

The Bet[♠]R Network

To: *Mike Murray*

From: *Mike Sinnott*

Date: *August 1, 2019*

Re: *BetR Network on Lotus Reno*

NOTE: *BetR is pronounced BETTOR*

On August 5, the Vegas Stats & information Network (VSiN) will launch "The BetR Network," the nation's first-ever terrestrial radio network that focuses exclusively on sports betting. BetR Network programming will originate 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. This programming is unique and will appeal to a wide audience in the Reno market.

We've received significant interest from Reno broadcasters to air our programming. As we evaluate the market, BetR is looking for the best clearance opportunities available in the market.

Here are our goals:

1. BetR Network – Full-Time Affiliate

Our first goal is to clear our BetR Network programming on one radio station in the market. This does not preclude the development of local shows that fit the BetR Network format or the airing of play-by-play broadcasts on the station. Yet, we hope that BetR Network would replace one of the other national sport networks as the primary network for one of the Lotus stations in the market.

Realistically, we do not expect you to drop your ESPN affiliation for BetR Network, but dropping your Fox Sports Radio or CBS Sports Radio affiliation for BetR Network could create a strategic advantage for your station.

Another possibility would be rebranding 1180 KCKQ as BetR (bettor) Radio 1180. The station would become Reno's home of the BetR Network. Again, we strongly encourage you to develop local shows on the station, air play-by-play broadcasts, and other programming, but with BetR Network programming outside of those broadcasts.

After our conversation, I understand that securing a full-time BetR Network station with Lotus Reno may not be possible at this time. Just letting you know if the brokered partnership ends, we would be interested in discussing how to get BetR Network on 1180 as a full-time clearance.

2. BetR Network Shows on Lotus Reno

Follow the Money with Mitch Moss & Pauly Howard

4 AM – 7 AM Pacific - 7 AM – 10 AM Eastern

CBS Sports Radio 94.1 & 1450

This show originates from the sports book at the South Point Hotel Casino in Las Vegas, airing live from 4AM-7AM Pacific for our east coast audience that includes regional sports television networks MSG and NESN.

Lotus has a few options of how to air the show:

1. Air the final live hour of the show from 6AM-7AM. At 7AM, pick up the first two hours of the show's replay from 7AM-9AM Pacific.
2. Start the show with the first hour of the replay at 7 AM Pacific and air that through 10 AM Pacific.

We prefer that the show air during the traditional morning drive time (6A-10A), but we are fine with time shifting the show, if necessary. Mitch Moss and Pauly Howard are incredibly entertaining hosts who know how to entertain listeners with sports talk from a gambling perspective.

BetR Network Nights & Overnights

On KCKQ-AM, Lotus Reno will clear the following evening/overnight programs from the BetR Network. The Green Zone keeps bettors informed as to when bets are about to cash and the latest odds as they change. The Edge set the stage for the next day in betting with expert information and analysis from industry leaders.

WEEKDAY PROGRAMMING - BETR NETWORK ON LOTUS RENO

SHOW	AIR TIME (PACIFIC)		HOURS
Follow the Money	Monday-Friday 6A-9A or 7A-10A	KHIT-AM 94.1 & 1450	3 HOURS
THE GREEN ZONE	Monday-Friday 6P-10P	KCKQ-AM	4 HOURS
THE EDGE	Monday-Friday 10P-12A	KCKQ-AM	2 HOURS
BEST BETS	Monday-Friday 12A-2A	KCKQ-AM	2 HOURS
THE EDGE (REPLAY)	Monday-Friday 2A-4A	KCKQ-AM	2 HOURS
SB NATION AM	Monday-Friday 4A-6A	KCKQ-AM	2 HOURS
TOTAL			15 HOURS/DAY

Now, if we're going to heavily promote "Follow the Money" (FTM) on KHIT-AM, then we recommend not airing the show "live" on KCKQ in the early morning hours. Instead, we recommend that you use air SB Nation AM from our other network from 4A-6A on KCKQ. Of course, we could air FTM on KCKQ, but we strongly recommend leaving that show as KHIT's exclusive morning show.

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

WEEKEND PROGRAMMING - BETR NETWORK ON LOTUS RENO

Betr Network programming that will air from Saturday evening into Sunday morning.

SHOW	AIR TIME (PACIFIC)	STATION	HOURS
VSIN SUNDAY PREVIEW	SATURDAY 6P-8P	KCKQ-AM	2 HOURS
POINT SPREAD SUNDAY	SATURDAY 8P-10P	KCKQ-AM	2 HOURS
VSIN SUNDAY PREVIEW	SATURDAY 10P-12A	KCKQ-AM	2 HOURS
VSIN SUNDAY PREVIEW	SUNDAY 12A-2A	KCKQ-AM	2 HOURS
POINT SPREAD SUNDAY	SUNDAY 2A-4A	KCKQ-AM	2 HOURS
VSIN SUNDAY PREVIEW	SUNDAY 4A-6A	KCKQ-AM	2 HOURS
TOTAL			12 HOURS/DAY

Betr Network programming that will air from Saturday evening into Sunday morning.

SHOW	AIR TIME (PACIFIC)	STATION	HOURS
THE GREEN ZONE	SUNDAY 6P-7P	KCKQ-AM	1 HOUR
OPENING LINES	SUNDAY 7P-12A	KCKQ-AM	5 HOURS
BEST BETS	MONDAY 12A-2A	KCKQ-AM	2 HOURS
OPENING LINES	MONDAY 2A-6A	KCKQ-AM	4 HOURS
TOTAL			12 HOURS/DAY

3. Airing of Brent Musburger's Action Updates on Lotus Reno stations

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:

- KUBB-FM, ESPN 94.5;
- KHIT-AM, CBS Sports Radio 94.1 & 1450; and,
- KPLY-AM, Fox Sports 630.

Our Action Updates fit with many formats, including: news/talk; country; and classic rock. That's why we recommend the airing of the Action Updates on the following non-sports stations in the market:

- KDOT-FM, Rock 104.5;
- KOZZ-FM, Reno's Classic Rock 105.7; and,
- KTHX-FM, 100.1 The X.

Lotus Reno will have the opportunity to sell local sponsors to the Action Updates as well.

We launch on the Lotus Las Vegas stations on Monday. Here's a link to listen to the demo updates that we produced for those stations: <http://thesportsflash.com/vsin/NV-LOTUS/>

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 Reno market. This document reflects our "wish list" for a 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.