

The Bet[♠]R Network

To: *Natalie Marsh*

From: *Bill Adee, VSIN COO*
Mike Sinnott, Gow Media VP

Date: *June 28, 2019*

Re: *Flagship Radio Station of "The BetR Network"*

The Vegas Stats & information Network (VSIN) is launching a terrestrial radio network in early August 2019. "The BetR Network" will feature programming that originates from the multi-million-dollar, glass-enclosed "fish bowl" studio located inside the sports book of the South Point Hotel Casino on Las Vegas Boulevard. "The BetR Network" presents a unique opportunity for one Las Vegas radio station to become the network's flagship.

Minimum BetR Network programming requirements

At a minimum, we would want clearance of 7 hours Monday-Friday. Here would be our suggested shows:

Follow the Money with Mitch Moss & Pauly Howard (Mornings) – 3 Hours/Weekday

Hosted by well-known market veterans Mitch Moss and Pauly Howard, "Follow The Money" will deliver a "local" morning show without any of the cost. To ensure clearance on the East Coast, including on the cable network NESN, the show broadcasts live from 4AM-7AM Pacific. Lotus can pick up the final hour live and time shift the first two hours of the show or time shift the entire show to air from 6 AM-9 AM Pacific.

My Guys in the Desert with Brent Musburger (Early Afternoons) 2 Hours/Weekday

Hosted by the legendary Brent Musburger, "My Guys in the Desert" delivers information from the biggest names in sports and the most respected bookmakers in Vegas. The show airs 2 PM-4 PM Pacific and can be time shifted to fit your needs.

The Edge (Matt Youmans and Jonathan Von Tobel (Late Nights) 2 Hours/Weekday

This show airs 10 PM-12 AM Pacific each weeknight and delivers a fresh take on sports and wagering featuring our very own odds couple. Jonathan Von Tobel, a 20-something millennial, and Matt Youmans, a fixture on the Vegas sports betting scene for more than 20 years. We recommend this show air in its current timeslot due to the time-sensitive nature of the discussion surrounding games in progress.

Lombardi Line (Michael Lombardi); 3 Hours, Saturday & Sunday

Former NFL executive Michael Lombardi delivers the top college and pro football games of the weekend. Lombardi's show airs from 6 AM-9 AM Pacific on Saturday and Sunday

mornings. Lombardi's expert analysis is a perfect lead-in to the kick-off of the college and professional football weekend.

Betting Across America (rotating hosts); 2 Hours, Saturday & Sunday

"Betting Across America" delivers information for anyone who loves sports from the professional gambler to the casual player and includes the latest up-to-date information on what's happening around the world of sports.

VSIN's Brent Musburger Action Updates (short-form programming)

This 60-second, short-form feature delivers betting news and information and is currently heard on more than 120 radio stations across the country, including the biggest brands in sports radio:

- Boston's 98.5 The Sports Hub;
- Chicago's 670 The Score;
- San Francisco's KNBR;
- Philadelphia's 97.5 The Fanatic; and,
- SiriusXM's Mad Dog Sports Radio.

As the flagship broadcaster of the BetR Network, we would need Lotus to clear the Action Updates on the primary affiliate and the following stations:

- 920 The Game;
- ESPN Las Vegas;
- Fox Sports Las Vegas; and,
- 97.1 The Point.

Our Action Updates fit with many formats, including: news/talk; country; and classic rock.

SHOW	AIR TIME (PACIFIC)	HOURS
Follow the Money	Monday-Friday, 4 AM-7 AM	3 HOURS
My Guys in the Desert	Monday-Friday, 2 PM-4 PM	2 HOURS
The Edge	Monday-Friday, 10 PM-12 AM	2 HOURS
Lombardi Line	Saturday-Sunday, 6 AM-9 AM	3 HOURS
Betting Across America	Saturday-Sunday, 9 AM-11 AM	5 HOURS
TOTAL		15 HOURS

PLEASE NOTE: ALL SHOWS CAN BE TIME-SHIFTED TO FIT YOUR NEEDS

Benefits of becoming the BetR Network flagship

As the "BetR Network" flagship radio station, you'll reap the benefits of this unique opportunity, including:

1. Market-Proven Morning Show, No Investment
"Follow the Money" with Mitch Moss and Pauly Howard delivers an entertaining radio show that is well known in the market. The show will anchor your show, delivering ratings and revenue for your station.
2. National Broadcast, Local Presence
While our shows will be delivered to a national audience on multiple platforms, our hosts will be available for local, paid appearances to promote the station and local businesses. As a Las Vegas-based network, this presents a tremendous opportunity for

your radio station to connect with the local audience with well-known local and national sports personalities.

3. High-Profile Broadcast Location

Thousands of sports bettors from around Las Vegas and beyond visit the South Point Hotel Casino sportsbook, home of the BetR Network studios. We will include your station on signage at the studios, promoting the broadcasts on your station.

4. Cornering the market on exclusive content

Las Vegas is the undisputed sports betting capital of the world. As the flagship station of the BetR Network, you'll be the exclusive home to this nation's only network dedicated to sports betting information and analysis. This is an opportunity for you to leverage this exclusive content into advertising partnerships with a variety of businesses throughout the city, state, and region.

In an effort to be as transparent as possible during this process, it is important that you know we're accepting proposals from multiple radio groups in the Las Vegas market. This document reflects our "wish list" for a flagship station relationship. We certainly are open to any additional ideas that you may have regarding this potential partnership. It is also not a concrete "must have" list but one that is flexible to create the best mutually-beneficial relationship between the parties.

If you have any questions, please let us know.