

The Bet[♠]R Network

To: *Dave Grosenheiver*

From: *Mike Sinnott*

Date: *July 30, 2019*

Re: *BetR Network on Powell Broadcasting*

BetR Network is the nation's first-ever terrestrial radio network dedicated exclusively to sports betting. The following is our proposal for a BetR Network programming partnership with Powell Broadcasting.

1. HD Sideband Channel
BetR Network can provide programming to your HD sideband channel when that is operational at the first of the year. All BetR Network shows include 10.5-minutes of local commercials and 5.5-minutes of network commercials.
2. Streaming BetR Network Online
We're happy to provide you with audio that you can stream in your market. For this, BetR Network requires an ROS schedule to air on available stations Monday-Friday, 6A-7P. We propose the ROS schedule air on KKAM-FM, a station whose demo aligns with our BetR Network demo. The same inventory breakdown applies to the streaming of our programming online with 10.5-minutes of local commercials and 5.5-minutes of network commercials. If you do not have local commercials to air on the feed, BetR Network will air additional network commercials/promos during the "local" breaks.
3. Brent Musburger's VSiN Action Updates
This is VSiN's short-form programming offering that can air on any format. The 60-second feature is designed to provide listeners with the sports betting news headlines of the day. Currently, this feature is heard on more than 120 radio stations, including: 670 The Score in Chicago; 98.5 The Sports Hub in Boston; KNBR in San Francisco; Sirius XM's Mad Dog Sports Radio, Fantasy Sports Radio, and VSiN Channel 204.

Brent Musburger will record a customized open for each station on which the feature airs, and we'll include specific station branding at the end of the each update. The updates include our national sponsor in the opening read from Brent Musburger, but this is an update that can be sold to local sponsors.

We propose that Powell Broadcasting air the VSiN Action Update on KKAM-FM; KSCJ-AM/FM; KLEM-AM/FM; and KKYY-FM.

4. BetR Network Programming

Our main goal is to secure clearances on terrestrial radio stations throughout the country. Although probably not possible to flip one of your stations to 24/7/365 BetR Network programming, we hope to clear partial BetR programming on KLEM-AM and KSCJ-AM. Our recommendation would be to air the following on those two stations: Lombardi Line with Michael Lombardi on Saturday/Sunday mornings from 8AM-11 AM. The show is hosted by former NFL executive Michael Lombardi, who won three Super Bowls during his time as an NFL executive. KLEM and KSCJ could also air evening and overnight programming.

PROGRAM	PLATFORM	INVENTORY
BETR NETWORK	HD Sideband	10.5 LOCAL/5.5 NETWORK on the HD Sideband
BETR NETWORK	Streaming Online	10.5 LOCAL/5.5 LOCAL BETR receives ROS Schedule on KKAM-FM (SPOTS: TBD)
VSIN Action Update	KKAM-FM KSCJ-AM/FM KLEM-AM/FM KKYY-FM	BetR receives only the "billboard" read contained in the action update and no additional inventory. Powell Broadcasting has right to sell local sponsor to the updates.
BETR NETWORK	KLEM-AM/FM KSCK-AM/FM	10.5 LOCAL/5.5 NETWORK Powell Broadcasting would air BetR programming on the stations during times that make the most sense for stations. BetR recommends the Lombardi Line on weekend mornings, nights, overnights, and other weekend programming when appropriate.

This document is a conservation starter for what we hope is a mutually-beneficial relationship, not a list of must-have absolutes. We're flexible in our terms and willing to work with you to find the best opportunity for both parties.

Let's talk again soon.