

SPORTSLIST.

CONNECTING COACHES AND ATHLETES



(CONFIDENTIAL)

Market Research

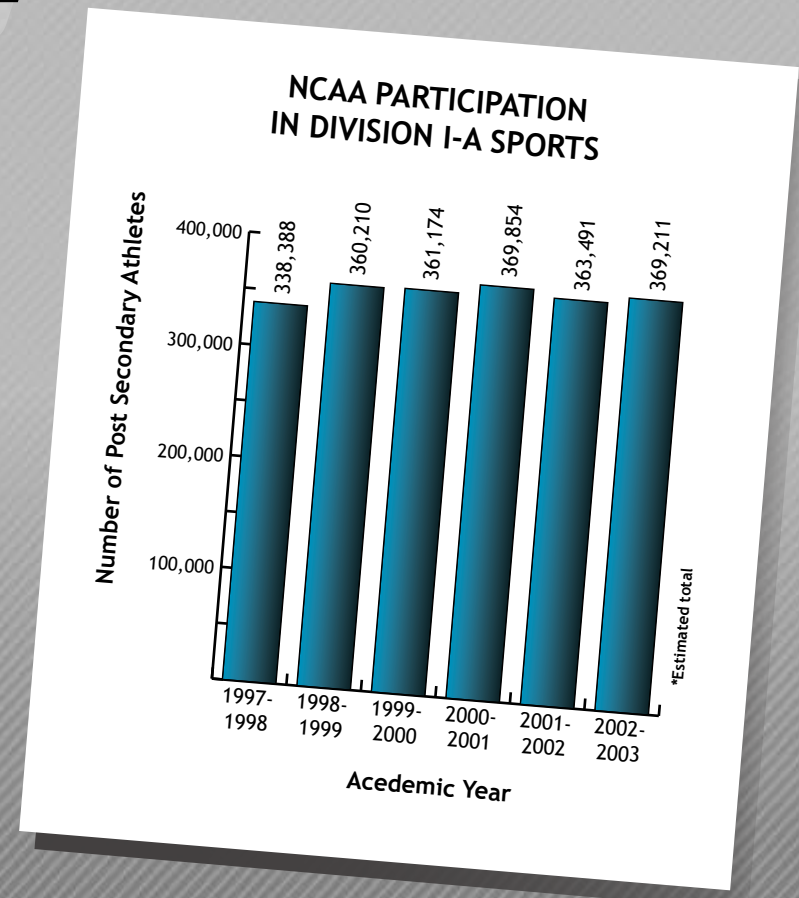
There are approximately 1.1 million youths ages 15-18 who participate in sports in Canada as well as 1.2 million 19-24 year olds. In the U.S., there are more than 7.2 million high school student athletes each year, and millions more worldwide.

Of these 9.5 million teen athletes, the majority are hoping to be drafted into the NCAA or a professional league, but only 525,000 have a serious prospect.

Of these half a million athletes, approximately 350,000 will go on to play at the college / university level.

However, there are less than 5,000 post-secondary scouts in North America, the majority in the USA.

This means that each scout will need to observe more than 70 high school athletes each year - which is impossible to accomplish.

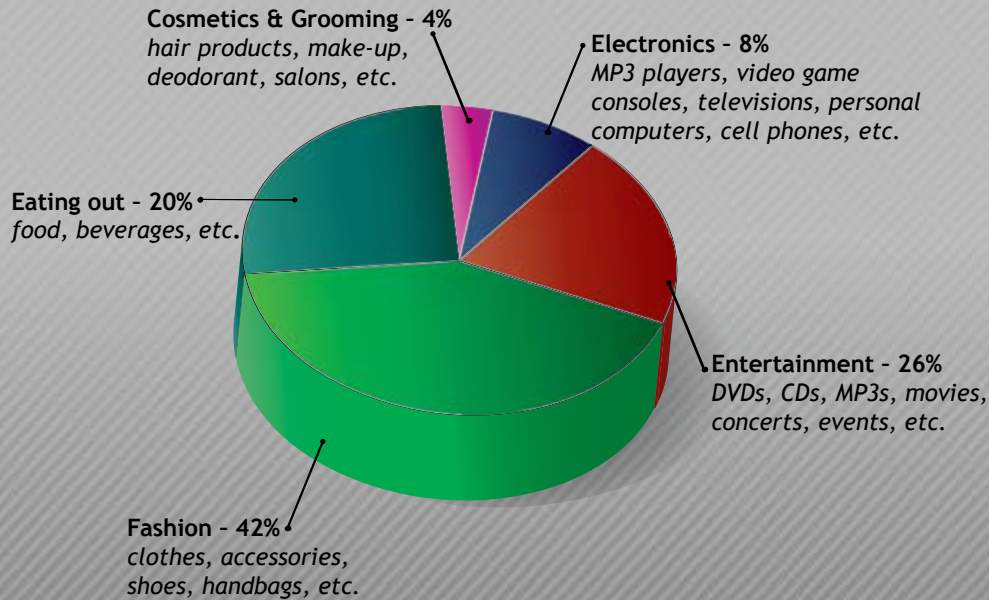


Sources: NCAA Participation Statistics, 2002 • www.thescoutingnews.com • www.statscan.com

SPORTSLIST.ca

CONNECTING COACHES AND ATHLETES

ITEMS MOST COMMONLY PURCHASED BY TEENS
(in percentage of overall expenditures)



Market Research Cont'd

Every year, the average North American teen between the ages of 12 - 18 spends approximately \$3,200.00 on personal items not purchased by their parents.

Therefore, the 8.3 million high school athletes in North America have a combined buying power of \$1.68 billion dollars.

Of all the almost 41 million high-school aged teens in North America, 87% are online & 55% are on social networking sites.

Sources:

NCAA Participation Report 2002 • Teenage Research Unlimited 2007 • Department of Financial Institutions, 2006
Piper Jaffray, "Teen Shopping Behavior & Brand Preference," 2007 • PEW/Internet "Report: Family, Friends & Community", 2005

SPORTSLIST.ca

CONNECTING COACHES AND ATHLETES

SportsList



SportsList offers an unprecedented opportunity for high school athletes to connect with post-secondary and professional coaches and scouts.

SportsList is a one-of-a-kind social networking community whose core demographic is populated entirely by high school teams and athletes seeking to be recruited by post-secondary and professional-level athletic teams, coaches and scouts.

SportsList allows school teams and individual athletes to create their own profiles showcasing their athletic and academic abilities to entice coaches and scouts.

SportsList provides up-to-date lists of available scholarships and grants available to high school athletes and adheres to all NCAA and CIS recruiting regulations.

SportsList promotes the benefits of sports and with the aid of pro athletes and role models who tour to schools across the continent, helping motivate student athletes to stay in school and focus on their goals.

SPORTSLIST.ca

CONNECTING COACHES AND ATHLETES

The SportsList Story

SportsList was conceived by Tom Rajabzadeh during his time as a soccer coach. Tom grew frustrated at the lack of attention given to his incredible young athletes by already busy scouts and coaches. After years of trying on an individual level to connect the right players with the right colleges and universities, Tom wanted something that could connect not only his athletes, but all worthy athletes to the opportunities they deserved. The solution? SportsList.ca!

Tom Rajabzadeh

Tom Rajabzadeh was a student athlete at the University of Maine who went on to become a professional soccer player, playing for clubs in Europe and Canada. Mr. Rajabzadeh gained experience working closely with thousands of amateur athletes at Major League Soccer camps as a team-member, and later as a counselor in the United States. Fluent in five languages, Mr. Rajabzadeh recently reported on NHL games for ORF Austrian TV in Germany. Now taking his passion for amateur sports and combining it with his experience in managing professional and amateur sports teams, Mr. Rajabzadeh is committed to his goal of connecting young athletes with a brighter future through post-secondary scholarships.

Nuclear Media

Nuclear Media is a new marketing and web development company that is assisting SportsList in fulfilling its vision of providing opportunities to young athletes. Working tirelessly to develop an online community addressing the specific needs of amateur athletes and coaches, Nuclear Media has provided an extensive web platform that is both easy to use and powerful in scope.

SPORTSLIST.ca

CONNECTING **COACHES** AND **ATHLETES**

SportsList Services

SportsList is proud to offer these additional services complimentary to their unique social network community:

Reps: SportsList values the authenticity of their offering and ensures accuracy in team and player profiles by verifying the athletic and scholastic achievements of its athletes. This is done through telephone calls with the school and/or coach or, if the coach has a profile as well, the coach can verify all information regarding all of his/her athletes. Only when verified will the athletes receive the SportsList Verified mark beside their profile.

SportsList Reviews: Depending on the concentration of registered athletes and teams within a geographic area, SportsList can dispatch one its Reps to watch and write a review on registered individual athletes and teams. This review will appear on respective athlete and team profiles, giving further approval and insight for potential scouts and coaches.

Motivational Speakers: By partnering with professional athletes, SportsList will go to high schools first across Canada and then North America to speak directly with the student body to promote sports as a positive and rewarding experience that can have a positive impact on their lives and the lives of those they care about.



SPORTSLIST.ca

CONNECTING COACHES AND ATHLETES

Who Makes SportsList?

The people, institutions and companies who contribute to SportsList are both its strengths and its partners. We are always seeking to improve our organization, and are currently looking for the following:

- **High School Athletes:**
Athletes benefit with extra exposure that can help them gain recognition and give them a better chance to get drafted by post-secondary teams. SportsList also maintains up-to-date information on scholarships & bursaries that can help shoulder the cost of higher education.
- **Schools:**
Schools can promote team games and events to friends, family and supporters, raising attendance and helping students achieve success post-secondary athletics and education.
- **Post-Secondary Coaches & Scouts:**
Teams can search from a broad base of athletes governed by a reliable screening process ensuring accuracy in its profiles and quality in its athletes.
- **Pro Athletes:**
Serve as role-models in seminars and lectures in schools across North America. This helps motivate students to perform better in their respective games and in the classroom.
- **Advertisers:**
SportsList provides a chance for advertisers to promote their sports-related products and services directly to the sought-after 16 - 18 year-old demographic.



CONNECTING **COACHES** AND **ATHLETES**