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TGN Executive Summary

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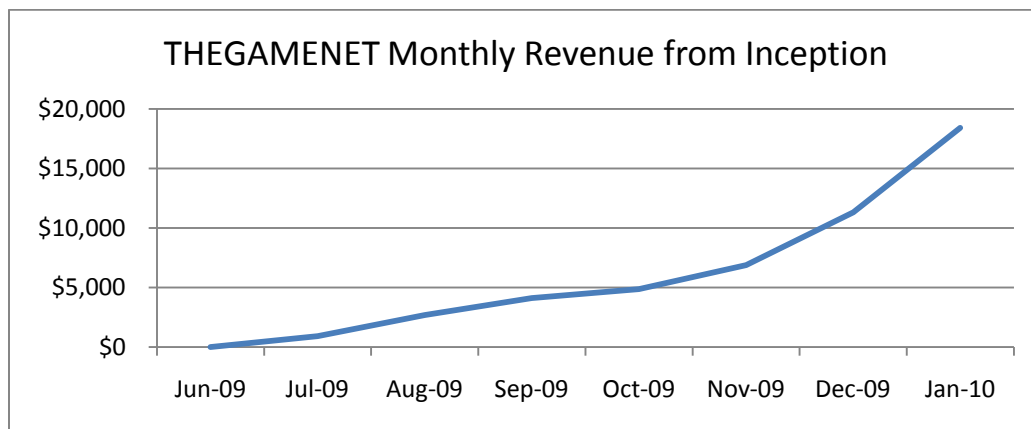
TGN (THEGAMENET) is the conduit between game publishers and game players.

On one end of the conduit, TGN is the marketing arm for the game industry with established partnerships and revenue shares with EA, Sony, Funcom, Frogster, IGG, Soho, BigPoint and other game companies in North America, Europe and China. TGN drives new users through its game channels, such as TGN toolbars, TGN game reviews, TGN YouTube videos and custom TGN ad campaigns. See www.thegamenet.com

On the other end, TGN creates homes for game communities, providing the tools that allow gamers to create user-generated content and manage the community. Over 1 million absolute unique gamers visit the growing network of TGN wikis, TGN music and video channels, TGN forums, TGN databases and TGN news outlets every 30 days¹. In the last three months, TGN installed 100,000 game toolbars, launched 100 professional game wikis and produced hundreds of HD YouTube videos, including exclusive E3 2010 coverage at www.tgnlive.com

Financials

TGN revenue has grown an average of 20% a month, strongly correlated to increasing traffic.



TGN started in June 2009 with \$12.61 monthly revenue, followed by \$914 in July, then \$2,684, \$4,130, \$4,878, \$6,893, \$11,478 and \$18,537 in January 2010.

In February 2010, TGN began building IP and platforms to license to 3rd parties and consume internally to create end-user services like "Create your own Fansite" and new revenue streams.

In May 2010, TGN raised investor financing and acquired the 13-year-old game community Stratics.com.

¹ For detailed stats, see <http://tgnfile.com/tgnstratics-media-kit.pdf>



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The Pitch

Partnerships - TGN has established revenue share deals² and ad contracts³ with game companies.

Unique Value - Our IP is the community platforms we develop. Our value is in the hundreds of thousands of wiki articles, game news and forum threads written by our users. We leverage the most successful game brands by partnering with and developing communities for the best games, creating user-generated content similar to Wikipedia and YouTube (but targeted specifically for games).

Business Goals - Users are the currency of the Internet, and with the acquisition of the 13-year old game community Stratics.com, the new "TGN Stratics" begins a focused development initiative that combines Stratics forums, news and databases with TGN wiki, toolbar and video platforms.

User Goals - Gamers will now have a single destination to create their own fansites around their favorite games and be able to easily share them with the world or just their close friends. We will be the ning.com of game communities in 10 months. Where Ning lets anyone create their own social network, TGN will let gamers create their own fansites and contribute to others.

Business Model - Our business model is based on creating high traffic websites monetized by virtual currencies⁴, game revenue shares and ad-buys, all strongly targeted to our gamer demographic. We have over 20 ad contracts and are actively pursuing new partnerships with Google and YouTube.

Opportunity - The next 10 months will see the most concentrated launch of \$10-200 million dollar budget MMO games in the history of computer games (see Roadmap below). TGN is positioned to deliver the target 18-34 male gamer demographic.

Market Size - Revenues from online games will reach \$11.5 billion by 2011, a 25.2% compound annual growth rate since 2007. Gaming will be a \$68 billion business by 2012 and is outpacing growth from other entertainment sectors like movies and music⁵. TGN benefits directly from this growth without any of the development or marketing costs associated with creating games.

Sales and Channel Strategy - Google drives the majority of our users at no cost. Due to the breadth of content in our wikis and forums, TGN sites appear on the first page of organic search results for common game searches. Also, we ran successful Facebook ad campaigns to "purchase" half our toolbar installs with a net monetary gain.

Investor Goals - We seek to raise \$500,000 for 10% equity to accelerate the development of TGN and all its channels. Our ultimate goal is to grow to IGN.com⁶ size (see Financials and Roadmap below).

² Revenue share deals: BigPoint 50% for all games, IGG 50% for all games, Soho 50% for all games, SoQuest 29% for War2, Frogster 20% for Runes of Magic

³ Ad contracts: Sony, Blizzard, Funcom, Turbine, Square Enix

⁴ Users pay real money to purchase virtual currency used to buy virtual goods, like a better cow in FarmVille

⁵ Market size source: [ars technica](http://ars.technica)

⁶ News Corporation purchased IGN for \$650 million in September 2005 - <http://en.wikipedia.org/wiki/IGN>



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Competition

We compete with Curse.com, a 5-year-old company with \$10 million annual revenue that started with one World of Warcraft player offering WoW add-ons on his "Curse Guild" website.

Game companies come to Curse asking for wikis, databases and forums. The benefits of a healthy community are clear, but the expertise needed to build one is rare. Curse and TGN are the only two that create communities as a professional service as of this writing.

Curse focuses on databases and forums. TGN focuses on toolbars and videos. We both focus on wikis.

Team

The TGN team is lead by the senior ex-Microsoft architect George Vanous who engineered parts of Hotmail.com and Windows Live. The Creative Director Maryann Ohki has 20 years graphic design and marketing experience in print, media and web. The ex-CEO of Revenue Wire, Havind Sehmi, chairs our Board of Advisors.

We employ well-known professional gamers for every game we target, expert players respected by the community of fans (much like hiring Michael Jordan as a spokesperson). They help recruit new editors and content creators, and add their reputation to our brand.

Roadmap

2010-07-01	Begin integrating TGN platforms and communities into Stratics
2010-08-01	Launch the new TGN Stratics
2010-09-01	Reach September traffic and revenue goals: One million monthly unique visitors and \$20,000 a month, both growing by 15% a month to reach five million monthly unique visitors and \$100,000 a month revenue 10 months later.

This growth is achievable due to the most concentrated launch of multi-million dollar budget MMOs in the history of computer games over the next 10 months.

2010-05-11	Rise of the Godslayer, the first Age of Conan expansion
2010-07-27	StarCraft 2
2010-Summer	Lego Universe
2010-Fall	Final Fantasy 14
2010-Fall	World of Warcraft: Cataclysm, the third major expansion
2010-Fall	Lord of the Rings Online is changing from pay-to-play to free-to-play
2011 Spring	Diablo 3
2011 Spring	Star Wars: The Old Republic (\$200 million in development, \$10-15 million advertising)

Contact

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