



The Power Of Partnership

Live Sports Radio Partnership Opportunity



TABLE OF CONTENTS

Property Overview	4
Live Sports Radio Products	6
Live Sports Radio Events	9
Why Live Sports Radio	14
Partnership Benefits	16
Summary	19
Pricing and Contact Information	21





Property Overview

Live Sports Radio Partnership Opportunity



LIVE SPORTS RADIO

Sound Decisions Ltd. has been the international leader in event re-broadcasting since July 2000. In 2007, Sound Decisions established Live Sports Radio (LSR) in order to utilize the SDL technology in North America. An innovative concept, LSR provides fans with live broadcast audio at their favorite major sporting events around the nation.

LSR is a range of small, lightweight radios that fits comfortably on either ear or around the neck. With the 36" antenna incorporated into the lanyard (a patented feature), LSR provides fans high-quality, crystal-clear reception at any location throughout a venue. LSR currently provides its radio and broadcast solutions to over 250 major sporting events each year. At each of these events attendees may purchase an LSR ear piece, enabling them to access the live broadcast with no delay.

LSR was created with one very important object in mind; "Enriching the Fan's Experience."





Live Sports Radio Products

Live Sports Radio Partnership Opportunity – May 2009



LIVE SPORTS PRODUCTS

LSR offers several different products to fans:

Live Sports Radio OneTune

The Live Sports Radio OneTune is a purpose designed radio receiver whose state of the art electronics are pre-tuned to a single frequency. By effectively locking on the preset station, listeners will not have difficulty scanning to get a good signal or waste time trying to find the game, event or proper station.

Because users are effectively locked into one audio stream and cannot channel-hop, the Live Sports Radio OneTune is also ideal for use as a promotional retail item or give-away by existing commercial radio stations. The quality is extremely high and it is very simple to use – one on/off/volume wheel and no other controls. This is the most popular option for the event and radio station market.

This radio can be made in any FM or AM frequency.

Live Sports Radio DualTune Event Radio

The DualTune Event Radio is a reusable radio that combines the benefits of a pre-tuned radio with the post-event benefits of an FM radio. Up to 15 frequencies can be stored in its memory during the manufacturing process allowing specific preset channels to exist i.e. memory 1 may be an English broadcast, memory 2 a Spanish for broadcast, memory 3 an “away team” broadcast, memory 4 a sponsor-specific channel, etc.

Pressing both the UP and DOWN buttons simultaneously takes the radio from EVENT mode into normal FM scan radio functionality (and vice versa) where it will scan through the FM waveband showing the chosen frequency on the LCD screen.



LIVE SPORTS PRODUCTS

Live Sports Radio LCD Radio

The LSR TripleTune Event Radio is a very high quality AM/FM pendent radio which incorporates the event functions of the DualTune Event Radio with a digital LCD screen and output jack for headphones.

Live Sports Radio Headset Radio

The LSR headset radio which is currently undergoing re-design. The new version will have an AM/FM PLL radio with digital screen and input jack for telephone, scanner or walkie-talkie.



LIVE SPORTS RADIO EVENTS/PARTNERS

LSR has agreements with the most elite events, programs and universities around the nation. In addition to LSR's current agreements, LSR is currently in negotiations with additional nationally recognized collegiate athletic programs. These universities include the University of Southern California, Nebraska and Ohio State.

As venues grow in size and events become more congested, the demand for live broadcast increases. LSR expects to continue its expansion and find presence at additional events throughout the nation.





Live Sports Radio Events/Partners

Live Sports Radio Partnership Opportunity



OUR PARTNERS

LSR's list of event and venue partners is constantly expanding. LSR is proud to have supplied its product and services to the following events:



OUR PARTNERS (continued)



LIVE SPORTS RADIO EVENTS

The following are current examples of events utilizing the LSR radio:



American Express Radio
2006-2009 US Open Tennis



LSR LCD Radio
2008 Ryder Cup





Why Live Sports Radio

Live Sports Radio Partnership Opportunity



WHY LIVE SPORTS RADIO

A partnership with LSR offers your company a powerful marketing platform that will allow your company to activate its current event sponsorship by packaging a product that will enrich attendees experience at the event. More specifically, the LSR product will accomplish the following:

- § Build brand name visibility, awareness and consumer preference
- § Provide a relevant connection between the consumers and the sponsored event
- § Create business building call to action via in-box messaging
- § Provide an excellent means for data capture, etc.

By connecting with the targeted audience, your company will separate itself from its competition.





Partnership Benefits

Live Sports Radio Partnership Opportunity



PARTNERSHIP BENEFITS

As the sponsor of the LSR product, your company will receive the following benefits:

Distribution Site

In order to promote your company's radio, a display area site in which the radio will be distributed to fans throughout the event will be provided. your company will have the option to create promotional tie-in opportunities at the display in exchange for a radio (i.e. data collection sweepstakes, sign-up incentive, etc.)

Custom Branding

Each of your company's radio will have logo and/or brand messaging placed on the outer packaging, lanyard and ear piece. This will provide your company with unique branding at the event and afterwards as fans reuse their radio at home.

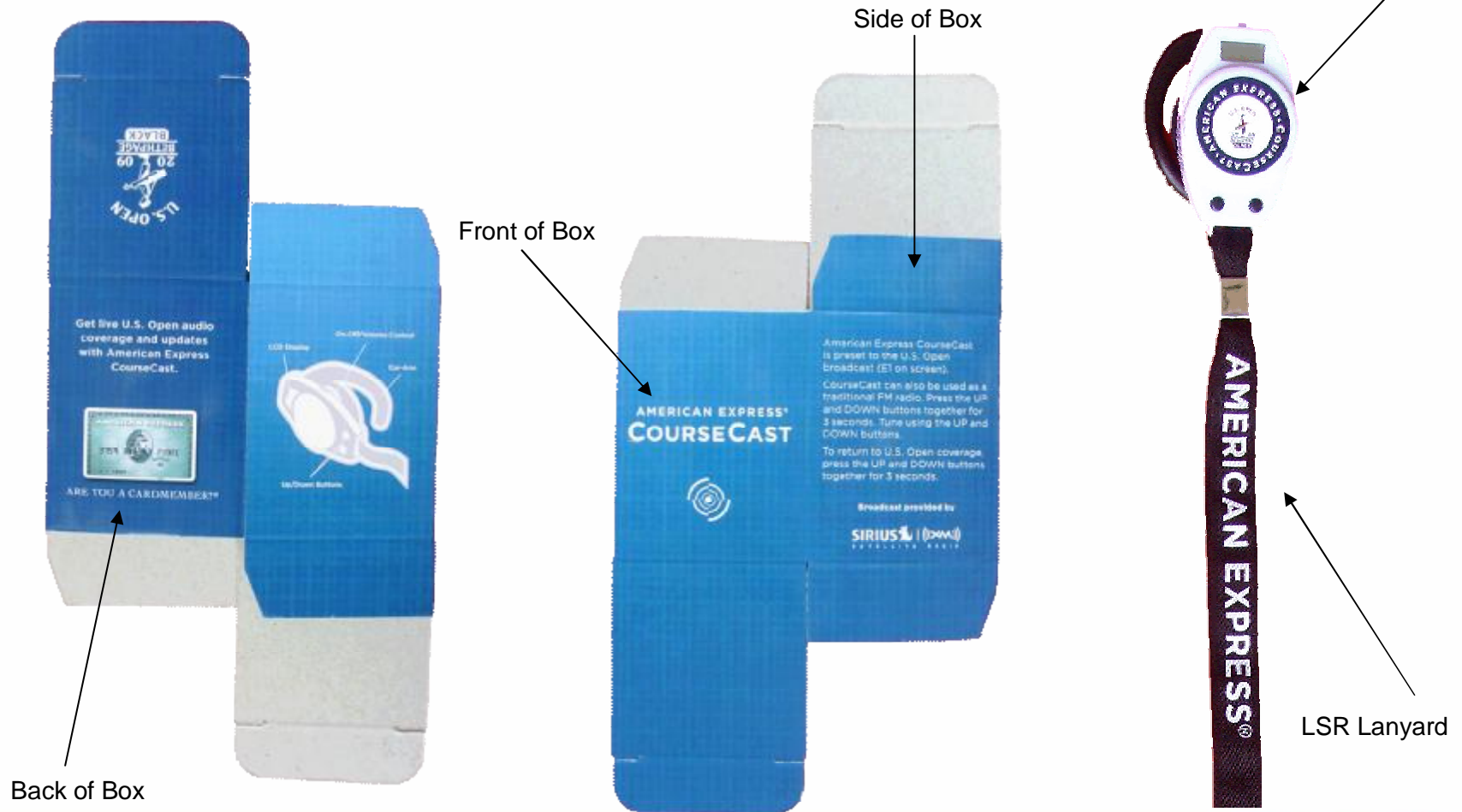
LCD Radio Channel Advertising

LSR creates the silicon chip design and microprocessor programming that goes into each radio. In the LCD product this will allow for your company to pre-program a channel exclusively airing your company advertisements and brand messaging during the event.



CUSTOM BRANDING

The following shows the areas available for custom branding on the LSR product:





Summary

Live Sports Radio Partnership Opportunity



SUMMARY

LSR's Partnership Platform provides your company with the opportunity to distinguish itself above the competition and promote itself throughout the industry. As a partner of LSR, your company will benefit from:

- § Increase in brand awareness
- § Strategic consumer promotions
- § Additional access to an attractive demographic group
- § Ongoing reach as consumers use their commemorative radios after the event
- § Access to consumers in a positive, relevant outlet

LSR's product is an ideal way for your company to activate its sponsorship platform and enrich the fans' experience. your company will make a true connection with its targeted audience, ultimately delivering value back to its sponsorship investment. In today's cluttered environment, companies need to genuinely connect with their desired audience and the LSR product accomplishes that goal.





Pricing and Contact Information

Live Sports Radio Partnership Opportunity



PRICING AND CONTACT INFORMATION

For more information on pricing and specifics on the LSR product, please contact:



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