“We saw a 200% increase in sales of one product after only one month of advertising with MJM.”

—Ian Hunt, Bar Owner
The Changing Media Environment

The media habits of Americans are evolving.

Emerging technologies give Americans unprecedented choice and control over programming, it also bestows them with the ability to limit their exposure to traditional marketing methods.

At the same time, the development of digital display technology is providing companies with the ability to reach potential customers in exciting ways never before available.

DID YOU KNOW?

“Brand recall on out of home digital display advertising is 2X greater than traditional TV.”
MJM has designed the first and only fully-automated fantasy sports system for bars and restaurants.

Our network of 42” plasma TV scoreboards offers the best in digital signage with 130 digital displays delivering over 2.5 million monthly viewer impressions, and that number is growing.

Digital signage is here to stay and is changing traditional advertising overnight. Fortune 500 companies are converting from traditional means of advertising because marketing at the point of purchase is crucial.

Studies show that digital signage will motivate a purchase or ensure the success of a special promotion.

Eminent brand building is important to Fortune 500 companies, because popular brands generate better sales results.

Simply put, MJM’s network of digital displays strategically located in some of the nation’s finest sports bars and restaurants is purely unmatched in delivering your message.
MJM delivers a captive and relaxed audience in the highly desirable 21-54 year old demographic inside some of the finest sports bars, restaurants and clubs across the country.

MJM reaches consumers at the highest motivational level, out of home, and in most cases right at the point of purchase.

MJM’s affordability and flexibility; digital display technology is the most effective and efficient way of advertising of any media available.

MJM offers customizable ad campaigns for every budget.

MJM’s digital displays can run video, digital still images, and internet-style flash animation.

MJM offers immediate market penetration with spotlight programs and national blasts.

Because our fantasy sports games are linked to the nation’s most popular sporting events and television shows, so are your ads!
Rotation, Rotation, Rotation
15 second displays run eight times an hour. 30-second videos run 4 times an hour. Each display is seen for a total of two minutes per hour. Screens run 15 hours a day 7 days a week.

Premier Equity Position
Logo is seen on screen 12 minutes every hour.

Full Motion Video
Make an impact with your 15 or 30-second full-motion digital video ad. MJM’s format allows you to use existing television, print or internet style flash creative.

2.5 Million Viewers
Our network of digital displays is seen by more than 2.5 million viewers each month and that number is constantly growing.
Because our games are linked with the Nation’s most popular sports events so are your ads!
Number of MJM Venues

- 2004
- 2005
- 2006*
- 2007*

*Projected
Plasmas provide a bright, flat, wide image that is clearly NOT a TV. People simply can't walk past it without looking at it. Doesn't this define what a sign should do?"

- Brad Gleeson, President & CEO ActiveLight Inc.
Jocks & Jills Sports Grill, with its unique sports atmosphere and great food, creates a premier sports-themed restaurant.

With individual locations varying in size between 40,000 and 75,000 square feet, each location features The Video Café, with over 16 giant screen TVs for optimal sports viewing.

Fox & Hound Restaurant Group owns and operates entertainment restaurants under the Fox and Hound® and Bailey’s brand names that each provide a social gathering place offering high quality food, drinks and entertainment in an upscale, casual environment.

The US Army MWR operates clubs and recreation centers with a mission to provide rest, relaxation and recreation for Army personnel, their families, and other members of the total Defense Force.

Jocks & Jills Sports Grill, with its unique sports atmosphere and great food, creates a premier sports-themed restaurant.

The Fantasy Sports Machine can be found in some of the finest bars and restaurants across the nation with more locations joining the team every month.
Demographics of a Fantasy Sports Player

- Avg. Age: 41
- Avg. Household Size: 2.5
- Avg. Education: Bachelor’s Degree
- Avg. Household Income: $89,566
- Males: 93%

Source: FSTA survey, 2003

Most Popular Fantasy Sports

<table>
<thead>
<tr>
<th>Sport</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL</td>
<td>92%</td>
</tr>
<tr>
<td>MLB</td>
<td>64%</td>
</tr>
<tr>
<td>NBA</td>
<td>33%</td>
</tr>
<tr>
<td>NASCAR</td>
<td>22%</td>
</tr>
</tbody>
</table>

Percent of fantasy players who played these at least once.

Average Daily Traffic in select MJM Venues

<table>
<thead>
<tr>
<th>Venue</th>
<th>People per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playmakers (Fargo)</td>
<td>3,000</td>
</tr>
<tr>
<td>Helen Fitzgerald’s (StL)</td>
<td>1,200</td>
</tr>
<tr>
<td>US Army</td>
<td>800</td>
</tr>
<tr>
<td>Jillian’s</td>
<td>700</td>
</tr>
<tr>
<td>Fox &amp; Hound</td>
<td>700</td>
</tr>
</tbody>
</table>

“Fantasy sports, like video games, are here to stay.”
-Sports Illustrated, June 21, 2004

“The game can make you a bit obsessive.”
-actor Michael J. Fox, on fantasy sports

Information provided by individual venues
MJM Software

Along with the software to run the Fantasy Sports Machine network, MJM has designed and developed its own video distribution software. This makes creating, implementing and tracking a customized ad campaign to meet your specific needs amazingly simple.

Customized Ad Campaigns

Videos and digital images are downloaded across our network from a central location. Once each video or image is downloaded across the network it is automatically checked for data integrity. If the download failed in any way, the software downloads the file again.

Once downloaded, we can pick and choose exactly where, when, and how frequently each ad runs. We can take multiple ads and rotate them in any configuration you chose. For example, 4 ads could run in one slot, meaning each ad is seen just once per hour, yet your brand is seen 4 times an hour. Want one ad to be seen more frequently than the others? No problem, we can do that too.

Call Now!

Toll Free................. 866.680.1800
Phone................. 206.282.3355
Fax.................. 206.282.3354
Email.........sales@mjmSports.com

Track Your Ads

Our software automatically keeps track of every ad run over our network. Every time a video or image is played the time and location is logged into our database. Log onto our website any time and generate a report to see exactly when and where your ads have played.

Unprecedented Access

Simply put, MJM technology offers you a chance to reach your customers at a time and place, and in a manner, never before possible. Don’t miss this amazing new opportunity. There are only a limited number of slots available on our network.