



THE PREGAME.COM STORY

A small town kid who realizes his big dreams. It sounds like a Hollywood story, but it's a true-life one for Pregame founder and President RJ Bell. As a kid in Shadyside, Ohio, he loved sports like most boys. As he grew up, he found he had a gift with numbers and started making little bets on games with friends. Always having a good eye for business, RJ enrolled at Ohio State University, majoring in Finance, where he excelled and graduated Summa Cum Laude.

His love for sports and his creative business abilities led him to Las Vegas, Nevada. With his experience as a bettor and his impressive academic background, he started building a business based upon the needs of the everyday sports bettor. FreePicksByEmail.com was born soon after-- a daily newsletter delivering free picks from famous handicappers. Next came Plus10Club.com-- providing premium picks for pennies.

The rising popularity of the sports gambling industry meant that RJ had to think bigger in terms of his business and his influence. That's when Pregame was born—a comprehensive sports information site geared toward the average sports bettor. From there, Pregame went from a few employees in the garage of RJ's own home, having staff meetings on the floor of his living room, to a company office employing video conferencing on flat screens in the heart of the action, Las Vegas.

Pregame began its early days as providing football picks, but has now expanded to include poker tips, college basketball, NASCAR racing, and even entertainment betting. Pregame excels in easy-to-use info worth betting from pro bettors, including articles covering sports betting basics, news, numbers, matchups, pro picks, cash tracking, and the most exciting sportsbook offerings.

Pregame's mission is adding to a sports bettor's enjoyment by:

- Providing info worth betting from pro bettors.
- Building the confidence that comes from being on the smart side of the games.

Producing comprehensive sports information with a betting perspective is Pregame's overriding goal. Our ever-growing staff makes a relentless effort to provide users with even more unique, easy-to-use content worth acting upon.

Sports betting can and should be a social experience. Pregame works hard at building a remarkable community of sports bettors, together experiencing the ups and the downs of the action. Our team is constantly searching for even more ways to personally add to our customers' sports betting enjoyment.



WHO'S BEHIND PREGAME.COM?

RJ Bell, President

From his teenage days in his small Ohio hometown searching the *USA Today* for sports information, all the way to living at the center of the action in his adopted home of Las Vegas, RJ Bell has worked hard to become a trusted sports betting insider. He is the founder of FreePicksByEmail.com, the internet's largest sports betting newsletter. As an author, he is a regular contributor to the sports gambling community's most prestigious publications, including *Marc Lawrence's Playbook*, *Doc's Sports Journal*, and *Buzz Daly's Players Choice*. He has also contributed to *Maxim Magazine* and regularly contributes to CNN's online *Money* website. With his degree in Finance from Ohio State University, RJ applies the analytical skills mastered throughout his education to developing ways to help others understand and enjoy sports betting.

Johnny Detroit, VP of Customer Relations

Now making his home in Westland, Michigan Johnny Detroit has built an impressive winning record: He has been booted or had limits lowered at 9 offshore sports books, has numerous documented Top 5 finishes in both NFL and College Football, had the largest single non-Hilton win, using \$500 to win \$10,000 when Mark Martin +2000 won the 2002 Coca Cola 600, and was the 2004-05 Las Vegas Hilton NFL Super Contest Champion with 6 figure payday. He also contributes articles to many sports gambling industry magazines. Johnny graduated from the University of Michigan and studied Business Management, American History and Sociology. Before he went to gambling full time, he worked as an investigator for one of the Big 3 looking into counterfeiting, trademark violations and theft from plants and suppliers. On his downtime, he can be found playing NL Texas Hold 'Em at Downtown Detroit Casinos or in a local 40-80 Limit Texas Hold 'Em.

Matty O'Shea, GM of Content

A native of suburban Chicago and 1995 graduate of Syracuse University, Matty O'Shea has over 10 years experience in sports journalism. O'Shea is a strong believer that "content is king" since his early days as a newspaper reporter at the age of 16. O'Shea formerly worked for DBC Sports from 1996-98 (which later became Vegas Insider) where he co-created a daily syndicated gaming column called "Sports Book Insider."

Press@Pregame.com
1-800-PREGAME



NUMBERS YOU SHOULD KNOW

- 7 of 10 U.S. adults placed some sort of wager in the last year.
- According to the NCAA, 35% of male college students bet on sports.
- \$600 billion changed hands last year worldwide.
- The online gambling industry generated \$12 billion in revenue in 2005.
- Online sports betting is estimated to be 5 times bigger than Las Vegas sports betting.
- Illegal sports betting (barroom bookies) is estimated to be 35 times bigger than Nevada.
- Over 20 gambling companies are listed on non-U.S. stock exchanges. The biggest poker company has a market value of almost \$9 billion. The biggest sports betting company has a market value of almost \$3 billion.
- The biggest sportsbooks employ over 2,000 people during football season.



ABOUT PREGAME.COM

Pregame and its family of websites are a premier group of online destinations for sports and sports betting information. Molded under the influence of RJ Bell himself, each site has high standards for quality of information and ease of use. Read on for summaries of each of the properties in the Pregame family, and visit the Pregame Corporate Site (<http://corporate.pregame.com>) for more detailed information.

Pregame.com



Pregame.com offers info worth betting so you can bet with confidence. Stats, match-ups, injury and weather reports and the best betting tips around, all in a single spot location.

FreePicksByEmail.com



FPBE delivers help from world-famous handicappers via email each day to over 150,000 online subscribers. The internet's original free sports picks email, FPBE includes 10 picks from 10 handicapping legends each game day.

HollyWagers.com



HollyWagers.com is where you learn how and where to hollywager. The Vegas Gambling Girls post daily about what's going on in the crazy world of superstars and how to cash in on your guilty Hollywood obsession pleasures. Don't just read the tabloids – use the tabloids to pay off your Friday cocktail bill.

Johnny Detroit's All-Stars



Johnny Detroit's All-Stars is, hands down, the greatest collection of football handicappers ever compiled. The 2004 Hilton Contest NFL winner heads up the collection of two NFL and two CFB cappers. Champion picks at a price even small players can afford.

Press@Pregame.com
1-800-PREGAME



PotWatch.com



PotWatch.com is the place to learn the basics of poker and keep up on current world tour and television action and schedules. Members receive free professional poker tips via email every week, as well as get information about all the best online poker room bonuses and free rolls.

Plus10Club.com



Plus10Club.com provides the web's best betting deal-- offering 10 premium picks every single gameday for just \$10, from handicapping legends of tomorrow.

5cappers



5cappers is Pregame's elite prime picks service offers five picks from ten of the industry's leading cappers every single game day for \$99 a month, providing winning information that allows bettors to play with confidence.

BetMenu



BetMenu's website and weekly email newsletters give members and visitors the hottest online sportsbook, casino and entertainment bet offers on the web-- all hand selected by Pregame's staff, from trusted, industry leading sportsbooks.