

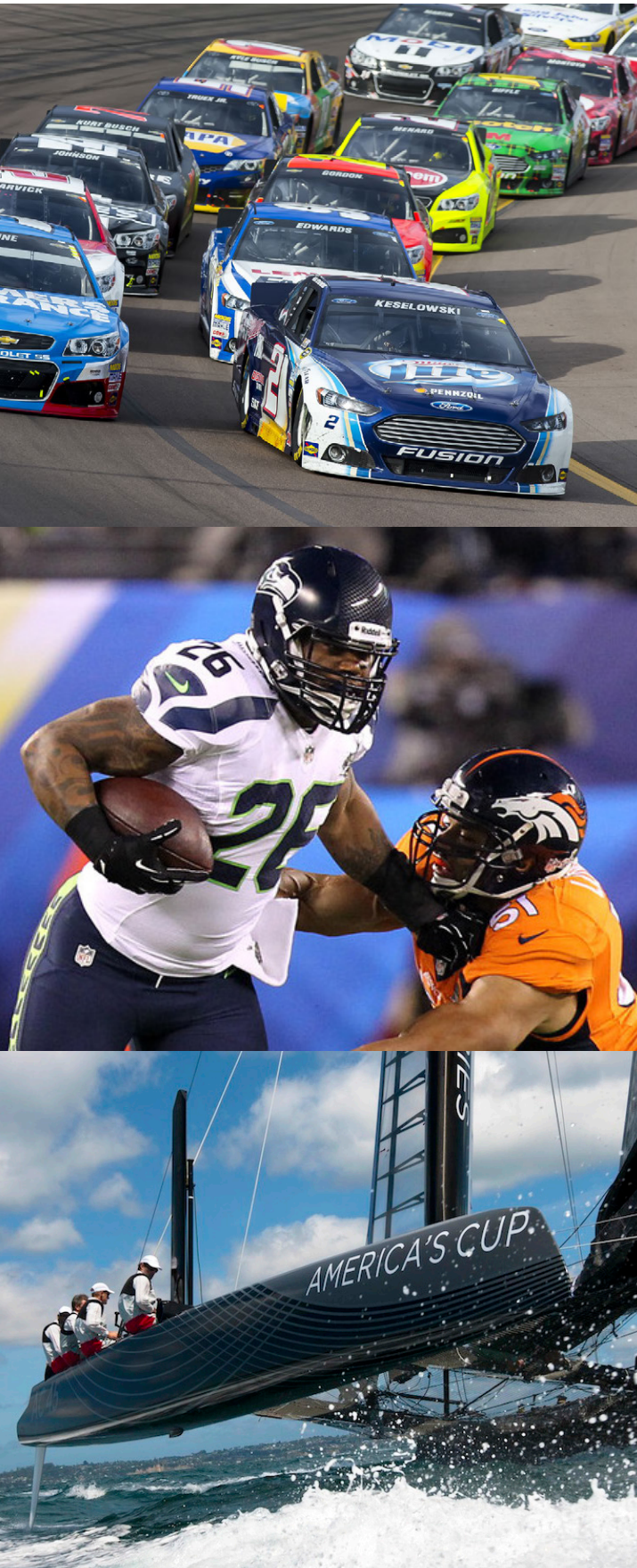


SendtoNewsTM
DISTRIBUTION EVOLVED



BUSINESS INTRODUCTION 2014





Introduction

SendtoNews currently distributes exclusive premium sports highlights to broadcasters, [newspaper.coms] and pure digital publishers across North America and Europe.

The company works with over 75 sports leagues on four continents, including the distribution of exclusive content for top tier sporting organizations such as the NFL, NASCAR and the PGA Tour.

SendtoNews is executing on an entirely new business model that effectively addresses the core market issues for all key stakeholder groups while respecting the unique market positioning and extensive brand value held by premium sporting organizations and leading broadcasters and publishers.

The company is nurturing deep partnerships with broadcasters and publishers where, in return for access to exclusive, rights-enabled sports content and new revenues, these news organizations provide premium placement and deep integration into their broadcasts and online properties.

SendtoNews News Partner Network

Simultaneously, SendtoNews is growing a proprietary advertising network that is highly attractive to advertisers while providing a new and sustainable monetization strategy for the sports and news industries.

The company has an unprecedented opportunity to turn its sports content deals into revenues of 10X to 20X in less than 3 years. How? By capitalizing on the enormous gap in perceived monetization potential between long-form video (full game broadcasting) and short-form video (game highlights and pre/postgame interviews).

The broadcasting industry has been operating for decades and the value of live broadcasting rights for top tier leagues has been long established and expensive (the three-year exclusive broadcasting rights for the NFL recently sold



CONTENT PARTNERS

75+ Leagues on Four Continents



NEWS PARTNER NETWORK[®]

1000+ Publishers and Broadcasters Across North America



SendtoNews Introductory Video

<http://goo.gl/1J3ZZZ>

for \$4.5B). In sharp contrast, the emerging digital market for short-form sports highlights is still stabilizing and seeking the most effective monetization model; therefore multi-year exclusive rights for comparable content can be obtained at a small fraction of the cost (in the millions).

Genesis

SendtoNews debuted commercially during the 2010 Winter Olympics in Vancouver, British Columbia, Canada.

The company's content distribution system was used by the British Columbia Media Centre during the Olympics to distribute more than 110,000 stories to 1450 newsrooms in 200 countries over the 17 day event. Between 2010 and 2012, the company leveraged this success to build a scalable, cloud-based platform for high speed, high definition video distribution.

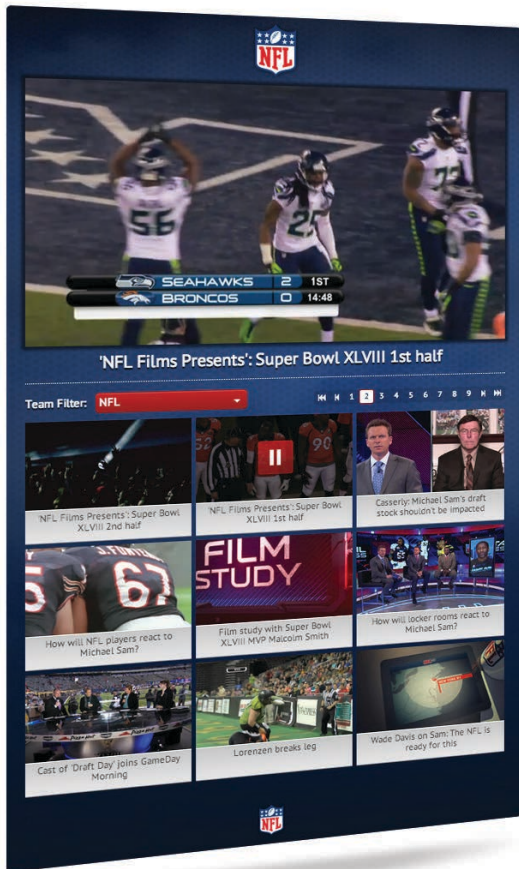
Market Entry

SendtoNews then aggressively pursued exclusive multi-year premium content deals with top tier sporting organizations.

The company now works closely with many the world's leading leagues to (1) aggregate and thoughtfully manage the distribution of game highlights, player interviews and other fan-interest content to television, radio, print and online news outlets while (2) preserving and leveraging the value of their premium brands. By tightly controlling the flow of this sought-after content,

SendtoNews is able to package and connect new, untapped inventories of sports highlights with large-scale, creative opportunities for major sponsors that it can sell at a higher CPM level than what is traditionally possible by incumbent ad network models. How? With SendtoNews as a centralized, sole-source provider, these sponsors can garner deep market exposure — from national pro sports through development and even amateur leagues — with unprecedented efficiency, metrics-driven transparency and most importantly exclusivity.

The turnkey SendtoNews Advanced Media Player



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On the other side of the distribution chain, SendtoNews created its proprietary News Partnership Network, now comprised of top national, regional and local sports broadcasters and publishers across North America and abroad that are willing to provide guaranteed content distribution in return for a corresponding equitable share of advertising revenues. The news industry is actively seeking viable, digital-age revenue streams to replace the rapid decline in traditional advertising. SendtoNews enables them to meet their viewers' insatiable demand for high quality sports video content while growing their bottom line in a meaningful, sustainable way that is not possible using incumbent ad networks.



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