



83% Players who who have made at least one friend

18% Players who who have made more than 50 friends

A Virtual Playground For Older Adults

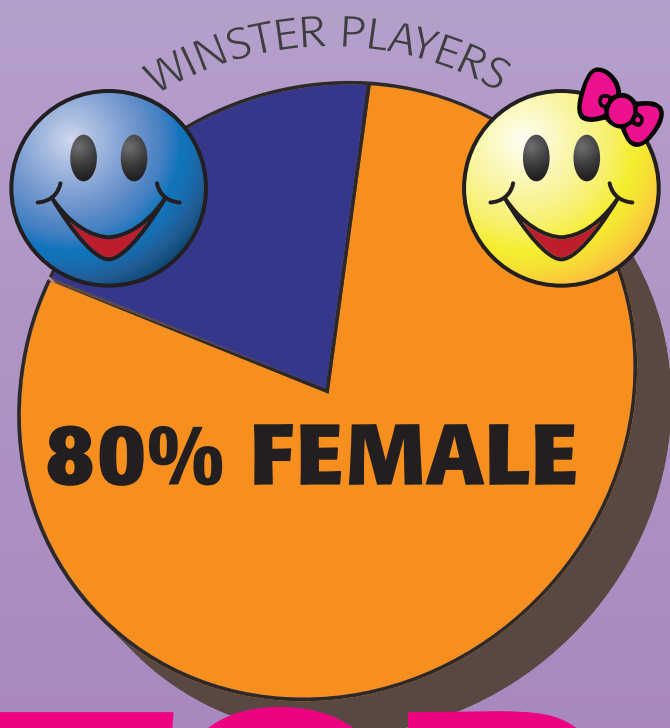
3M Total registered players

1M Monthly unique visitors

87% Play from home

79% Play more than 1 hour per week

50 Average Age of Players



COMMON CHARACTERISTICS AMONG WINSTER PLAYERS

- Grandparent
- Caregiver (Sandwich Generation)
- Disabled
- Homebound/Limited mobility
- Lives in rural community
- Chronic Condition (Fibromyalgia, Diabetes, Arthritis)
- Retired
- Stay-at-Home-Mom

TOP REASONS FOR PLAYING ON WINSTER

- Fun Games
- Enjoy helping others
- Friendly people
- Relax and relieve stress
- Win prizes
- Social interaction
- Mental stimulation