



GAMESNAKE.COM™

Can You Come Out And Play?™

PRESS KIT

THIS DIGITAL KIT INCLUDES:

BACKGROUNDER
FEATURES
FOUNDERS
LAUNCH PRESS RELEASE
LOGOS
SCREEN GRABS

Digital Versions of these materials are available on our Website at:
<http://www.GameSnake.com/media/>

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GAMESNAKE FEATURES

- **GameSnake is a free service for players and team managers**
- **GameSnake connects players to the games and teams that match their profiles**
- **Sports facilities can use GameSnake to start games and fill underutilized time slots at their facilities**

GameSnake.com For Players

- Players can find and join games in over 80 sports
- Players can view the rankings and stats of other players in the system
- Players can create a Player Pick List – a list of people they frequently play with
- Players can find and join teams that are looking for more players
- Players can earn SnakeSkins (reward system) for referring new players to GameSnake
- Players get a “My GameSnake” page showing all upcoming games joined or started
- Players can rank players and Game Starters with whom they have played
- Players can also be Game Starters – they can start their own games in GameSnake

GameSnake.com For Game Starters

- Starters can list a pickup game and use GameSnake to fill the game with players
- Starters get a roster showing details about players who have joined their game
- Starters get tools that allow them to communicate with players in their game
- Starters can use GameSnake to offer directions and maps to the game
- Starters can print out customized “Join My Game” flyers and handouts

GameSnake.com For Team Managers

- Team managers can use GameSnake to find and invite players to join their teams
- Team managers can set up team games and invite other teams to play
- Team managers can use GameSnake to track who can or cannot play a game
- Team managers can create a team Web page for team members to view
- Team managers can put up a team logo, team picture and a team message
- Team managers can print out customized “Join My Team” flyers and handouts
- Team managers can manage a list of “teams we play”



GAMESNAKE.COM BACKGROUNDER

GameSnake was started because three northeast Ohio players felt there had to be an easier way for athletes to find pickup games and teams. With that goal in mind, and on a shoestring budget, they spent their nights and weekends developing the idea which finally launched on the first day of summer, 2004.

GameSnake is a free online service that matches players with pickup games and teams in over 80 sports. GameSnake uses a player's age, gender, location and sports preferences to match them with games and teams happening on the courts, fields and facilities in their area. GameSnake also offers team managers a suite of tools they can use to start and manage their team roster, team games and schedules. GameSnake also caters to athletes with disabilities. Athletes with disabilities can connect with other athletes and games that cater to their disabilities.

THE MISSION

The GameSnake mission is to encourage participation in sports by bringing athletes together to promote pickup games and teams within their communities.

BUSINESS MODEL

GameSnake hopes to always keep the GameSnake service free for players and team managers. This will be done by covering costs through targeted advertising sales and paid sponsorship of events. There will also be the opportunity for sports marketers to utilize GameSnake to demo products and perform surveys of players and team managers. Future plans also include the creation of for-fee facility tools. These tools will allow facility managers and sports organizations the ability to find and invite players and teams to use their facilities, fields and courts. This will help to increase utilization of their facilities, and also drive up facility memberships and brand awareness.

Additional information, company logos, screen grabs, news and copy points are available on the Media Relations section of our Website:

<http://www.GameSnake.com/media>

CONTACT INFORMATION

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GAMESNAKE FOUNDERS

Partners and Players

Andrew P. Holland

GameSnake Partner and Business Manager

Andrew Holland ("Drew") was born in Akron, Ohio, but lived in South Carolina, North Carolina and Wisconsin before returning to the Akron area. He attended and graduated from the College of Wooster with a B.A. in Biology, and completed his independent study in the area of classical genetics. After college, he evaluated biological and chemical risk for a major underwriter. He returned to Akron to develop a start-up based on his father's patent on radio frequency identification ("RFID"). From there, he began collaborating with Publishing Solutions, Inc. ("Publishing Solutions") on software development. Through Publishing Solutions, he founded and is the president of the Interactive Media Group - an Internet Professional Services Group in Akron, Ohio. Drew uses GameSnake to find and start soccer games and tennis matches.

Andrew W. Hopkins

GameSnake Partner and Manager of Site Development

Andrew ("Andy") was born in Akron, Ohio and continued on to graduate from Hudson High School. After graduation, he earned a B.S. in Computer Science from the University of Akron. Andy was Webmaster in charge of The Goodyear Tire & Rubber Company's Intranet before he joined the Interactive Media Group in Akron, Ohio as an Internet developer. Andy uses GameSnake to get involved in the following sports: baseball, cycling, disc golf, dodge ball, hacky sack and skiing.

Glenn J. Somodi

GameSnake Partner and Interface Developer/Marketing Manager

Glenn was raised in Olmsted Falls, Ohio, where he graduated from high school. After graduation, he earned a B.S. in Journalism/Advertising Management from Ohio University (Athens, Ohio). Glenn worked for a national prepress firm, Kreber Graphics in Columbus, Ohio where he handled the Spanish edition of Kmart San Juan's circulars. He then moved to Akron, Ohio to supervise electronic production at Malone Advertising. After Malone Advertising, he started inVision, an interactive division of Louis & Partners in Akron, Ohio. Glenn then joined Andrew Holland as Creative Director at the Interactive Media Group. Glenn uses GameSnake to find volleyball, soccer and paintball games.



FOR IMMEDIATE RELEASE

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info@GameSnake.com
or 330.777.2010

GAMESNAKE.COM™ CONNECTS PLAYERS WITH PICKUP SPORTS

Recreational athletes, including those with disabilities, can use GameSnake.com to arrange games and build teams in more than 80 sports

FAIRLAWN, OH — GameSnake Inc. has launched www.GameSnake.com, a free online tool that helps recreational athletes in the United States find, join or start pickup games and teams in their neighborhoods. Registered players can be connected to pickup games and teams in over 80 sports, including basketball, football, golf, soccer, tennis and volleyball, and specialized sports such as adventure racing, disc golf, dodge-ball, kickball, stickball and ultimate frisbee.

To get started, athletes create an online profile that enables the GameSnake.com system to match them with local pickup games and teams. Once a game is found, the player gets the game details: where and when the game will be played, how many players have joined, the desired number and skill level of players and any fees or equipment necessary to play. If players can't find a matching game, they have the option of listing their own pickup game, and the system will help to fill it with matching players.

"I am excited about the launch of GameSnake.com because I finally have an easy way to find soccer games in my area," says Andrew Holland, one of the founders of GameSnake.com. "I don't have the time to commit to a team, yet I still get the urge to go out and play soccer. GameSnake.com will allow me to find and join a game, or even start a game and let GameSnake.com do the work of finding players to join it!"

GameSnake.com tracks sign-ups, creates printable game rosters and allows players to communicate with each other online.

GameSnake.com also keeps rankings on players and game starters. Players receive a colored jersey icon next to their nicknames in the system. The jersey color for a player can change as other players provide positive or negative feedback. Game starters get their own special rankings, designated by 0-5 stars next to their nicknames. If they do a good job of getting a game listed and organized, they can receive higher rankings from players in that game.

GameSnake.com is equipped to help recreational athletes find like-minded athletes interested in the following sports: Adventure Racing, Arena Football, Badminton, Baseball, Basketball, Billiards, Bocce, Bowling, Boxing, Broomball, Cricket, Croquet, Curling, Cycling, Darts, Disc Golf, Dodge-Ball, Fencing, Field Hockey, Flag Football, Footbag (Hacky Sack), Golf, Handball, Handcycling, Hashing, Hockey-Ice, Hockey-Street, Hockey-Underwater, Hockey-Unicycle, Horse Racing, Horseshoes, Hurling, Jai

Alai, Kickball, Lacrosse, Laser Skirmish, Lawn Bowling, Marathon, Maul Ball (Scrag), Motocross, Mountain Biking, Netball, Orienteering, Paddle Ball, Paddle Tennis, Paintball, Petanque, Polo, Racquetball, Ringette, Roller Derby, Rowing, Rugby, Running, Shooting, Skiing (Competitive), Snowboarding, Snowmobiling, Soccer-Indoor, Soccer-Outdoor, Softball-Fastpitch, Softball-Slowpitch, Speedskating, Squash, Stickball, Swimming, Synchro (Ice), Synchronized Swimming, Table Tennis, Tee Ball, Tennis, Triathlon, Ultimate Frisbee, Volleyball, Wallyball and Water Polo.

Suggestions for additional sports should be sent to info@gamesnake.com.

GameSnake.com was started because three Northeast Ohio business professionals—recreational athletes with varying sports interests—wanted an easier way to find pickup games and teams. GameSnake.com is a free matchmaking tool that helps recreational athletes in the United States to find, join or start pickup games and teams in their neighborhoods. Players are matched with pickup games and teams based on factors such as age, gender, location and sports preference.

—30—

NOTE: Additional material such as a backgrounder, bios, photos, logos, screen grabs, etc., are available at <http://www.gamesnake.com/media/>.

Hi-Resolution, Digital GameSnake.com Logos Are Available Online At:
www.GameSnake.com/media/logos/



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GET OUT AND PLAY!™

WHAT IS GAMESNAKE JOIN... IT'S FREE! WHY JOIN? SNAKESTORE

gamesnake.com - the one place to find, join, & start sports games in your neighborhood!

are you ready to play a pick-up game?

Have you ever found yourself yearning to go out and play basketball, flag football, volleyball or another sport, but can't imagine rounding up enough players to get a decent game going? What if there were 5, 10, 20 or more people in your area wanting to play the same sport? Join GameSnake (it's FREE!), then find, join or even start that perfect game in your neighborhood!

TRY IT **JOIN** **LOG IN**

TRY OUR GAME SEARCH AND SEE HOW IT WORKS IT'S FREE! REGISTER AND START PLAYING GAMES TODAY! CHECK INTO YOUR "MY GAMESNAKE" MEMBER PAGE

MEMBER LOG IN:
LOST PASSWORD? CLICK HERE.
NEW MEMBER? REGISTER NOW!

NICKNAME: _____
PASSWORD: _____
LOG IN

WERE YOU GIVEN A GAME OR TEAM CODE?
If you are new to GameSnake, you will be asked to enter your Game or Team Code when you register (It's Free). If you are already a member, log in and enter your code on your "My GameSnake" page.

SPORTS PLAYERS:
Find, join or even start recreational sports games in your neighborhood... or find a team that is looking for players of your skill level! Find out more...

TEAM MANAGERS:
Fill and manage your team roster, post team schedules, communicate with teammates and start team games! Find out more...

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GameSnake.com Home Page

GS GAMESNAKE
GET OUT AND PLAY!™

ENTER A GAME/TEAM CODE: _____ **JOIN**

MY PROFILE | MY SPORTS | FAQS | LOG OUT

MY GAMESNAKE FIND & JOIN GAMES MY GAMES MY TEAMS PLACES I PLAY SNAKESTORE

welcome jed burdick! you have been a member since 5/04

my GameSnake

UPCOMING GAMES
Shown is the next scheduled game you have joined or started.

BOXING - GAME 2 (OPEN SIGNUPS)
WED, MAY 19 2004 AT 2:54 AM
USER: 1520 VENUE #2 IN PRAIRIE, AL

To view more upcoming games, view the calendar to the left or visit "My Games".

Find Rowing, Boxing, Hurling, Cricket, games that match your profile!

FIND A GAME **START A GAME**

RATE PLAYERS
These are games that you have recently played. Click a game to rate the Players and the Game Starter!

BADMINTON : GAME 3
MON, MAY 10 2004 AT 3:36 AM **RATE PLAYERS**

BADMINTON : GAME 3
SAT, MAY 08 2004 AT 3:16 PM **RATE PLAYERS**

TENNIS: DOUBLES
THU, MAY 06 2004 AT 2:30 PM **RATE PLAYERS**

MY STATISTICS
GAME PLAYER RANK: (2.25)
VIEW FEEDBACK
GAME STARTER RANK: (3.50)
VIEW FEEDBACK
GAMES PLAYED 12
GAMES EXITED 0
GAMES STARTED 4
SKINS EARNED 1
VIEW MY STATS & FEEDBACK

Rank & Stats Explained

MY GAME SEARCHES
FIND ROWING GAMES
FIND BOXING GAMES
FIND HURLING GAMES
FIND CRICKET GAMES
CHANGE MY SPORTS

BUY ONE JERSEY, GET ONE FREE

HIGHLIGHTED DATES INDICATE DAYS THAT YOU'VE STARTED OR JOINED GAMES. CLICK A DATE TO VIEW GAME DETAILS.

MAY
SU MO TU WE TH FR SA
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

JUNE
SU MO TU WE TH FR SA
1 2 3 4
5 6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

GameSnake.com "My GameSnake" Page

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ENTER A GAME/TEAM CODE: _____ **JOIN**

MY PROFILE | MY SPORTS | FAQS | LOG OUT

MY GAMESNAKE FIND & JOIN GAMES MY GAMES MY TEAMS PLACES I PLAY SNAKESTORE

manage my teams

My Teams

Find A Team:
Find teams in your area and see if they are in need of any players.
FIND A TEAM

Start A Team:
Start a team and let GameSnake help you find players, or select your own players!
START A TEAM

Join A Team:
If someone supplied you with a Team Code, enter it below to request membership to that team.
REQUEST MEMBERSHIP

ANDY'S TEAM
AKRON, OH
TEAM MANAGER: JED BURDICK (USER_2)
TEAM CODE: NJF95S

GLENN'S SUPER DUPER FABULOUS TEAM
BRUNSWICK, OH
TEAM MANAGER: JED BURDICK (USER_2)
TEAM CODE: BVVHKJ

USER_3470 TEAM #1
TRINWAY, OH
TEAM MANAGER: TERRELL NELTON (USER_3470)
TEAM CODE: FN3D4C

MANAGE TEAM GAME SCHEDULE PLAYER ROSTER PRINT INVITES

MANAGE TEAM GAME SCHEDULE PLAYER ROSTER PRINT INVITES

STATUS: YOU REQUESTED MEMBERSHIP **CANCEL REQUEST**

I Can...
- view teams I've joined
- find & join a team
- create a new team
- manage where I play

GOT FRIENDS?
Invite them to join GameSnake! Click here!

GEAR UP!
Visit the SnakeStore for shirts, frisbees, hats, mugs and other GameSnake gear!

GameSnake.com "My Teams" Page

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GET OUT AND PLAY!™

ENTER A GAME/TEAM CODE: _____ **JOIN**

MY PROFILE | MY SPORTS | FAQS | LOG OUT

MY GAMESNAKE FIND & JOIN GAMES MY GAMES MY TEAMS PLACES I PLAY SNAKESTORE

find and join games that match your interests, right in your neighborhood!

Find & Join Pick-Up Games

Looking for a game? We have saved some game searches based upon your sport selections. Select a saved search below, or try a customized search!

⊗ FIND RACQUETBALL GAMES
⊗ FIND BASKETBALL GAMES
⊗ FIND ULTIMATE FRISBEE GAMES
⊗ FIND VOLLEYBALL GAMES
⊗ FIND CRICKET GAMES

⊗ CUSTOMIZED SEARCH
Try this search if you would like to find games in a different sport or location than those set in your personal profile:
CHANGE MY SPORT SELECTIONS

HIGHLIGHTED DATES INDICATE DAYS OF GAMES YOU'VE STARTED OR JOINED. CLICK A DATE TO VIEW GAMES.

MAY
SU MO TU WE TH FR SA
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

JUNE
SU MO TU WE TH FR SA
1 2 3 4
5 6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

I Can...
- find a game
- view the games I've joined
- start a new game

GOT FRIENDS?
Invite them to join GameSnake! Click here!

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GameSnake.com "Find & Join Games" Page

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My Stats As A Player

	# GAMES JOINED	# GAMES EXITED	# FEEDBACK LEFT	RANK AS PLAYER
BADMINTON	2	0		
CURLING	1	0		
FLAG FOOTBALL	1	0		
HOCKEY (ICE)	1	0		
HURLING	5	0	2 VIEW FEEDBACK	1.00
JAI ALAI	1	0	2 VIEW FEEDBACK	3.50
SOCCER (OUTDOOR)	1	0		
TOTALS	12	0	4	2.25

My Stats As A Game Starter

	# GAMES STARTED	# FEEDBACK LEFT	RANK AS GAME STARTER
CURLING	1		
HURLING	3	2 VIEW FEEDBACK	3.50
TOTALS	4	2	3.50

GameSnake.com "Player Stats" Page