketing, Anheuser-Busch*
All eyes will be on the man who controls the biggest ad budget in sports—to see what the brewer's new owners will spend.

15 Lance Armstrong *Tour de France cyclist*
Continuing his anticancer crusade, Armstrong is back on the bike, aiming for his eighth yellow jersey in 2009.

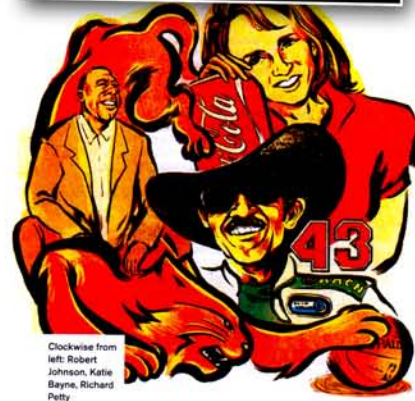
16 Theodore Forstmann *Chairman and CEO, IMG*
He created a hot, new cricket league in India and signed a 20-year venture with CCTV to develop sports in China.

17 LeBron James *Forward, Cleveland Cavaliers*
A big year for King James: the cover of Vogue and an Olympic gold medal. He's still lacks an NBA title, however.

18 Donald Fehr *Executive Director, Major League Baseball Players Assn.*
The de facto union boss had a lot on his plate in the past year, including the Mitchell Report on steroid abuse.

19 Steinbrenner Family *Principal owner, New York Yankees*
With patriarch George out of the public eye, sons Hank and Hal will usher the Bronx Bombers into the new Yankee Stadium in 2009.

20 John Henry *Owner, Boston Red Sox; co-owner, Roush Fenway Racing*
A big part of Boston's sports renaissance, the Red Sox are shooting for their third World Series trophy under Henry's ownership.



Motorsports: 21 - 100...

- 38 Dale Earnhardt Jr.** *Nascar driver*
His move to Hendrick Motorsports seems to be what he needed, as Little E returned to the winner's circle in 2008.
- 50 Danica Patrick** *Indy Racing League driver*
The first woman to win an IndyCar race, generating some much-needed buzz for that other racing league.
- 68 Jack Roush** *CEO and co-owner, Roush Fenway Racing*
The success of his Nascar team this season is resting on the shoulders of driver Carl Edwards.
- 71 Mike Helton** *President, Nascar*
As Nascar's liaison to drivers and team owners, the Virginia native is racing's troubleshooter.
- 75 Lesa France Kennedy** *President, International Speedway*
The success of his Nascar team this season is resting on the shoulders of driver Carl Edwards.
- 80 Richard Petty** *Nascar legend, team owner*
Nascar's winningest racer influences the sport today as co-owner of the car driven by Bobby Labonte.
- 90 Roger Penske** *Founder and Chairman, Penske Corp.*
Owns teams in Nascar, the Indy Racing League, and the American Le Mans Series.