

FUN Technologies Inc. Background

Corporate Overview

FUN Technologies, an indirect wholly-owned subsidiary of Liberty Media Corporation, is one of the world's leading providers of online and interactive casual and fantasy sports games and sports information. Founded in May 2002, FUN maintains a global network of offices with corporate headquarters in Toronto and key operations in Boston, Los Angeles, Minneapolis and Tucson.



Business Segments

FUN Technologies caters to the skill games and fantasy sports needs of partners and consumers worldwide through three business segments: Games, Fantasy Sports and International Games. The Games and International Games segments operate and license a skill game offering, which includes pay-for-play, person-to-person and tournament-based skill and free games. FUN's Fantasy Sports segment operates its fantasy sports services, which include editorial content and fantasy sports games.

Games Segment

The Games segment offers a wide range of free and tournament skill games via its own Internet sites, including **WorldWinner.com** and **Teagames.com**, and its distribution partners. Skill games are games in which a participant pays an entry fee to compete in tournaments against others for a prize, and the winner is determined based predominantly on his or her skill rather than on chance.

WorldWinner hosts online competitions in some of the most popular casual games, such as *Bejeweled® 2*, *Diner Dash®* and *Zuma*, branded content such as *SCRABBLE® Cubes* and *Family Feud*, as well as internally developed games. The company also provides co-branded game portals and services to the largest games and lifestyle Web sites, including AOL Games, EA.com/Pogo, Games.com, GSN, Lycos Gamesville, MSN Games and MyPoints. Through the migration of players from FUN's **SkillJam.com** and its partner sites to the WorldWinner platform, WorldWinner boasts the world's largest skill games network, with more than 30 million registered players.

In collaboration with GSN, FUN made history by hosting the first-ever skill-games competition to crown a US\$1 million winner. The WorldWide Web Games™ championship culminated with 69 finalists being flown to Los Angeles in September 2006 to compete in a live event that was televised on GSN later that year.

Teagames specializes in developing and licensing Flash-based casual games. Its Teagames.com Web site features more than three dozen free games, including *TG Motocross 2*, *Pitch 'n' Putt Golf*, *Alpine Freestyle* and *Extreme Climbing*. According to comScore Media Metrix, Teagames attracts approximately five million unique visitors per month from 19 countries worldwide.

FUN also owns **Octopi**, a leading developer of single-player and multiplayer online and downloadable games. Based in Tucson, AZ, Octopi's primary focus is enhancing and expanding PoxNora, its critically acclaimed and revolutionary online, multiplayer, collectible strategy game. Octopi also develops games for clients such as Nokia, Discovery Channel, Paramount Pictures, Pogo, GSN and SBC.

Fantasy Sports Segment

FUN's Fantasy Sports segment has emerged as the pure-play leader of the fantasy sports community, offering a wide array of content, strategy, insight, games and leagues to consumers and corporate partners, including AOL, Speed Channel, The Golf Channel and Turner Sports Interactive (PGA Tour and Nascar.com). The Fantasy Sports segment, through FUN's Web sites, **Fanball.com**, **CDMSports.com** and **Fantasycup.com**, develops, operates and licenses fantasy sports games, fantasy sports league-hosting software, content and real-time sports statistics delivered via broadband. It operates more than 50 salary-cap and draft-style fantasy games across six sports: football, baseball, basketball, hockey, golf and auto racing.

In addition to providing league-hosting software, content, statistics, and interactive games, Fanball broadcasts the longest running fantasy football radio show on a local Minneapolis Clear Channel affiliate (KFAN). It also produces print publications called "Just Cheat Sheets" and "Fantasy Football Weekly," one of America's top-selling fantasy sports publications.

CDMSports is a leading fantasy sports operator. CDM has operated games since 1992 for some of the most respected names in the national sports media, including USA TODAY, Sports Weekly, The Hockey News, The Golf Channel and The Sporting News; for major Internet entities such as MSNBC, Snap and The Lottery Channel; as well as under the CDM brand. The company currently offers baseball, football, basketball, hockey, golf and auto racing games that can be played via a variety of methods, including phone, mail, email, fax and the Internet.

FUN also offers NASCAR-related, and other fantasy sports games through Fantasycup.com.

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