

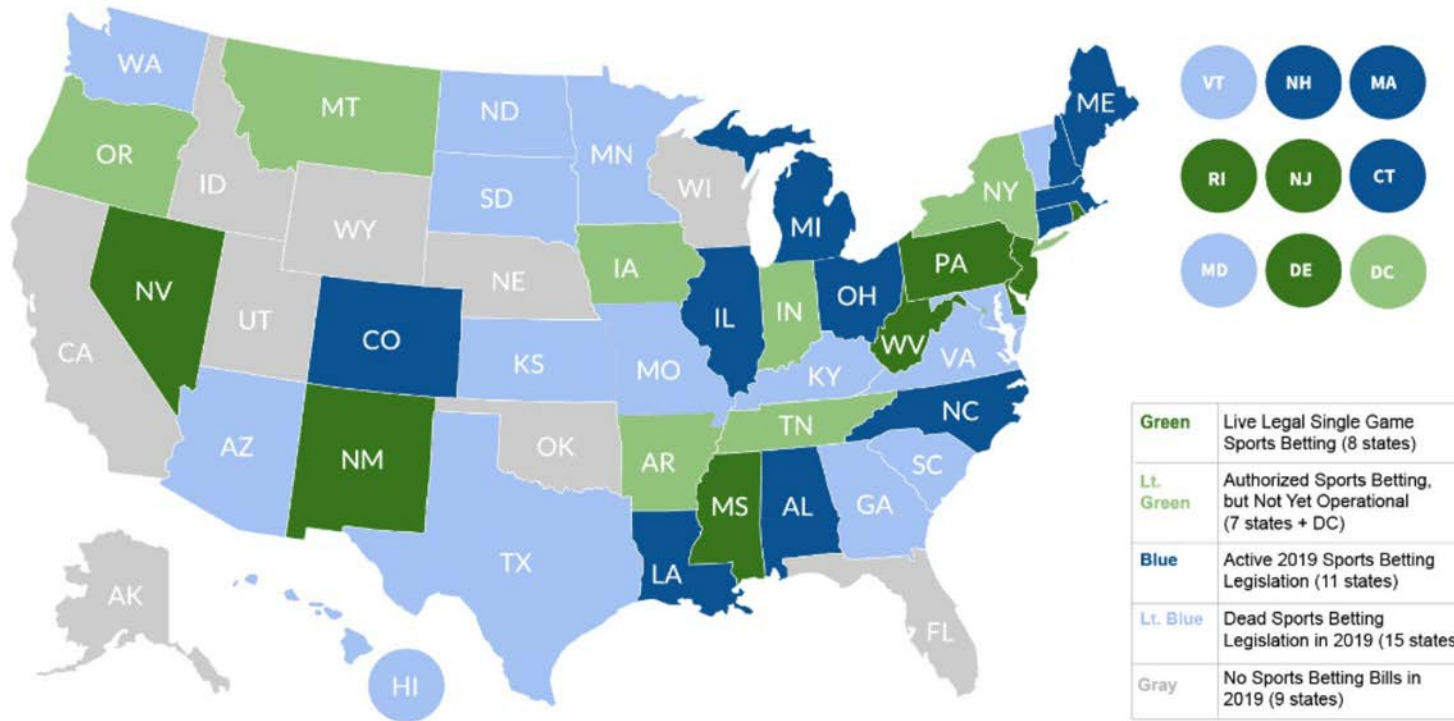


The Bet ♠ R

Connect with a new, emerging audience
that has more than a rooting interest in sports

Network

Legalized sports betting is spreading



8 states already have legalized sports betting with 9 pending launch in aftermath of Supreme Court ruling last year: Illinois, New York, Arkansas, Oregon, Montana, Iowa, Indiana, Tennessee, plus DC.

39% of adult Americans – about 100 million people – are either current or potential future sports bettors.

46% of current sports bettors in newly legalized states report that legalization has led to an increase in sports betting frequency.

Nearly 8 in 10 Americans support legalizing sports betting in their state.

Connect with this new emerging audience

According to a Nielsen Sports survey for the American Gaming Association:



- 44% of sports bettors are adults **under the age of 35**, as opposed to 31% of the general population
- 29% of bettors earn a household **income of more than \$100K**, almost double the proportion of the general population
- 69% of sports bettors are male
- 41% are multicultural
- 53% of sports bettors have a bachelor's degree or better

New network to change sports talk

The network's goal is to inform, entertain and educate our listeners about sports and sports betting.

39 KENT ST	-2000	192 KENTUCKY-10	-420	3060 BRONCOS	60/1	
40 CLEVELAND	-40	-135	193 KENTUCKY-10	-420	3061 LIONS	6/1
1 MASS	-2	+115	194 SO. MISS	57.5 +335	3062 PACKERS	20/1
2 CORNELL	57	+2500	197 S. CAROL	52 +190	3063 TEXANS	125/1
3 AKRON	66	-7500	198 NC STATE	-5.5 -220	3064 COLTS	175/1
PENN STA-31	-24.5	-3000	201 MICHIGAN	-4.5 -200	3065 JAGUARS	20/1
L'VILLE	68.5	+1500	202 FLORIDA	43.5 +175	3066 CHIEFS	
PURDUE	47	+475	203 VANDY	-3 -175		
ARK ST	15.5	-650	204 MID.TEN.	59 +155		
NEBRASKA	60	+1250	205 FLA ST	49.5 +230		
EVADA	-24	-2500	206 ALABAMA	-7 -270		
WESTER	55	+240	207 TROY	62 +335		
ILL ST	-7	-280	208 BOISE ST	-10.5 -420		
ILLINOIS	62.5	+5000				
EP	-43	-15000				
PHOMA	55.5	+380				
ROLI	-12.5	-480				

THURSDAY AUGUST 31ST
COLLEGE FOOTBALL
EXTRA GAMES

SUNDAY SEPT 3RD
COLLEGE FOOTBALL

309 PRESBYT.
310 WK FORES-40.5
311 AUST.PEA
312 CINCY -47

We report the betting lines and take you behind the scenes into how those lines are made. We update you when those point spreads change and explain what factors are influencing those changes.

We are advocates for sports bettors -- beginning and advanced -- to help make them aware of the laws, sportsbook regulations and to help them find the best odds and prices.

We don't take bets. We don't promote unregulated offshore sports books.

And we don't sell picks.

Powered by VSiN, a trusted source



Launched in February 2017, the Vegas Stats & Information Network (VSiN) is dedicated to providing all sports betting enthusiasts -- from the most serious to the newcomers -- credible and actionable information, in real time, so they can make informed decisions.

- Authoritative broadcasters with knowledge and credibility in sports betting space
- Legendary betting-line originators who are actively running sports books in Las Vegas
- Broadcast studios in the middle of sports books in Las Vegas
- National distribution deals on video platforms, newspapers, terrestrial radio and satellite radio

Programming available, starting Aug. 5



Pauly Howard and Mitch Moss

Monday-Friday (Eastern Time)

7-10 a.m. -- Follow The Money (Mitch Moss and Pauly Howard)
10 a.m.-1 p.m. -- Follow the Money (Replay)
1-4 p.m. -- Pushing The Odds (Matt Perrault)
4-5 p.m. -- Best Bets (Highlights)
5-7 p.m. -- My Guys in the Desert (Brent Musburger)
7-9 p.m. -- My Guys in the Desert (Replay)
9 p.m.-1 a.m. -- The Green Zone (Revolving hosts)
1-3 a.m. The Edge (Matt Youmans and JVT)

Saturday highlights

9-noon--Lombardi Line (Michael Lombardi)
Noon-2 p.m.—Betting Across America (Host TBA)
2-9 p.m.—The Green Zone (Revolving hosts)
9-11 p.m.—Sunday Preview (Dave Farra & Matt Brown)

Sunday highlights

9-noon--Lombardi Line (Michael Lombardi)
Noon-2 p.m.—Betting Across America (Host TBA)
2-10 p.m.—The Green Zone (Revolving hosts)
10-Midnight—Opening Lines (Matt Youmans)

**FULL
SCHEDULE
HERE**

Weekdays

FOLLOW THE MONEY *(7-10 a.m. ET)*

WATCH

Las Vegas radio veterans Mitch Moss and Pauly Howard parlay sports, betting and pop culture along with their highly entertaining personalities. The payoff is an addictive morning show that appeals to bettors and non-bettors alike.

MY GUYS IN THE DESERT *(5-7 p.m. ET)*

WATCH

You know him, you love him and you now can have him on your station. Legendary broadcaster Brent Musburger takes you on a daily journey behind the sports books, talking with oddsmakers as well as figures from his vast network of friends to give you all of the latest information to help you make the right decision ... before you put your money down.



Jimmy Vaccaro (from left), Amal Shah, Vinny Magliulo and Brent Musburger on My Guys in the Desert.

Weekday nights

THE GREEN ZONE (9-1 a.m. ET)

You know the NFL RedZone channel . . . which switches to different games as teams are close to scoring? This is the Green Zone, where we keep bettors informed when their bets are close to cashing in as well as how the odds are changing during the action. We take listeners on the roller-coaster ride of big comebacks and bad beats during prime time.



Revolving mix of hosts, oddsmakers and pro bettors appears on The Green Zone.



Matt Youmans and Jonathan Von Tobel

THE EDGE (1-3 a.m. ET)

WATCH

Talk about the odds couple ... Matt Youmans and Jonathan Von Tobel couldn't be more opposite. Youmans has been around the Vegas scene for 20 years, while Von Tobel is a 20-something millennial who's got his own, fresh-take views on sports and wagering. But it all ends up to an entertaining blend of information that will give you ... The Edge.

Weekends

LOMBARDI LINE

***(9 a.m.-Noon ET
Saturday/Sunday)***

Former NFL executive Michael Lombardi breaks down the top college and pro football games, leading into the window for the start times on Saturdays and Sundays.



Michael Lombardi

BETTING ACROSS AMERICA

(Noon-2 p.m. ET Saturday/Sunday)

With reports from Las Vegas to Atlantic City and legal betting markets in between, this is a show for everyone from the professional gambler to the casual player. We'll feature the most bet on games, the hottest wagers and up-to-date weather and injury news.

THE GREEN ZONE

(2-9 p.m. ET Saturday/2-10 p.m. ET Sunday)

Weekend version – same idea. Green Zone, where we keep bettors informed when their bets are close to cashing in as well as how the odds are changing during the action.

POINT SPREAD SATURDAYSUNDAY

(Pre-taped)

We offer the best college and pro advice from our hosts and guests wrapped up into this highlights show.

OPENING LINES SHOW

(10-Midnight Sunday)

The NFL games are barely over, but a panel of oddsmakers starts looking ahead to the college and pro football lines for the coming week.

How to get started

Gow Media, based in Houston, Texas, will handle affiliate onboarding, national sales and distribution.

Clock: Local affiliate receives 10.5 minutes of avails; gets 5.5 minutes of national avails

Terms: 90-day out.

Contact:

Mike Sinnott, VP distribution at Gow Media
517-927-4570
Mike@thesportsflash.com

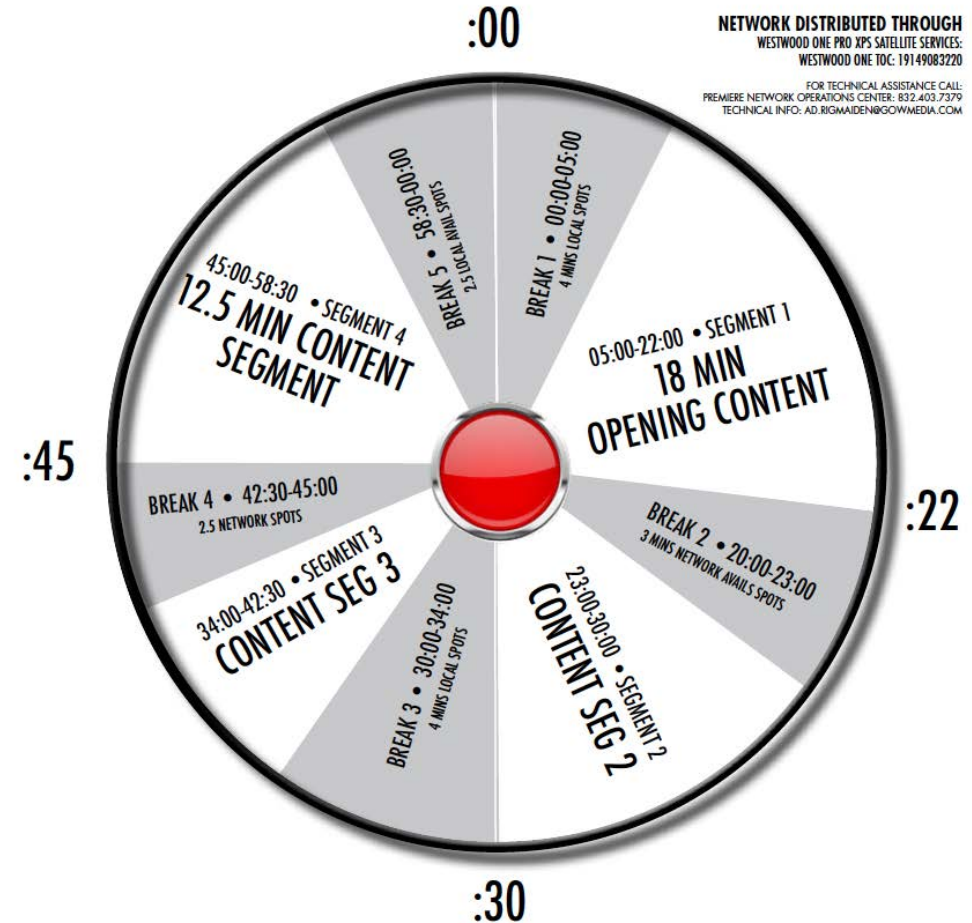
STANDARD PROGRAM CLOCK

PROGRAM CLOCK #3

The
Bet•R
Network

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TECHNICAL INFO: AD.RIGMAIDEN@GOWMEDIA.COM



This version provides a long opening content segment and has 10.5 local avails.
5.5 network avails.