

MARK CUBAN

BIOGRAPHY

Mark Cuban, owner of the 2011 World Champion Dallas Mavericks and best-selling author of *How to Win at the Sport of Business*, is a highly successful entrepreneur who founded AXS TV, Broadcast.com and MicroSolutions; and an investor in start-ups including Mahalo, JungleCents.com, motionlift.com, Filesanywhere.com, Naked Pizza and 140fire.com. He began by selling garbage bags door-to-door at age 12.

Cuban, recognized as being among the most influential people in both the cable and sports industries, is owner and Chairman of AXS TV, the largest independently owned and operated TV network in the U.S., and takes personal responsibility for its programming. Under his vision and leadership, AXS TV is the premier destination for live events, breaking news, and as-they-are-happening trends in the worlds of pop culture, music, fashion and entertainment. With AXS TV Concerts as the premier source on television for 100% live music covering multi-day festival, stadium tours and club acts, AXS TV delivers an unparalleled shared experience for fans of all genres. Leveraging the network's vast landscape, artists expand their reach to live behind-the-scenes moments, live fan Q&As, social media engagement and more unique opportunities specifically for the AXS TV audience. Broadcasting multiple live concerts weekly, AXS TV is the number one destination for artists and their fans to experience and share a pure live event in the world of music and pop culture.

Cuban is also one of the stars of the wildly successful ABC-TV hit "Shark Tank" where he remains "a lean, mean, shark investor".