



**NOW IN THE U.K.**

**MAXX Sports** is the first and only Action Sports Channel delivered entirely over wireless networks. MAXX Sports is currently live in the US and will be launching internationally in Europe, Latin America, South America, and Asia – all by early 2006.

**MAXX Sports content includes:**

**Action, Extreme, and Whacked Sports**

- Surf, Skate, Snow; Ski and Board, Wake, MOTO, BMX, Snowmobile, and other high energy sports.

**Whacked Activities**

- Women's Extreme Wrestling, Drunken Bull Riding, Best Knock-outs, and much more!

**Maxx Chixx**

- All action sports featuring female athletes
- Beautiful Women

All content is fast-charging, hard-hitting, and innovative. Edited with music and 8-10 minutes in length, MAXX Sports provides a unique viewing experience through wireless phones.

**Primary audience**

70% male, 30% female, Ages 15-35 years.

**How do people learn of MAXX Sports?**

MAXX Sports is branded in the following ways:

- MobiTV
- Co-branding deals with relevant partners
- Online
- SMS messaging
- Email

Direct through wireless carriers

**Why Partner with MAXX Sports?**

MAXX Sports offers companies new and unique wireless, web, and messaging marketing mediums. MAXX Sports has partnership opportunities available to companies who want to expand their brand and increase customer base through the combined marketing segments of wireless, web, and messaging.

MAXX Sports has captured the desirable 15-35 age demographics. Our hard-hitting, innovative, and energetic content has enabled MAXX Sports to become the leading wireless and web-based action sports group.

**How do you view MAXX Sports Channel?**

**MobiTV**

- MobiTV is the largest provider of live streaming TV in the world offering 25 unique content channels such as Discovery Channel, ABC News, Fox Sports, and more.
- MobiTV has agreements with major wireless providers throughout the world.
- US and Canada: Cingular, Sprint, Nextel, T-Mobile, Midwest Wireless, Verizon Puerto Rico, Bell and Telus.
- International: Orange, Rogers, Bell Canada, Telus, TelCel and Verizon Dominican Republic.
- More carriers coming onboard all the time
  - >200,000,000 potential viewers
  - Estimated subscribers in 2010; >65,000,000

**3rd Parties**

- Partners will sell MAXX Sports Video-on-Demand, wallpaper, and ringtones
- Over 40,000,000 unique monthly users through our partners

**Wireless Carriers**

- Direct through wireless carriers with Video-on-Demand services

**MAXX Advertising options are but not limited to:**

- Wireless, Web, and Messaging
- 15, 30, 60 second, or longer commercials and/or clips
- Logo Placement
- Custom Branded Content
- Live Event Broadcasts
- Wallpaper, Ringtones, and Video on Demand
- Sponsorships available for Video & Picture submission contests.

**MAXX Sports will provide Advertisers with:**

Detailed demographics on its viewers:

- Total viewers, total separate viewers, handsets used, time viewed, and more.
- Sports preferences, email, cell-phone, likes/dislikes, and more.
- Receive accurate demographics and viewing patterns for all viewers.
- The ability to use messaging services and/or email to directly reach your target.

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**FULLONWIRELESS**