



To: Tim McCarthy
From: Mike Sinnott
Re: The BetR Network on WEPN
Date: August 15, 2019

The BetR Network delivers programming that approaches sports from a betting perspective. Although technically a sports network, we're offering specialized programming that you cannot find anywhere else. Our programs originate live from the floor of the South Point Casino Hotel sports book on Las Vegas Boulevard and feature legendary broadcaster Brent Musburger and some of the most respected bookmakers in the country.

Each hour of programming consists of 10.5-minutes of local and 5.5-minutes of network commercials. If an hour of network programming is pre-empted, the station is not responsible for "make good" commercials for the preemption.

New Jersey sports books handled more than \$318-million in wagers in May 2019, besting Nevada's handle for the first-time ever. There's a strong interest in sports betting with your audience and real potential for significant advertising revenue to reach that audience.

BetR Network Programming from VSIN

At first glance, with the following shows make the most sense for WEPN:

1. "My Guys in the Desert" with Brent Musburger – Monday-Friday 5 PM-7 PM

Hosted by Brent Musburger, the show features the legendary broadcaster and a collection of the most prominent sports bookmakers in the country. The show airs from 5 PM-7 PM Eastern. The show is designed to give listeners the latest Las Vegas perspective on the lines just prior to the start of the night's action on the East Coast.

Whether for thirty-minutes or for an hour, "My Guys in the Desert" is a perfect show to fill that programming gap prior to the start of your play-by-play broadcasts. We understand if you need to pre-empt for your play-by-play broadcasts, so we do not require "make goods" for preempted programming.

2. Lombardi Line with Michael Lombardi - Saturday & Sunday 9 AM-12 PM

Three-time Super Bowl-winning NFL executive Michael Lombardi hosts the Lombardi Line on Saturday and Sunday mornings from 9 AM – 12 PM Eastern. The show focuses on college football on Saturdays and the NFL on Sundays. Lombardi delivers an insider's perspective on the game. The Lombardi Line delivers a unique perspective on the games of the day and offers a unique lead-in show to your weekend play-by-play broadcasts.

3. The Edge with Matt Youmans & Jonathan von Topel - Monday-Friday 1 AM-3 AM

Airing each morning from 1A-3A, The Edge recaps the action from the previous night and delivers the overnight, opening lines live from Las Vegas. Listeners will have the first chance to hear all the news surrounding the opening lines of the day.

4. The Opening Lines – Sundays 10 PM-12 AM/Monday 12AM-2AM

Live from Las Vegas, as the name implies, the show features the “Opening Lines” for the upcoming week in college and professional football. Hosted by Matt Youmans, the show features professional bettors and bookmakers first impressions on the lines for the upcoming week. The show airs live from 10 PM Eastern – 12 AM on Sundays with an immediate replay from 12 AM-2 AM.

VSIN-produced, market-specific programming

We have the capability of producing long-form, market-specific sports betting programming that focuses on teams that matter most to your listeners, including the Jets, Giants, Yankees, Mets, Nets, and Knicks. We could even include your station branding, commercials, and promos in the show. Just send us whatever you’d like us to include and we’ll take care of the rest.

Our goal would be to make the show sound as if it was produced in-house at your station. For this show, the inventory requirements would be the same as with our “traditional” network programming or 10.5-minutes of local commercials and 5.5-minutes of network commercials.

Unlike our other programs, we will pre-produce the show and make it available for download via our Dropbox or via FTP from an address on our server. We could produce this show to air on weekday or weekend mornings, leading into your other local and/or network programming.

This fall, VSIN can produce special BetR Network programming for WEPN to include:

- college football weekend preview, focusing on teams of local interest; and,
- NFL preview show with a special emphasis on the Jets, Giants, and their division rivals.

The show’s content can evolve from season-to-season to include the teams that matter most to New Yorkers. If you’re unable to clear the Lombardi Line for three hours on the weekends, we recommend airing a one-hour, local version of the show that focuses exclusively on your teams. A weekday version of the show should air from 5 AM-6 AM each day and include the opening lines from Las Vegas.

We’re wide open to helping you fill any programming needs that you may have. Just let us know what you need, and we’ll put something together for you.

Brent Musburger’s VSIN Action Updates

This is our short-form programming feature that focuses on the betting information on the teams that matter most to your listeners. This is a self-contained feature and we only require the “live read” included in the report from Brent Musburger for our national advertisers. If you want to sell a local sponsor, just send us the copy and we’ll have Brent record that copy to include in the updates. In that instance, we would require ROS inventory in exchange for that local sponsor insertion.

VSIN’s “View from Vegas”

The BetR Network can produce featurettes that your stations could air during any pregame shows or special programs that your stations air during play-by-play broadcasts. As part of the

pregame broadcast, you could air the "View from Vegas," an inside perspective on the game from the Las Vegas sports books.

Promotion of our programming on WEPN

We will leverage our many assets to promote BetR Network programming on WEPN, including:

- advertisement in the *New York Post*;
- promotion of BetR Network programming during "Follow the Money" broadcast on MSG;
- click-through banner ads on VSiN.com;
- advertisement in our daily newsletter; and,
- advertisement in our weekly publication Point Spread Weekly.

Summary

We have plenty of exclusive, sports betting programming for your station. Whether it is BetR Network programming or VSiN-produced, local shows, we're capable of providing your listeners with the best in sports betting programming.

Let's talk soon.