OPEN Sports and the Fantasy Sports Revolution:

Introducing Two Ground-Breaking Products That Will Completely Transform the Fantasy Football Market





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OVERVIEW

OPEN SPORTS NETWORK TO INTRODUCE NEXT GENERATION FANTASY FOOTBALL GAMES

Exclusive Offerings Provide Dynamic New Options for Novice Users & Hardcore Players Alike

FORT LAUDERDALE, FL, August 17, 2010 – OPEN Sports Network, a premier producer of nextgeneration social-powered sports experiences and official partner of FOX Sports, is set to introduce two exclusive next-generation fantasy football games, Fantasy Live Challenge and Fantasy Fast Draft Challenge. These exciting new fantasy products will be unveiled later this month by Mike Levy, founder and former CEO of SportsLine.com (now CBS sports).

With increasing demand for more relevant and useful entertainment services, coupled with a rabid fan base which is increasingly willing to spend money online, the leadership team spent its first two years developing (i) high-quality, leading-edge fantasy games and daily / weekly cash contests to capture this lucrative fan base (ii) a state-of-the-art streaming data platform



that goes beyond the commoditization of sports data (iii) a robust content management system to manage high quality, original content and (iv) social networking overlays to drive viral growth and create additional distribution opportunities. *OPEN Sports* has focused on high-quality applications because they attract, engage, and retain passionate audiences which, in turn, generate high levels of brand exposure and revenue (both sponsorship and subscription). While the extensive engineering and relentless testing that goes into each application has resulted in a higher initial cost, the lucrative audiences they will attract and retain generate far higher levels of revenue than lesser apps, making them a superior investment. Examples of these highquality applications include:

Fantasy Live® Challenge - Real-Time. Fantasy. Sports. This is a complex and proprietary live substitution platform that will revolutionize the industry. The platform allows users to view games in progress and compete with other users in real-time in high stakes cash tournaments. The platform supports both daily and weekly game play where, for example, users face a group of other owners in 20-minute live segments, making real-time player substitutions during the

1:00pm ET NFL games. The platform also includes "tournament play" and could support weekly and multi-week tournaments in Las Vegas (or other venue). Fantasy Live Challenge is the most unique game on the fantasy sports landscape and is completely unlike anything offered today.



Fast Draft[®] Challenge - Fast. Cash. Fantasy Games. [™] This is a unique game platform that supports fantasy players' intense need for competition and the excitement risk and reward. It enables users to play for free or participate for cash against other users in daily and / or weekly skill-based legal competitions. The competitions revolve around an exchange, sort of like eBay, where sellers and buyers do their own deals. Game players make their own offers with one player setting the terms and the other player accepting them. Money is then held in escrow accounts by OPEN Sports. When the challenge is held, the loser pays the winner, and OPEN Sports takes its share of the winnings. Fantasy Fast Draft Challenge is a suite of two games that allows users to play in a salary cap format, or participate in weekly live drafts to build their roster. These games are quick given that users play one Sunday at a time, and are not committed for an entire season.

Registration for Fantasy Live Challenge and Fantasy Fast Draft Challenge launches in August and game play for Fantasy Fast Draft Challenge begins on or about Sept. 9, while play for Fantasy Live begins on Sunday, Sept. 12. "When we started OPENSports.com, our goal was to develop the world's best traditional fantasy sports products coupled with sophisticated and truly revolutionary weekly games and contests," said Mike Levy, OPEN Sports' Chairman and CEO. "While we're delivering exciting new features in our fantasy football commissioner service for FOX Sports, we're extremely excited about the peer-to-peer and real-time player substitution aspects of our weekly contests. We are poised to revolutionize fantasy sports with the industry's best suite of products."

OPEN Sports believes the next wave of fantasy games and revenue will come from weekly and real-time participation gaming. This is the premise of our FOX Sports partnership and the goal of our product development for 2010 as we extend the games we develop for FOX Sports onto the FANTASY Live platform. The market is wide-open for these games, as is the support for the players who will adopt it. Much like the stock market, traders evolved from yearly and monthly trading, to weekly, daily, and hourly trading. Fantasy gaming is already headed in that direction, and FANTASY Live will lead the charge.

Looking at our web property, we realized there is a tremendous opportunity to supply content, analysis, and tools that provide a competitive advantage to weekly players. The fantasy gaming rage changed the way participants look at sports -- they now see individual players instead of teams. Our products are aimed at increasing both the volume and frequency of time spent on fantasy gaming. As users spend more time, and money, they'll begin to put more value in their analytics, and the tools that they use -- much like a day-trader analyzes his portfolio. On March 1, OPEN Sports released the beginning of a charge to get ahead of the growing demand for day-trader analytics for fantasy gamers. Over the months leading up to the 2010 NFL season, our creative staff will look at every aspect of sports media, and tailor it to the fantasy gamer's mind. The re-release of our website as FANTASY Live will just be the beginning of our revamped and proprietary Content Management System, aimed at featuring our unique writing style and generating the necessary marketing loops to efficiently spread our content.

ABOUT OPEN SPORTS

OPEN Sports was founded in March 2008 by Mike Levy, founder and former CEO of SportsLine.com, to build a real-time sports gaming and information company that appeals to users' interest in intense sports applications. In order to execute his vision, Mike assembled a veteran management team represented by industry leaders CBS Sports, AOL, Liberty Media, Turner Broadcasting, and E*TRADE Group, Inc. This team also counts on its resume two Emmy Award nominations in the category of Outstanding Achievement in Advanced Media Technology. OPEN Sports' experience in state-of-the-art digital media technologies – combined with the track record of its management team delivering superior results for established brands like the NFL, the NBA, MLB, the PGA Tour, and the NCAA – facilitated the closing of a major media and revenue sharing partnership with FOX Sports. In just its second year, the Company developed a series of fantasy gaming applications for FOX Sports that have been praised by consumers and the trade press alike, providing it with a formidable reputation and leadership in the field. OPEN Sports continues to concept and design cutting-edge products and services aimed at intense sports fans and anticipates an explosion in growth.

ABOUT THE TEAM



Mike Levy, Chairman and Chief Executive Officer

Mike Levy is the founder and CEO of OPEN Sports Network, Inc., a next-generation sports internet service that offers breaking sports news, statistics, scores, social media tools, user generated content and fantasy sports applications. OPEN Sports recently entered into an agreement with FOX Sports to provide state of the art fantasy products on the FOXSports.com web site.

Prior to launching OPEN Sports, Mr. Levy was the Founder and CEO of SportsLine.com, Inc., a leading sports media company and publisher of CBS SportsLine.com, NFL.com, PGA Tour.com and NCAA Sports.com. Founded in February, 1994, SportsLine was listed on NASDAQ from November, 1997 through December, 2004 when it was acquired by CBS. At SportsLine, Mr. Levy forged alliances with CBS Sports, AOL, the NFL, the NBA, MLB, the PGA Tour, the NCAA, various players' associations and many superstar athletes including Tiger Woods, Michael Jordan, Shaquille O'Neal, Joe Namath, John Elway, Jerry Rice, Mike Schmidt and Wayne Gretzky.

SportsLine's initial venture funding was through Kleiner, Perkins, Caufield and Byers. Subsequent private investors included Reuters, TCI, US West and NY Life. Mr. Levy took SportsLine public in 1997 raising \$32 million. In 1998, SportsLine raised \$150 million in a secondary offering and in 1999 raised \$150 million in a convertible bond offering. During the Internet boom years from 1998 to early 2000, SportsLine's market cap routinely exceeded \$1 billion.

In 1998, Mr. Levy was featured in a Forbes cover story with several other early internet company founders. He was also the subject of numerous articles in Fortune, Business Week and Forbes, was a frequent guest on CNBC, Bloomberg and CNN, and an invited speaker at important Internet and media conferences.

From 1978 through 1993, Mr. Levy was CEO of Lexicon Corporation, a company he co-founded to develop and market the world's first electronic language translator. Under Levy, Lexicon went on to develop data communications terminals for the Department of Defense and Fortune 500 clients, and financial transaction terminals for major credit card issuers, banks and large retailers. Sports-Tech International, Inc., a Lexicon subsidiary developed the video analysis

systems which were used by a majority of NFL and NBA teams, and over 150 collegiate sports programs.

From 1969 through 1977 Mr. Levy held engineering design and management positions with Racal Datacom and Harris Corporation. Mr. Levy holds six patents for innovative high-tech products and received his Bachelor of Electrical Engineering degree from Georgia Tech in 1969.

Mr. Levy was selected as one of The Sporting News 100 most powerful people in sports for three consecutive years (1999-2001). In 1999, he was given the Annual Achievement in Technology and New Media Award by UJA Federation of New York. In 1998, Mr. Levy was inducted by Georgia Tech's College of Engineering into the Academy of Distinguished Alumni. In 1997, Mr. Levy received the "Florida Entrepreneur of the Year Award" sponsored by Ernst & Young and the "1997 Interactive Entrepreneur Award" by the Interactive Services Association.



Rob Phythian, President

As co-founder and President of OPEN Sports, Rob Phythian is responsible for business development, advertising sales and strategic partnerships. Prior to OPEN Sports, Rob founded Fanball.com in 1998, the largest pure play fantasy sports website on the net. In addition to building Fanball into the largest fantasy destination site, Rob struck several key third-party relationships for Fanball that included major deals with Turner Sports Interactive

and AOL. Fanball also powered all of the fantasy games for NASCAR.com and PGATour.com from 2001-07.

In 2005, Fanball was sold to FUN Technologies, a publicly-traded company. Rob stayed with FUN after the sale and was promoted to President of the sports division. The portfolio of sports companies that FUN owned -- Fanball, Don Best, Fantasy Cup and CDM Sports -- were managed by Rob during a period from 2005 until 2007. From 1994-98, Rob was the founder and owner of the first weekly fantasy sports magazine, Fantasy Football Weekly. In just three years of publication, FFW grew to a circulation of over 500,000 and garnered one of the highest sell-through rates of all sports titles in the industry.

Rob is a Graduate of the University of St. Thomas in St. Paul, MN and holds a bachelor's degree in Business Administration.



Barry Carpe, Chief Product Officer

Barry Carpe is a successful business, sales and product development executive with over 14 years' media, sports and entertainment experience in the web-based digital media and cable television industries. As co-founder and Chief Product Officer at OPEN Sports, Barry directs all operational functions of the company - from product development and marketing, to content creation, technology development and quality

assurance. Passionate about digital media and its possibilities, Barry supports open development models that stimulate communication, teamwork, creativity and innovation.

Prior to OPEN Sports, Barry was Vice President and General Manager at Fourth Wall Media (formerly Biap, Inc.), where he was recruited to build Forth Wall's interactive television sports practice. In his role at Fourth Wall, Barry directed many of their product management and client development efforts including Time Warner Cable and NBC Universal, with whom he launched Emmy-nominated Fantasy Football and NBC Olympics applications. Other partners included ESPN, Dish Network, and eBay.

Before joining Fourth Wall, Barry spent over eight years with the AOL in their sports division, at the time one of the largest online sports properties in the world. During this time, Barry held key positions in business, sales and product development. This included managing AOL's fantasy sports business, as well helping to manage strategic partnerships with the NFL, MLB, NBA, NASCAR, Fanball, CBS SportsLine, Turner Sports, HBO, Sports Illustrated and the USTA. During his time at AOL, Barry also worked closely with their sales organization to develop custom sponsorship, branded entertainment experiences and promotions.

Barry graduated with honors from the University of Hartford in 1994 with a degree in Business Administration.



Dave Marchetti, Vice President, Finance

David Marchetti joined OPEN Sports Network, Inc. in May of 2008 as part of the founding group. Dave is the VP of Finance and Operations. In this role he is responsible for monthly financials, pro forma modeling and cash flow analysis. Dave also brings past experience to direct Customer Support, the Live Data Entry Group, System Administration & Quality Assurance to develop efficient processes for future growth.

Prior to OPEN Sports, Dave joined Fanball.com in 1999 as part of the founding group for one of the largest fantasy sports sites on the web. In 2000, Dave became the head of operations for Fanball. In that role he helped architect, build, and manage a highly scalable fantasy sports site that produced more than 200 million page views a month during the NFL season. Fanball became profitable in 2002 and grew at a rapid rate until it was sold for \$22 million in June of 2005 to FUN Technologies, a publicly traded company.

Dave stayed with FUN Technologies after the sale of Fanball and was responsible for all operations of the FUN Sports group, a division of FUN Technologies. He also helped expand the Fanball brand into Europe, and helped grow the customer support department, product monitoring group, Quality Assurance team, information technology staff, and developer team to meet revenue/customer growth.

In 2006 Dave became Director of FUN Technologies' In-game Stats division. In-game Stats was built to be a strong competitor to Stats LLC., by providing a level of service and product unmatched by its competitor. Mr. Marchetti managed the In-game Stats division up to the date of his departure in early 2007.

From 1988 to 1999 Mr. Marchetti worked as a Certified Public Accountant in the tax and audit departments for the following public accounting firms: Price Waterhouse, Eide Bailly LLP; McGladrey & Pullen, LLP.

From 1981 to 1988 Mr. Marchetti had owned and co-founded Tempest Foods (d/b/a La Pointe Café), Hare and Tortes Foods, and Acoustic Reflex.

OPEN SPORTS IN THE NEWS

07/19/2010: OPEN SPORTS SELECTED BY ALWAYSON AS AN ALWAYSON GLOBAL 250 WINNER

- 07/22/2009: OPEN SPORTS INKS DEAL WITH FOX SPORTS
- 07/14/2009: NEXT GENERATION GAMES FOR FOXSPORTS.COM AND OSN
- 11/17/2008: CEO MIKE LEVY: 5 PEOPLE TO KNOW IN SOCIAL MEDIA
- 08/04/2008: SPORTSLINE FOUNDER LAUNCHES NEW VENTURE
- 06/27/1998: FORBES: MASTERS OF THE NEW UNIVERSE: THE INTERNET ENTREPRENEURS

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THE TEBROS

OPEN Sports' own Jason Garcia and John Hett have created the very funny and creative Tim Tebow loving Tebros. Here's why the Tebros were created from the mouth of Tebro creators Jason and John:

There are a whole lot of Tim Tebow haters out there. Is it because of his beliefs, the fact that he was a Heisman winner or two-time National Champion as a Gator? Or maybe it's just because they're jealous.

Either way, the Tebros more than make up for all the hate with their deep-rooted affection for Tebow. They'll take any measure and face any challenge to prove their affinity for him. Even if it means defacing their bodies or risking public embarrassment, Randall and Preston are all about the greater good -- supporting Tim Tebow at all costs. And with that said I'd like to introduce to you <u>The Tebros</u>.

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