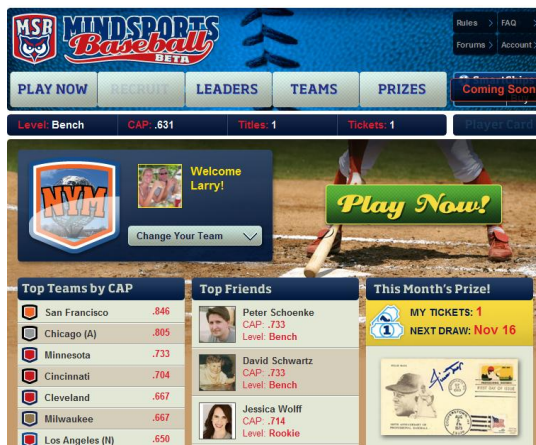


MindGames

Trivia and Knowledge Games for Fans

MindGames builds trivia and knowledge-based games for fans of sports, music, politics and more. Fans compete with friends and other fans, and against their archrivals, for pride, prizes and fun. Our games are distributed via our dedicated website, Facebook and mobile.

We have partnered with the NFL Players Association and have leveraged their licensed content to launch MindSports Football on Facebook, with web and mobile versions to follow. A demo of our baseball trivia game was also developed on Facebook in 2010.



We are currently in terms negotiation on a unique opportunity to license content from the NBA to develop MindSports NBA Basketball, leveraging team logos and retired player images. In parallel we are speaking with the NHL and the NHL Players Association about development of MindSports Hockey. And we are exploring other relationships both domestic and internationally.

We use player photos in our games as virtual trading cards – collectible cards also used to unlock bonuses and features. We generate revenue by selling these cards, and through advertising and third-party sponsorship. These models combine revenue streams from social and casual games (Zynga, Playdom) with those of fantasy sports providers (ESPN, Yahoo! Sports).

MindGames was founded by Eric LaVanchy and Larry Tobin. Eric and Larry worked together before at AT&T Bell Labs. They have since founded and sold a web gaming company, managed a leading European gaming brand, and built the fantasy sports business for Yahoo and Fox.

The appetite for trivia games is robust. In 1999, Bottle Rocket, the company Eric founded, built basic trivia games for the NFL, NBA and NHL, and had 100,000s of monthly players – before social sites or the larger online audience of today. More recently, LaVanchy built a massively multiplayer version of Endemol's "1 vs. 100" game show for Xbox Live that was downloaded by more than 2.5 million, with more than 114,000 playing in a single trivia tournament.

This appeal is acutely strong for sports fans, for whom having a deep knowledge of the game is ingrained in the culture. Yet this large audience, with more than 30MM playing fantasy games, is currently being underserved by both the sports media sites and casual game developers.

We are seeking incremental investment to (1) develop seven additional casual sports games, (2) develop eight head-to-head sports skill games, enabling fans to legally wager on their knowledge, and (3) develop a massively multiplayer trivia and knowledge gaming tournament platform based on online poker.

A presentation with exit strategies, business plan, executive summary and financials is available.