

Fantasy Games

Opportunities for Racing

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BAM Software and Services LLC

Formed 2007

Created Independent Platform for Account Based Games Launched BetAmerica.com in 2008 with Lien Games Racing Added Additional ADWs for horses and greyhounds Created Kiosks to increase number of betting locations in U.S. Launched First Fantasy Football Games in 2010 Expanded Fantasy Games Offerings in 2012



What are Fantasy Games?

In Sports, picking players, not teams.

Create your "Fantasy Team", picking different players from different teams.

As the game plays, your players earn points for performing - passing and running yardage, homeruns, blocked shots.

Traditional - season long fantasy sports leagues.

Growing Opportunity in Daily/Weekly games.



Who is the Fantasy Games Consumer?

35+ Million strong today, just on fantasy sports.

3 out of 4 play against people they know - very social game.

Average Household Income of \$92,750

78% own their own home

Average age is 41.4 years old (51 for racing)

Sports fans twice as likely to bet on racing

Today, \$1.9 Billion spent per year on Fantasy Sports



Is this Legal?

Dependant on state law, like racing. Clearly exempted under Federal 2006 UIGEA, like racing.

Under UIGEA, certain requirements must be met for a fantasy or simulation sports game or educational game or contest:

- 1. Prize set in advance and not dependant on number of players or fees paid.
- 2. Winning outcomes reflect knowledge and skill of consumers.
- 3. Winners determined predominantly by accumulated statistical results of performance of individuals in real world events.
- 4. While mostly focused on sports, Pop Culture Fantasy Games also possible.



How can this help racing?

Great demographic for racing.

Marketing tool to bring new younger demographic to the track.

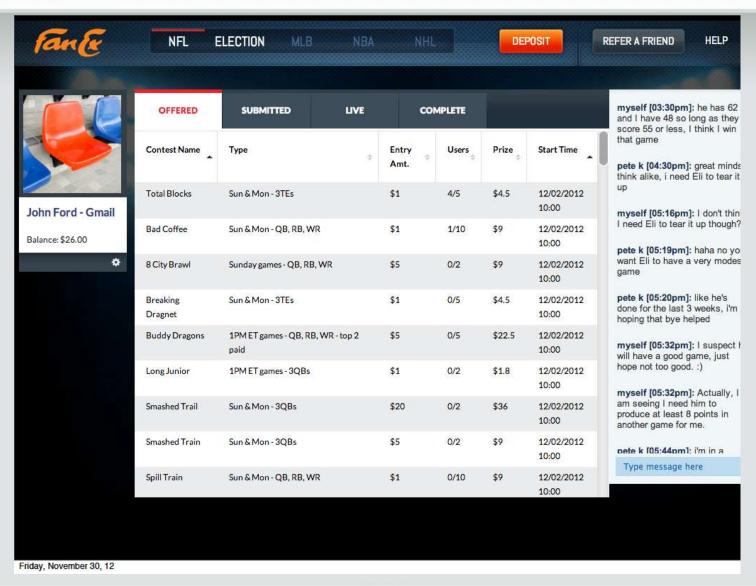
- -Attract them to racetrack/OTB
- -Retain them longer as games are played
- -Keep them returning for future games

Additional money making opportunity.

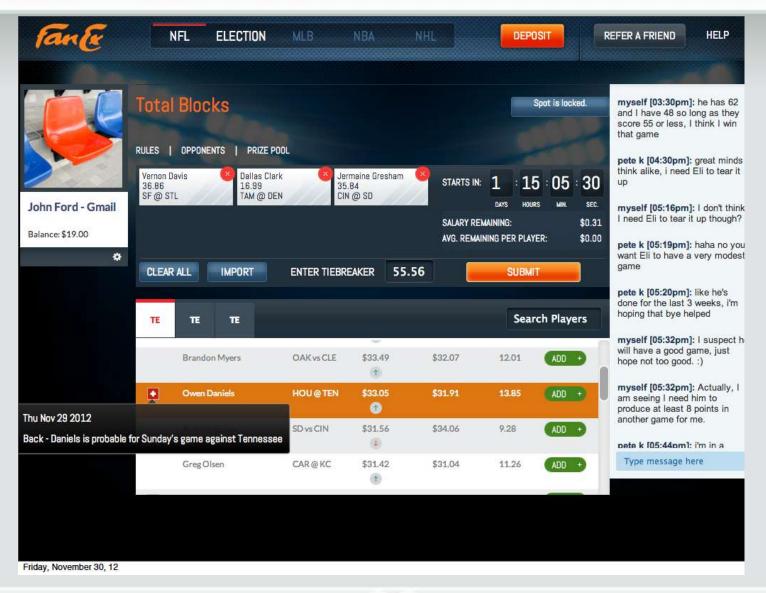
- -Free play, with promotional prizes.
- -Offered with entry fees, with cash prizes, with hold for the operator.

Create Horse Racing Fantasy Games

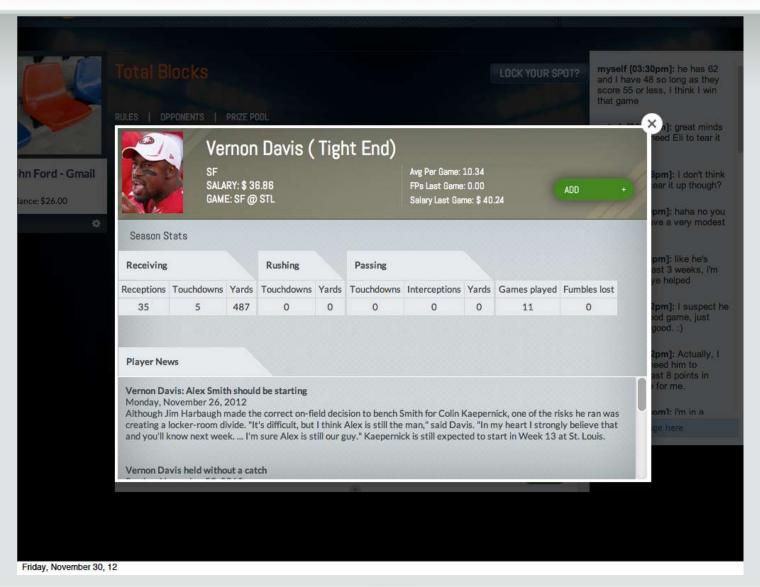




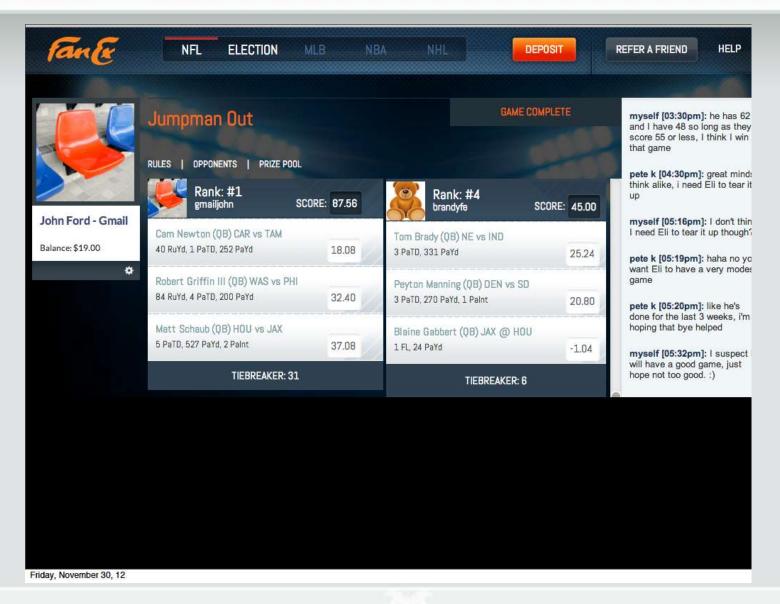




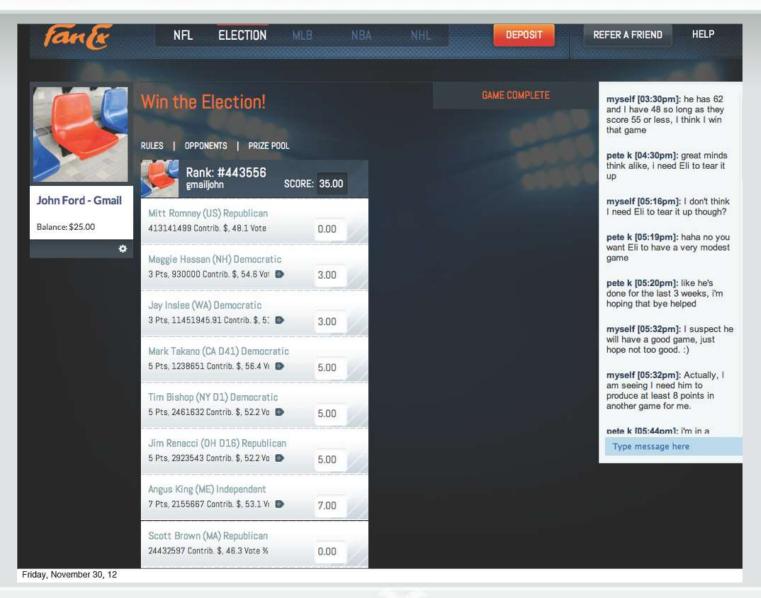














Future of Fantasy Games?

Expansion of fantasy sports, as substitute for sports betting.

Creation of "fantasy" racing games.

Expansion into other live events - Emmy's for TV, Oscar's for movies

Almost any live event.

Why not have racing involved?



Thank You

Demonstrations at Booths 5 & 6.

BAM Fantasy Games Offered FREE to racetracks.

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