



Fantasy Sports
VENTURES

Marketing & Content Overview

Marketing to Men 18-34 Conference

October 21, 2008

Fantasy Players Network

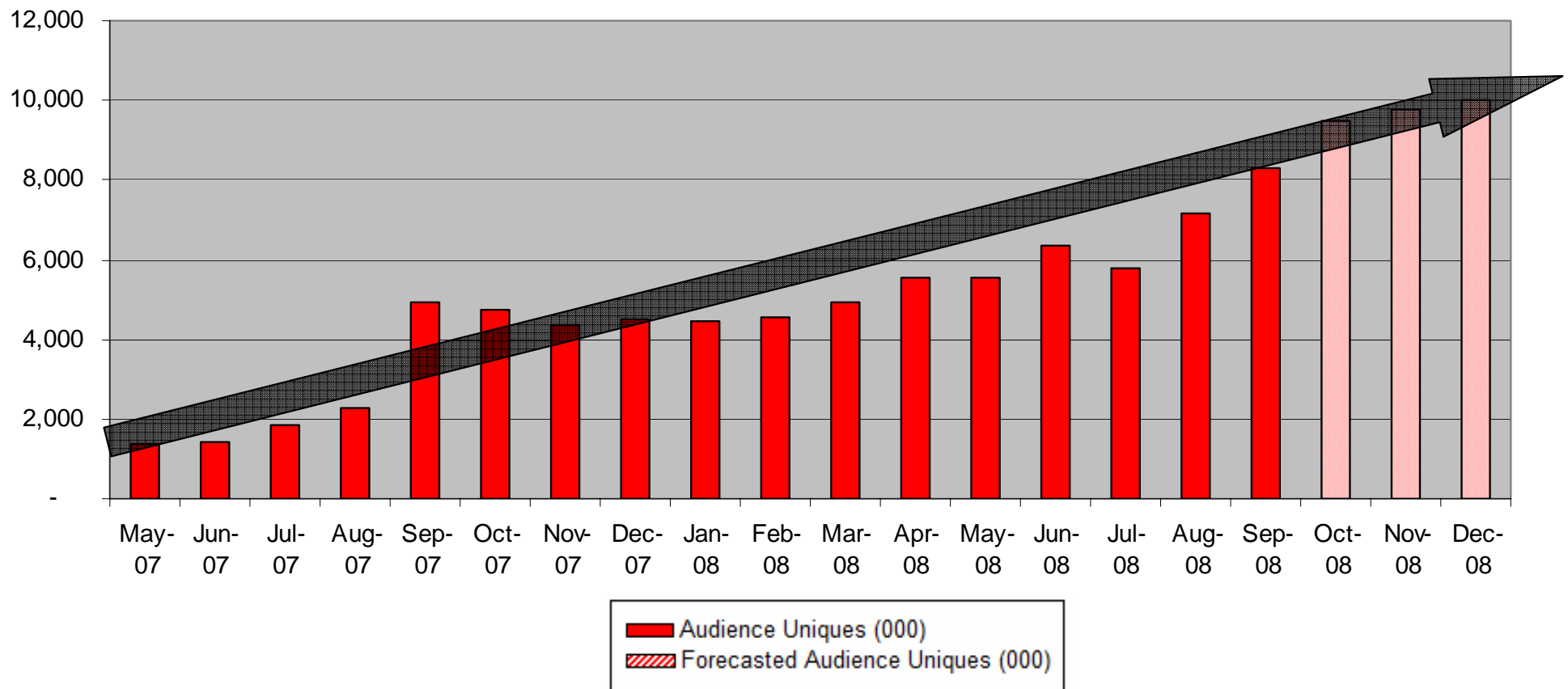
- FSV's "Fantasy Players Network" includes more than 300 high quality independent sports sites; combines sports, games, and community
- Highly engaged audience of more than 8 million unique users/month; projected reach of 10 million unique users/month by Fall, 2008
 - High young adult concentration (ages 18 – 34)
 - Strong engagement metrics
 - Affluent audience; 56% of users earn more than \$75k/yr
- Focus on custom solutions for marketers; partners include leading brands such as Coke, Sprint, Army, and Gillette



Fantasy Players Network – 8.3 million users and growing

Fantasy Players Network audience has achieved tremendous growth over the past year

Nielsen Growth Chart



Selected FSV Advertisers

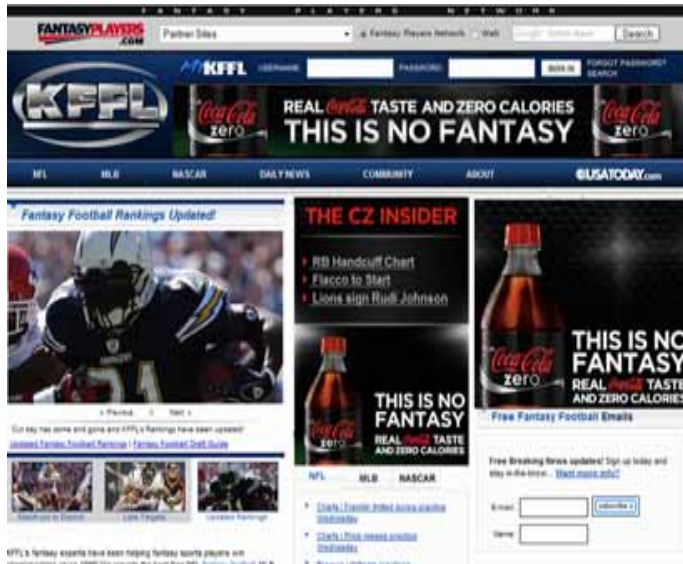


Fantasy Players Network – Custom Content & Marketing



Gillette/Auto Racing Fantasy Game:

- Custom auto racing game, leveraging Gillette's Young Guns program
- Easy-to-play fantasy game, developed by FSV for Gillette
- Promoted via FSV's network of sites and outlets such as nascar.com and yahoo



Coke/Branded Content Module:

- Coke sponsorship of top fantasy content on FSV's network
- Exposure via custom content modules on leading sites
- Provides strong integration of advertising message and content

Fantasy Players Network – Custom Content & Marketing



Sprint/ Fantasy News Widget:

- Custom widget created for Sprint, tied to carrier's NFL relationship
- Provides users with up-to-the-minute football news from FSV's top sites
- Distributed via FSV's network of sites and other Sprint outlets

Army/Video Guide:

- Army sponsorship of fantasy football video guide featuring best FSV publishers
- Video unit distributed via multiple FSV sites
- Enables Army to reach highly targeted audience

