

Electronic Sports® was founded with a mission to change the way people exercise forever. To achieve this, the company is creating innovative active gaming equipment that makes working out fun and interesting by engaging the users in interactive game play while they exercise. The goal is to make the company name, Electronic Sports, synonymous with the concept of physically challenging, competitive, high-tech gaming machines.

Dogfight® is the premier product of Electronic Sports. It is a full featured flight simulator interfaced with a commercial recumbent exercise bike. As the user pedals the bike, the prop of the plane spins. Faster pedaling results in faster flying and failure to pedal causes the plane to fall out of the sky. There are several game modes where users compete over the Internet for high scores and top times and even a mode where they can match up and "Dogfight" each other in real time (an extremely vigorous workout).

Globally, obesity is on the rise, especially among children and teens. In America, the problem is epidemic. Electronic Sports is developing a solution which satisfies today's kids desire to be mentally stimulated and entertained while addressing their need to be more active. The equipment created by Electronic Sports will help young and old people alike lead healthier lifestyles and have fun while doing it.

The products are marketed to commercial fitness centers (health clubs), recreation centers and YMCAs. They can also be marketed to interactive fitness arcades (i.e. Dave and Busters) and sports bars.

Electronic Sports' current product, Dogfight v2, is currently selling to early adopters. It was produced in low volume and placed in high profile locations in the US, Asia, UK and soon in Australia and Korea. The company has already secured distribution agreements with leading industry partners. Feedback has been overwhelmingly positive. Dogfight has been featured by several media sources including "Gadget Show" in the United Kingdom and in an AP television news segment.

The next product to be released by Electronic Sports is code named X-Cycle. It is the next generation of the Dogfight bike that can be expanded to play other games and has interfaces compatible with game consoles. A game partnership and integration program is being developed. The design was enhanced to be sleeker, more robust, cheaper to manufacturer, easier to ship, maintain and install. It will be produced in high volumes.

Electronic Sports also intends to move into the consumer products market by developing game console versions (i.e. Xbox, PS3, Wii) of its active games. The company has a unique product under development; a roll-away bike that will plug in as a game controller and give the user a full body workout (upper, core and lower body).

Both the consumer and commercial products will interface with the Electronic Sports social network, a web service which stores user profiles and game histories. Users can access that information on our website where they can meet and converse with other users, share strategies, tips and tricks.

The company is seeking \$1.5 million in Series B capital to produce and market the commercial X-Cycle and to develop the game console product. Milestones we expect to achieve with this round are getting the commercial product to profitability and getting the consumer product to beta.

The global active gaming market is poised to explode and Electronic Sports is uniquely positioned to take a leadership role. For more information check out our website at <http://electronicsports.com>. For a complete offering document, please contact investorrelations@electronicsports.com.



<http://www.electronicports.com>

Industry:

Active Gaming/Interactive Fitness

Employees:

~20 (all outsourced)

Founded:

2006

Contact:

Joe Dean

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310-593-4485

Amount Seeking:

\$1 – 3 Million

Current Financing and Sources:

\$1.25M + services - Bigfoot Ventures

Current Valuation:

~\$6 Million

Last 12 Months Revenue:

~\$100,000

Management Team:

Joe Dean

President & CEO, Co-founder:

MBA, 20+ years IT experience, most in startups.

Michael Gleissner

Chairman, Co-founder:

Sold Telebuch to Amazon in 1998.

Owner of Bigfoot Ventures.

Ryan D. Hoggan

Director of Business Development:

MBA, 10+ years fitness industry experience (Hoggan Health); co-founder Active Gaming Association