



**THE MOST POPULAR ONLINE GAME
IN THE WORLD !**

©2002 SLINGO INC.

Revised 4/18/02



WHAT IS SLINGO ?

Slingo, an exciting combination of the best features of American favorites Bingo and Slots, was developed on a traditional 5-reel slot machine in 1995. One year later, it had blossomed into a multiplayer online game, successfully debuted on America Online in October of 1996. Today, over 5 years later, Slingo holds the distinction of being "America's favorite online game" with almost 2 Billion games played. The Slingo experience, online or in person, appeals to anyone who enjoys playing games, winning prizes and having fun.

The Slingo Inc. corporate office is where visionary leadership and creative staff develop strategies to bring the Slingo brand into every American home. Online flagship products like Classic Slingo, X-Press Slingo and 5-Card Slingo, slot machines in America's gaming capitals, and Instant Lottery Tickets are ways in which Slingo Inc. works aggressively to bring games to new markets and to the desirable demographics. The recently expanded Slingo.com web site creates a forum for new and exciting Slingo games as well as a series of unique opportunities to integrate advertising into Slingo products.





SLINGO ON AOL

For the past 3 years, Slingo has been one of the top 5 accessed keywords on America Online...often achieving the highly visible #1 ranking.

Online gaming has grown in popularity from a trickle to a tidal wave. Fifty-eight percent of all U.S. households are connected to the Internet, and people report that games are a primary destination when they're online. In fact, people spend millions of hours every month just playing online games and Slingo has demonstrated a highly desirable "stickiness" with users.

The Slingo product family was there at the beginning of the Internet surge and it has continued to ride the crest of popularity despite fierce competition. The broad-based audience that is embraced by the general reach of the Internet is at the heart of Slingo's success. The Slingo name, already branded as entertainment for anyone at any age, is perfectly positioned to capitalize on the diversity of the Internet demographic. Slingo has been described as an "online phenomenon" and it's easy to see why:

QUICK FACTS (Slingo on AOL)

- Slingo games played to date – almost 2 Billion (launched 10/26/96)
- Slingo Games average over 140,000 total hours of game play daily
- Slingo hosts almost 2 Million unique players each month
- Slingo players spend an average of over 45 minutes playing games on every visit
- Slingo remains in the Top 10 downloadable games played among all Internet-using PC Users (JMM Top 50 Computer Game Applications report)
- Slingo was ranked 4th among all game publishers (ranked by unique monthly users) and 7th most played game, second only to Microsoft's top 6 online products (Jupiter Media Metrix Press Release)
- Slingo has been one of the top 5 accessed keywords on America Online for the past 3 years outranking E-Bay, AOL.com, MapQuest, Monster.com, and even the Olympics



CLASSIC SLINGO

X-PRESS SLINGO

5 CARD SLINGO



SLINGO ON EA / POGO

Slingo games are now available on EA.com / POGO, one of the world's largest online gaming networks, to tap into EA's wide reach to a broad demographic player base. This powerful alliance effectively delivers the Slingo brand and Flagship Products to the entire web-based audience.

The expansion of the Slingo brand and the growth of the Slingo online community provide increased opportunities for advertisers, including innovative sponsorships and creative marketing.



THE IMPORTANCE OF ONLINE GAMES

In September 2001, Jupiter Media Metrix reported that the number of monthly online game players had increased 43% in one year, with a 92% increase in total monthly gaming minutes. Online games provide a sustained platform for advertising and marketing outreach to both broad and narrow demographics in an entertaining and attractive environment.

The online gaming industry is growing exponentially, accounting for literally billions of minutes spent online each and every month. Why? Statistics attribute the expanding popularity to the intentional broad-based appeal of most online games, as well as their ability to captivate attention, and block out stress and tension.



SLINGO IN CASINOS

Slingo Bonus Slot gives additional prestigious exposure to the Slingo brand. Slingo Slots can be found in all PPE Casinos in Atlantic City, Indiana, Las Vegas, Reno, Laughlin, Mississippi, and Canada. They can also be found in Connecticut. In other words, wherever games are played, people look for a brand synonymous with fun and excitement - Slingo.

Slingo has built-in brand recognition and a reputation as a game that makes playing almost as much fun as winning.

The Slingo Bonus Slot game has proven so successful that some casinos have instituted both Tournaments and Area Progressives.



SLINGO BONUS SLOT MACHINE



SLINGO BONUS GAME

SLINGO INSTANT TICKETS

Instant lottery tickets are in the forefront of the industry's largest cash-winning games. An exciting new partnership with Oberthur Gaming Technologies brings another level of exposure to the Slingo brand with the Slingo Instant Ticket. Millions of tickets have already been distributed and sold in several states, and this highly entertaining Instant Lottery Ticket is rapidly expanding its reach.



SLINGO INSTANT TICKET



SLINGO.com

Slingo.com is the latest in a growing list of ventures pioneered by the people who successfully brought the Slingo Flagship Products to AOL. The web site has recently been redesigned (February 2002) to meet an increasing demand for Internet games that are fun, free, and of the highest quality. Always looking to the future, Slingo Inc. employs cutting edge technology to provide a superior gaming experience for players.



SLINGO.com MAIN PAGE

The Slingo.com site currently has a player base that almost doubles every two months. "Slingo Coins," a rewards program, keeps players coming back to use the coins they have earned playing games to enter daily, weekly, and monthly prize drawings. The "Games" and "Prizes" areas represent more than 50% of the page views at Slingo.com, presenting a spectrum of effective Sponsorship opportunities. With Slingo's new games, powered by Macromedia Flash technology, exciting integrated advertising and rich media opportunities exist for our Sponsors and Partners.



SUPER SLOT SLINGO



BUMPER SLINGO



MATCH'UMS SLINGO



SLINGO.com

Slingo.com is now being advertised on some of the most popular search engines and web sites online, and players who click into Slingo.com defy industry standards with a 20% registration rate — that means that 1 out of every 5 people who click into Slingo.com register with our website. And, in just 2 months, Slingo.com has served over 10 million ad banners with an industry beating 1.5% click-thru rate.

160,941 unique registrations in 2 months - 80% opt-in to be re-contacted by e-mail!

UNIQUE REGISTRATIONS	
74,333 (Feb. 2002)	PROJECTED (6 MONTHS) (Feb. - July 2002)
160,941 (Feb. - March 2002)	
649,089	

The Slingo.com site is filled with hundreds of advertising opportunities on dozens of active pages that are visited frequently by eager players. When visitors come to our site, they're immersed in the Slingo experience, and become part of a community of players who enjoy spending time at Slingo.com's expanding list of non-gaming areas:

- Popular E-Greetings - For Holidays and Every Day
- Quick and Easy Downloads
- Informative Message Boards Always Active
- Friendly Chat Where Players Congregate
- Fun Trivia Contests Offering a Daily Challenge
- Exciting SuperPics Contests to Test Your Luck

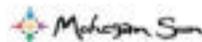


SPONSORSHIP OPPORTUNITIES

At Slingo.com, an aggressive roll-out of products creates a steady stream of new and innovative sponsorship opportunities. Thanks to our extensive database, some of our advertising can be targeted to specific groups of players based on the information in our player profiles. (Our Advertising Inventory has been included so that you may fully review all of the different opportunities that exist)

- **Prize Sponsorships** - The Prize Page features exciting awards given away daily, weekly or monthly. Your brands are rewarded with prime exposure every time a person enters their "Slingo Coins", checks the winners list, or visits the Prize area.
- **Site Sponsorships** - With a complete menu of banner, skyscraper, pop-up and pop-under opportunities through the Slingo.com site, Sponsors can use the entire site as a marketing tool. Slingo.com employs cutting edge technology to rotate your ads in on our pages for any period of time.
- **Marathon /Tournament Sponsorships** - Slingo.com invites players to enter game marathons which run for extended periods of time. With Marathon Sponsorships, Slingo can offer bonuses to players with a direct tie-in to visiting Sponsor businesses during the Marathonperiod.
- **Game Sponsorship** - Slingo.com uses the latest in Flash technology, allowing a seamless integration of Sponsor brands into every game. Company logos may appear on game icons such as; playing cards, Sponsor Coins, or inside various containers. A full Flash interstitial between games can take players to your site while their score is being recorded.
- **Game Endorsement** - For companies who prefer to keep their advertising message separate and distinct, the Game Endorsement option puts a display ad at the top of the game screen which is rotated with other Slingo partners at time intervals determined by our advertisers.

Slingo, Inc. and Slingo.com are proud to include these market giants among our Partners and Affiliates:





SPONSORSHIP EXAMPLES

■ PRIZE SPONSORSHIPS

Sponsors brands are offered in daily, weekly and monthly contests, and spotlighted on the Prize Pages and while entering each prize drawing.



SLINGO.COM PRIZE AREA

■ SITE SPONSORSHIPS

Various banner, skyscraper, pop-up and pop-under opportunities are available throughout the Slingo.com site.



SLINGO.COM MAIN PAGE

■ GAME SPONSORSHIPS

This is a seamless integration of Sponsor brands into Slingo games using Flash technology and it easily customizable to suit an individual Sponsor's needs.

■ GAME ENDORSEMENTS

A display ad at the top of the game screen is placed in rotation with other Slingo partners at time intervals determined by advertisers.



SUPER SLOT GAME SCREEN



AD INVENTORY

Slingo Inc. encourages perspective sponsors or affiliates, to discuss different ways in which we can bring your brand to the Slingo.com environment in order to generate sales and traffic to your site. We can offer a variety of rich media formats and can custom tailor the design of an ad campaign to suit your specific needs.

Our dedicated staff is also available to develop Flash advertisements specifically for Prize and Game sponsors. Here is some of what Slingo.com has to offer:

General Website Pages

There are over 200 pages, with millions of page views due to dynamic content, and all banners can be rotated:

- One TOP 3rd of the page banner at 468x60
- One Bottom 3rd of the page banner at 468x60 (Allowing for ad "Sandwiches")
- Left side button at a maximum of 150x150
- Some pages offer room for a 120x600 tower
- Special pages can offer various Pop-Ups and Pop-Unders
- Flash "Marquee" scrolling window to have "News-Ticker" style advertisements or Sponsor announcements

Contest and Prize Sponsorships

Contests

- Slingo Daily Trivia sponsorship (Daily Trivia question can be sponsored)
- Customized contests using Sponsors rich media content

Prizes

- Prize Sponsorship, any prize could be sponsored, either cash or merchandise
- Full page advertisements at up to 468x400 (Can be in Flash or other rich media)

In Game Opportunities

- Endorsement Ad at the top of the screen in standard 486x60 size
- "Sponsor Coins" sponsorship so that all earned "Slingo Coins" come from the sponsor.
- Interstitial Ads, which can be placed into any of our Flash Games which all players must view before they may continue playing
- Dedicated Game Sponsorship in which the logo of your company appears throughout the game
- Marathon sponsorships – Sponsor can hold game marathons in their name



INVITATION

We invite you to join a growing list of Slingo Partners, Sponsors and Affiliates and find out how the Slingo.com web site can give your business the exposure, traffic and revenue you want. Our mass appeal can be yours, and our millions of happy game players are waiting to become your satisfied customers.

Put Slingo Inc.'s proven track record of stability and success work for you today.

CONTACT US

Hans Klasson
VP of Operations
Slingo Inc.
910 Sylvan Ave.
Englewood Cliffs, NJ 07632
(201) 871-4900
Fax (201) 871-7050
Email: HKlasson@Slingo.com