NEW YORK — Sex sells. Babies sell even more. And advertisers are hoping animals will make you laugh all the way to the bank. While the San Francisco 49ers and the Baltimore Ravens battle on the field during Super Bowl XLV, marketers from both teams are hoping viewers will be laughing their way to the bank — and buying the brands in the process.

The Super Bowl is the most-watched program of the year, voted on by viewers, shows a boy gaining confidence from his coach's praise. They're doing so by pulling out the most persuasive tools in their arsenals — sex, babies and animals.

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New York — Sex sells. Babies sell even more. And it seems that no matter what the situation, the Super Bowl plays host to it all.

That was evident last night when viewers were treated to a well-staged spectacle of the sport of love.

A close up extended kiss between supermodel Bar Refaeli, 23, and Rock of Ages co-star Aaron Tveit, 27, was shown for about 30 seconds as the two actors locked lips for the cameras.

The broadcast went straight into Santa Fe, a voiceover states.

“Not bad for a first date,” the voiceover continued.

“Next up, we’ve got a football game,” the voiceover stated.

The father replies, “Well, if nothing else, it’s Super Bowl time.”

A man in a suit then appears on screen.

“Step aside, Bar,” he says. “I can’t compete against parents.”

The father then turns to his daughter and asks, “What are we going to do now?”

The man in the suit then speaks.

“It’s up to you,” he says. “You’re the one who’s going to be a parent.”

The father then turns to his daughter again and asks, “Do you want to do this again?”

The man in the suit then replies, “I’ll let you know tomorrow.”

The broadcast then goes back to the football game.

The man in the suit then appears again.

“This is a real-life situation,” he says. “You can’t compete against parents.”

The father then turns to his daughter and asks, “What are we going to do now?”

The man in the suit then replies, “I’ll let you know tomorrow.”

The broadcast then goes back to the football game.

And so it goes.

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high 10:02 a.m. • good for eighth overall. Hermon's Patrice Fernald took first among women with a time of 11:35, \( \text{minutes} + 32 \text{seconds} \).

In the kids 1K run, taking place after the Super Bowl, 3-year-old Canadian Makayla MacFarland went 3-for-4 with two hits, including her walk-off single.

Frances borrowed from a story on Page 21. Tom Lackey (1-0) earned the win after allowing one earned run on five hits over eight innings.

The Buffaloes (16-5, 5-5 Pac-12) set the tone early as Arielle Roberson scored 16 points and Caldwell finished with 14 points and 10 rebounds, and Iwalani Rodrigues had 15 points and 10 assists.

The Stingers scored the first seven games. They've lost four straight — all on the road. The last time they lost four straight was the end of the 2010 season.

Women's Basketball Roundup

Ogwumike's double-double lifts Stanford

The Stanford Cardinal stay hot, beat Oregon State.

ON THE AIR MONDAY

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Stanford's Cardinal stay hot, beat Oregon State

By PHIL JENSEN

STANFORD — The Stan- ford men’s basketball team looked like a tournament team Sunday with an 87-70 home victory over Oregon State.
The Cardinal (8-4, 3-Pac 12) is coming off an 82-73 loss to Cal in the first game of a four-game stretch.

“Everyone played well,” said head coach Mike Montgomery. “We needed everyone to play well to win today.”

The Cardinal forced 15 turnovers and made 41 of 55 field goals (74 percent) while holding the Beavers (11-11, 1-8) to 34 percent (18-for-53). Stanford had 29 assists on 39 field goals.

The Cardinal ran off 12 straight points after Fallis made a layup to lead 43-38 with 14:43 left. Stanford led 73-58 with 5:36 remaining.

“I think we learned from out last game,” said Senior Tyler Honeycutt, who had 14 points and 10 rebounds to help the Cardinal (11-9, 6-4 Pac 12) set a school record for consecutive wins.

“We need to build on this,” Montgomery said.

VanDerveer credits Ogwumike for her career-high 32 points and 11 rebounds.

Brown added 10 points. Harberts with 14 points. Ariya Crook added 11 points for the Utes (11-10, 2-8).

UCLA’s defense forced 18 turnovers in five games.

Cardinal stay hot, beat Oregon State