

Fantasy Football from FSG Entertainment, Inc.

There's no doubt about it –

Fantasy Sports are HOT and Fantasy Football is Number 1!

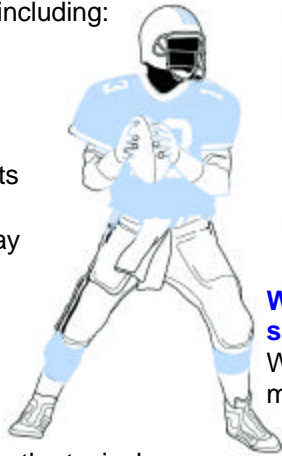
FSG Entertainment, Inc. (FSG) can provide your organization with a great way to increase customer loyalty, brand awareness, AND provide **increased revenue**.

Imagine having your own co-branded or private labeled Fantasy Football website in a matter of weeks. That's right - all the stats, all the player information, updated scores, news, player injury reports, everything – in as little as a few weeks. Sound impossible? Not with FSG's unique co-branded and private label solutions.

Choose from our full service Commissioner Products (typical for most Fantasy Football participants) with extensive customization options or one of our contest products like the Pick 3-in-3™ or Pick'em Style games. Better yet, offer a variety to your customers. Whichever you choose, we are confident both you and your customers will be very pleased.

FSG's Fantasy Football Commissioner Product provides a wide range of features including:

- ? Customized Scoring
- ? Customized Rosters
- ? Updated News
- ? Message Boards
- ? On-Line and Off-Line Drafts
- ? Real-Time Scoring
- ? Special Game Time Display
- ? Trade Management
- ? Line-Up Adjustments
- ? Sortable Statistics
- ? Gametime "TrashTalk"
- ? And more...



Our Pick'em Style Contests provide the typical "office pool" type contest with a few extras thrown in like our "Bonus Points" system. Our "Pick 3-in-3™" contest appeals to those new to the Fantasy Football world or those that don't have the time to spend each week managing a complete team in the Commissioner Product offerings.

Regardless of which type of Fantasy Football product from FSG you choose to offer, the bottom line will be –

- ? Increased Customer Loyalty
- ? Better Brand Awareness
- ? Increased Revenue Opportunity

Frequently Asked Questions



How much does it cost to run one of your Fantasy Football products?

Our pricing model is broken down in three parts – a Set-up / Customization Fee, a Monthly Support Fee, and a Revenue Split on the sales of products and advertising. These fees are based upon several factors including the number of locations participating, the number of Fantasy Sports products purchased and the specific sport. Please contact FSG Entertainment, Inc. for a price quote tailored to your specific needs.

How do we increase revenue by offering your products?

Increased revenue comes in a variety of ways including:

- ? Constant brand exposure from the game website frequently resulting in increased store traffic
- ? Revenue split of sales of products
- ? Advertising and sponsorship opportunities on the game website
- ? Special events held in-store like "Draft Day Parties"

Why do you require a revenue split on the sale of your products?

We are very committed to the "revenue split" model for the following reasons:

1. Splitting the revenue insures that both of us are invested in seeing that the customers are supported properly and have an enjoyable experience ultimately resulting in a successful season for all.
2. We are able to minimize the up-front costs for set up and monthly maintenance.
3. We are able to increase our infrastructure and customer support staff as necessary based upon the number of participants. One of the biggest problems our industry has faced has been that of being too successful and not having the resources necessary to keep up with the demand.

Fantasy Football from FSG Entertainment, Inc. (cont.)

How do we increase store traffic with your products?

We have a variety of ways to increase store traffic. Our most popular methods are our "Bonus Points" structure where information is posted in the store each week, and our "Draft Day Parties". We can provide you with a variety of kits to help you with your own "Draft Day Party" from automated systems to paper ones.



How long does it take to get our own Fantasy Football site up and running with FSG?

That depends on a number of factors. Some sites can be operational in as little as a few weeks, others may take a few months. Some of the factors are obviously beyond our control such as corporate committee approvals, marketing materials, existing or new corporate websites, etc. Rest assured that FSG will do everything in our power to get your site up and running as soon as possible but not before it has gone through our rigorous testing.

When should we start advertising our new Fantasy Football site?

The earlier the better! Many Fantasy Football players select the site they will use in late July or early August but you must let your customers know as soon as possible so they have time to speak with their fellow Fantasy Sports owners. Early June is not too soon to advertise your new Fantasy Football site.

How do customers sign up for the game?

Customers sign up on-line using our secure sign-up process. Once they sign up and payment is verified, an e-mail is sent to the customer providing them access to the game website. Customers may optionally sign up in the store using procedures agreed to by your organization and FSG Entertainment, Inc.

We are in the sports bar and restaurant business. We don't know anything about Fantasy Football. Can we still make this work?

Absolutely! First of all, your customers are the Fantasy Football experts (and if you don't believe us – just ask them ☺). Secondly, we take care of all the customer support through our on-line support system. All you have to do is promote the game and we will take care of the rest.

Do your games include any prizes?

That is up to you. Prizes are a sure way to increase participation and thus increase your market potential. You know your customers better than anyone so we leave the decision of prize funds up to you. We will be happy to assist you in securing and managing the prize funds and recommending ways in which to use the prize fund as an incentive if you'd like.

How do we get started?

That's the easy part. Simply contact us and one of our Account Specialists will be happy to assist you in making your Fantasy Sports Game a Reality.

For more information – contact us at:

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