



THE LEADER IN MULTI-POINT SOCIAL INTERACTIVE ENTERTAINMENT

- ⊙ The Buzztime Network offers Entertainment, Sports, and Card Games based on trivia, real-time predictive play, and casino-style gaming engines
- ⊙ Approximately 3400 Sports Bars, Restaurants, and Pubs in the U.S. license the Buzztime Network
- ⊙ Regularly scheduled games are broadcast 15 hours per day / 7 days per week
- ⊙ Participants play Buzztime games through the Buzztime wireless Playmaker
- ⊙ Players Plus Members are eligible to receive prizes as they vie for status and wins
- ⊙ Highly effective, targeted advertising and marketing solutions are designed to influence consumers while they are *captive* and *engaged*

AUDIENCE PROFILE

- ⊙ Core: Adults 21 – 49
- ⊙ Sports, Entertainment and Game fans
- ⊙ Male 60% / Female 40%
- ⊙ HHI: \$50,000 - \$75,000
- ⊙ College Educated, Competitive, Social, Media Savvy

REACH

- ⊙ Approximately 3400 locations in 197 DMAs
- ⊙ 28.56 million gross venue traffic per month
- ⊙ 11.14 million active players and passive viewers per month
- ⊙ 54 million total games played per year
- ⊙ 4.5 million total games played per month
- ⊙ Average duration of interactive engagement: 45 minutes
- ⊙ Texas Hold'em averages 600,000 hours of game play per month
- ⊙ The Buzztime multi-player network can support 60,000 simultaneous players

Buzztime Network locations include Sports Bars, Restaurants, and Pubs such as:



CUSTOMIZED PROGRAMS TO REACH YOUR AUDIENCE

- ⊙ National and Regional/Geo-Targeted Advertising (:15s, :30s)
- ⊙ Custom Brand Integrations
- ⊙ Custom Advergames
- ⊙ 'Presenting' Game Sponsorships
- ⊙ On Premise Branding (coasters, counter cards, posters)
- ⊙ Omni Polls (audience polling to find out key insights for your products/services)
- ⊙ Interactive Ads (opt-in data capture to deliver email addresses of players interested in your products/services)
- ⊙ Email Marketing and messaging to our most avid fan base of Player Plus members
- ⊙ Promotions & Events

PREMIERE ADVERTISERS



Dodge



VH1 - World Series of Pop Culture



Black and Decker



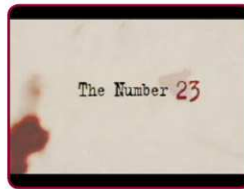
Kawasaki



Warner Music - The Doors



Boost Mobile/
Sony Pictures - Vacancy



New Line Cinema -
Number 23



Food Network



CNN - Anderson Cooper



The History Channel



Discovery Channel -
MythBusters



Nine Inch Nails -
With_Teeth Album

