



PREP SPORTS NATION Major Differentiators

Network Overview:

Prep Sports Nation is destined to become the largest fully localized high school sports content and social network platform in the country. The network will allow high school athletes to express themselves and connect with others by creating their own profile, posting videos, uploading pictures, writing blogs, and interacting with other athletes, coaches, family, fans and recruiters. The network is fully localized through local media partners.

Major Differentiators:

- **National Community**— While Prep Sports Nation has a predominately localized feel, participants will also be able to be a part of a broader, national community of High School students. They can share videos, pictures, and even their own thoughts with students their own age from across the country. Now students will stay on one site for both local and national content.
- **Free Stuff**— Only Prep Sports Nation combines the power of national brands to offer free stuff to students. With everything from movie tickets and previews, to discounted or free products, this section offers a huge sticky factor that will keep students coming back to the site.
- **Training/Educational Tips**— Only Prep Sports Nation offers professional athletic training advice to students as part of the social networking experience. In addition, coaches and recruiters will be featured giving an insight into what they are looking for and how students can position themselves to be a better athlete.
- **Experience**— Dell Sports has a successful track record in providing games and content to media partners around the country. We have experience in building scalable online interactive products that rival most competition.
- **Page Views**— Page views are the true driver behind advertising revenue. Dell Sports already has the highest page views in the fantasy sports industry according to the Fantasy Sports Trade Association (FSTA). We are taking that knowledge and applying the same basic concepts to Prep Sports Nation.
- **Content**— Content is King! With everything from local to national content, that is both user and media partner driven, our content stands at the top of all social networks. Some providers are really good at national content, some are good at stats, others focus solely on local content... but only Prep Sports Nation combines everything into one social network.
- **Stats**— Prep Sports Nation features a variety of ways to enter stats. One is user generated stats, where users can track their own progress and enter in their own stats to share with others. This displays as unverified until it has been verified by a coach/school official, or media partner. The second is media partner stats, where media partners can enter stats for any sport they desire. Our system accommodates all different levels of involvement from final scores to full box scores.
- **Flexibility**— Dell Sports is willing to adjust our model to accommodate your needs as a corporation. Everything is negotiable from the number and rotation of ad positions to the content features inside the site. We are willing to listen to your needs and will make modifications to our product for corporate agreements.

PREP SPORTS NATION
“WE PLAY FOR PRIDE”