

CEO EXCHANGE®

SEASON FIVE EPISODE DESCRIPTIONS



Anne M. Mulcahy
Chairman & CEO
Xerox Corporation

XEROX.
Stamford, CT



Neville Isdell
Chairman & CEO
The Coca-Cola Co.

The Coca-Cola Company.
Atlanta, GA

Episode #501 - PBS Premiere Date 4/4/07

BRAND NEW DAY: Putting the Pizzazz Back Into Xerox and Coke

On this episode of CEO EXCHANGE, taped at Emory University's Goizueta Business School, meet the CEOs of two companies with iconic names that have long been part of our everyday vocabulary. At Xerox, Anne Mulcahy didn't copy anyone else's game plan when she rebuilt the company into a contemporary high-tech powerhouse. And Coca-Cola's Neville Isdell is refreshing the product mix to satisfy the public's thirst for non-carbonated drinks. Two CEOs who are determined to steer their companies back to the future.

Taped in November, 2006 at Emory University's Goizueta Business School, Atlanta, GA



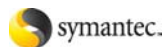
Paul S. Otellini
President & CEO
Intel Corporation



Santa Clara, CA



John W. Thompson
Chairman and CEO
Symantec Corp.



Cupertino, CA

Episode #502 - PBS Premiere Date 4/11/07

SAFEGUARDING THE FUTURE: Heroes and Villains of the Computer Age

On this episode of CEO EXCHANGE, taped at the University of California Berkeley's Haas School of Business, meet two CEOs familiar with the good, the bad, and the ugly of what's in your computer. Now that Paul Otellini has put Intel inside Macs as well as PCs, he's leaping ahead to make sure that Intel is at the core of home entertainment, business transactions, and health care. At Symantec, John Thompson is secure in the knowledge that his company is the leader in protecting every technology user from viruses, spyware, and invasions of privacy. Two CEOs who understand the promise ... and the problems ... of our love affair with high-tech devices.

Taped in November, 2006 at the University of California, Berkeley's Haas School of Business



Clarence Otis, Jr.
Chairman & CEO
Darden Restaurants



Orlando, FL



Mackey J. McDonald
Chairman, President
& CEO
VF Corporation



Greensboro, NC

Episode #503 – PBS Premiere Date 4/18/07

BIGGER BANG FOR THE BUCK: Bringing Value to Middle America

On this episode of *CEO EXCHANGE*, taped at the University of Central Florida's Rosen College of Management Hospitality, get to know two CEOs who have cornered the casual marketplace for food and clothing. At Darden Restaurants, the #1 casual dining operator in the country, Clarence Otis Jr. caters to families on a budget at the company's flagship Red Lobster and Olive Garden chains. And VF Corporation's Mackey McDonald is confident that the world's largest apparel maker -- with brands like Wrangler, Lee, North Face, Nautica, and Vanity Fair -- has found the perfect fit with the lifestyles of consumers around the globe. Two CEOs whose emphasis on the mass market has meant massive rewards for their companies.

Taped in September, 2006 at the Rosen College of Hospitality Management, University of Central Florida – Orlando, FL



Brian France
Chairman & CEO
NASCAR

Daytona Beach, FL



Gary D. Forsee
Chairman & CEO
Sprint Nextel Corp.

Reston, VA

Episode #504 – PBS Premiere Date 4/25/07

CAPTURING THE CHECKERED FLAG: Winning Customers Through Savvy Sports Marketing

On this episode of *CEO EXCHANGE*, taped at the George Washington University School of Business in Washington, DC, meet two CEOs who know the importance of a winning marketing strategy. Through popular competitions like the Nextel Cup, NASCAR's Brian France has driven millions of fans to enjoy the sport. And by maintaining pole position as one of NASCAR's chief sponsors, Gary Forsee has Sprint Nextel on track to lap the competition. Two CEOs who are firing on all cylinders in the race to attract new customers.

Taped in January, 2007 at The George Washington University School of Business, Washington D.C.



Patricia A. Woertz
President & CEO
Archer Daniels Midland,



Robert W. Lane
Chairman & CEO
Deere & Co.



Episode #505 – PBS Premiere Date 5/2/07
FEEDING AND FUELING THE WORLD: Healthier Alternatives for Planet Earth

On this episode of *CEO EXCHANGE*, taped at the University of Chicago Graduate School of Business, meet two resourceful CEOs who are revolutionizing the way we think about food and energy around the globe. After decades in the oil industry, Patricia Woertz has brought renewed energy to Archer Daniels Midland, now the leading producer of biofuels like ethanol while still making food products for the world. At Deere & Company, Bob Lane is combining the traditional quality of the legendary equipment manufacturer with modern technology to harvest crops in the most efficient manner. Two CEOs plowing new ground to meet the needs of the 21st century.

Taped at the University of Chicago Graduate School of Business, Chicago.



William P. Lauder
President & CEO
The Estee Lauder
Companies, Inc.



Cathleen P. Black
President
Hearst Magazines



Episode #506 – PBS Premiere Date 5/9/07
From Gloss to Glossy: Taking a Good Look at Looking Good!

On this episode of *CEO EXCHANGE*, taped at the NYU Stern School of Business, meet two CEOs who are putting a new face on cosmetics and publishing. As grandson of the legendary founder of The Estee Lauder Companies, William Lauder has helped make over one of the world's leading manufacturers and marketers of skin care, makeup, fragrance, and hair care products, with brands like Clinique and Bobbi Brown. Cathleen Black, who has been called "one of the leading figures in American publishing over the past two decades," has imprinted her style on some of the world's best-known magazines, including *Cosmopolitan*, *Harper's BAZAAR*, *Seventeen*, *O*, and *Esquire*. Two CEOs whose companies never seem to go out of fashion.

Taped at the NYU Stern School of Business, New York



Sir Howard Stringer
Chairman & CEO
Sony Corporation
SONY



Brad Anderson
Vice Chairman & CEO
Best Buy Co.

BEST BUY.

Episode #507 – PBS Premiere Date 5/16/07
THIS IS YOUR LIFE!: Looking at the Big Picture

On this episode of *CEO EXCHANGE*, taped at the Zicklin School of Business of the City University of New York's Baruch College, meet two of the most fascinating players in home entertainment. As the first Westerner ever to head Japan's Sony Corporation, Sir Howard Stringer is rewiring the legendary company to integrate its hardware, like flat-screen televisions and the PlayStation 3, with the software and entertainment content that it creates. At Best Buy, the largest consumer electronics retailer in the U.S., Brad Anderson has walked down the aisle to marry the concept of the warehouse store with the latest high-tech devices and a revolutionary way to screen its top customers. Two CEOs setting the stage for bringing state-of-the-art videos, music, and games into your home.

*Taped at the Zicklin School of Business at Baruch College
CUNY*