

15 ❤️, 30 ❤️, 40 ❤️

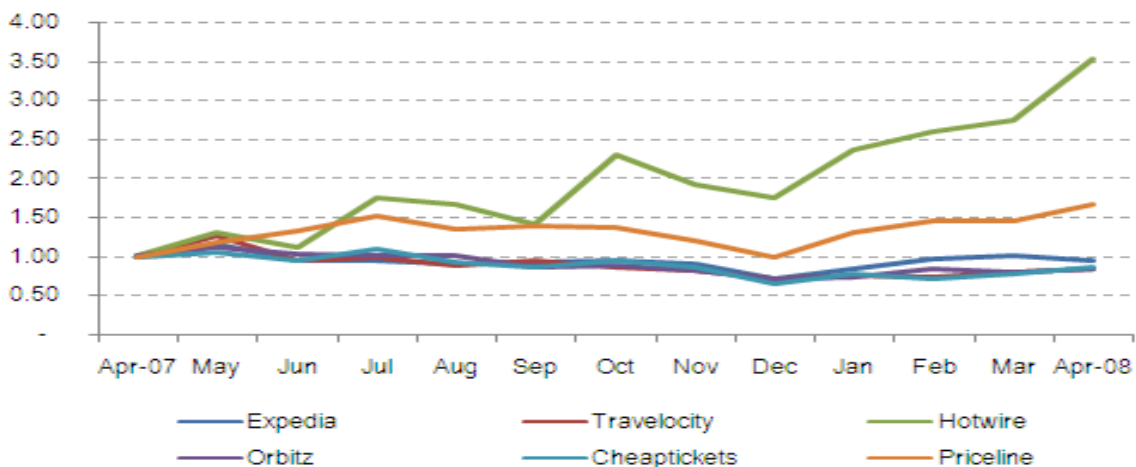
# NY ❤️ S TENNIS

Each year tennis clubs lose thousands of dollars in court reservations because club owners insist on using paper and pencil to book courts. New York City players find it extremely difficult to find a partner and do not want to waste hours waiting for a court.

Tennisearch changes all that in three (3) key ways: Online court reservations, online game arranging, and exclusive marketing to hotel guests in New York City. Tennisearch changes the way people play tennis.

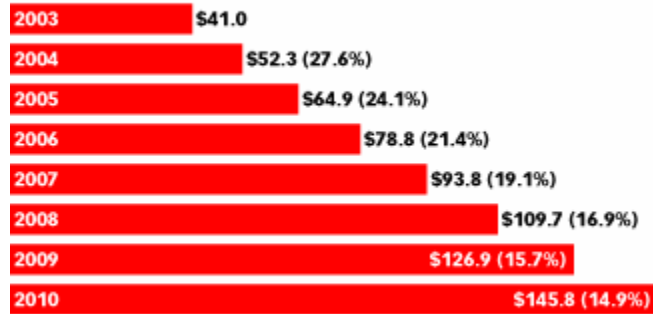
The largest and most mature online retail segment is travel, totaling more than \$90 billion in the United States alone. NYC Hotels were at 90% capacity in May 2010. Mayor Bloomberg laid out his goal to increase the number of annual visitors to 50 million from 40. The City has formed alliances with American Express and Travelocity. We believe avid tennis players visiting the City will be enthusiastic about playing tennis in Manhattan and meeting new people online through Tennisearch.

**OTA Flight Bookings Growth**  
(OTA flight bookings indexed to Apr '07)



In 2010, 41.3 million US households booked travel online, representing 52.5% of all US online households, according to eMarketer. For the first time, online travel bookings in the US will surpass offline bookings in volume this year, according to PhoCusWright.

**US Online Leisure/Unmanaged Business Travel Sales, 2003-2010 (billions and % increase vs. prior year)**



Source: eMarketer, March 2007

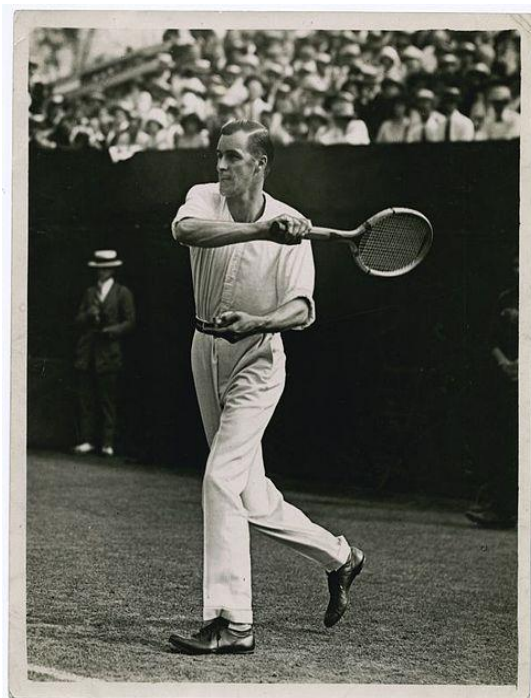
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www.eMarketer.com

Why should you care? Tennisearch will substantially increase revenue and save money for NYC Parks. Real time tracking and reporting will enable the full transparency of accounting. I am genuinely excited about working with Parks to spearhead this online tennis initiative.

What you are about to see is the future of tennis.

**YOU WERE GREAT ONCE UPON A TIME**

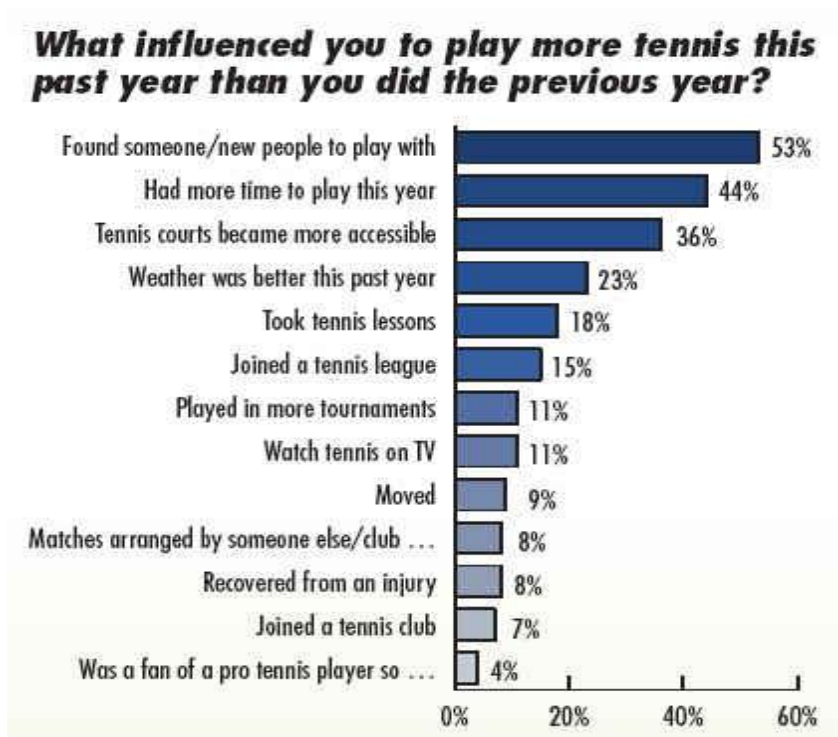


Tennis has been around forever. This is not a speculative market. Although paper and pencil were a very good way to book a tennis court once upon a time, Tennis Search makes it easier to find a partner, reserve a court and is a desirable amenity for hotels to offer their guests.

These three (3) tennis stats are very encouraging:

- 1- The retention rate of introductory programming in 2009 was 65%
- 2- Over 70% of play occasions took place at public parks & schools/colleges in 2009
- 3- New players (those trying tennis for the first time) reached 7.1 million in 2009, up 20% from 2008. Nearly 7 million former players returned to the game in '09, up 18% over 2008

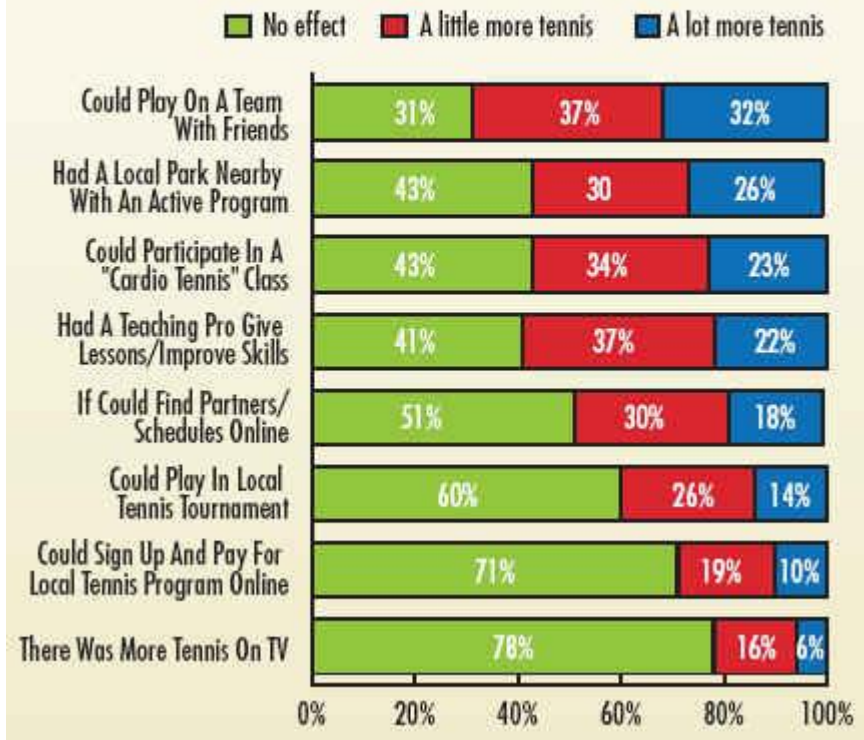
Please take a look at *Court Activity Monitor* for more information (last page)



As you can tell from the above chart, the inability to find a suitable partner is the major obstacle for players. Tennisearch will make the act of playing tennis hassle-free and much more efficient so it will take less time to play. While the new facility at Randall’s Island is fantastic, many people complain that getting there is almost impossible without a car. East River Park and Central Park courts are a 15 minute walk from hotels in midtown and downtown Manhattan. We are confident that we will have full community support through Susan Stetzer District Manager Community Board 3 representing the Lower East Side which would hopefully enable a year round tennis facility.

Tennis is the ultimate social network and Tennisearch makes tennis much more enjoyable. After all it is kinda difficult for someone to play tennis alone. The system will also allow customers to view tennis pro bios and availability online. They will also be able to see other players and fill in if there is a cancellation for a clinic or any other type of program. People make reservations online for just about everything nowadays: dinner, travel, theater....why not tennis?

**Would the following get you to play a lot more tennis, a little more tennis, or would it have no effect on how much tennis you play?**



**BIOS**

**WE HAVE THE TOP MANAGERS AND DIRECTORS OF TENNIS IN NEW YORK CITY**

**Thomas Sellin** grew up playing tennis in New York City. At Trinity Tom played Varsity tennis with Pat McEnroe as well as Division 1 tennis at The College of William and Mary. Upon graduation from W& M Tom studied language and art history in Florence, Italy.

Tom was a Site Director for City Parks Tennis and has coached thousands of children in New York City and Eastern Long Island over the years. At Sportime Tom taught private lessons, clinics and most NYC private schools. He was the head coach for Chapin School Varsity tennis which won the AAIS title every year under his instruction. Presently Mr. Sellin works as a fine art dealer on the Upper East Side dba Wellington Fine Art Ltd.

**Paul Talbert** is President of Talbert Tax. Talbert & Talbert is one of the fastest growing accounting firms in New York. Founded over 20 years ago, the firm has transitioned from traditional into a full service accounting firm offering tax & audit, business, financial, management.

15 YEARS + Sagamore Resort “Bolton Landing NY”, Park Central Hotel, Mercer Hotel, Wellington Hotel, Holiday Inn 57th, Stanhope Hotel, Hotel Elysee, Belvedere Hotel,, Hotel Lucerne, Riverside Terrace, Omni Berkshire, Roosevelt Hotel, The Excelsior, Hotel, Ameritania Hotel, Michelangelo Hotel, “Harrison Conference Center, Glen Cove NY”, Equinox Resort, “Manchester VT”

10 YEARS+ The Plaza Hotel, The Morgan Group Hotels: “Gramercy Park Hotel, Morgan Hotel, Hudson Hotel”, Tishman Hotels: “Shoreman Hotel, Franklin Hotel, Mansfield Hotel & Hotel Roger Williams”, Millennium Broadway & Millennium Plaza UN, Westin Rio Mar Resort “Puerto Rico”, The Wales Hotel, The Lowell Hotel, Hotel Plaza Athenee

5 YEARS + NY Palace Hotel, Jumeirah Essex House, The Carlton on Madison, Palace Hotel, Millennium, Baltimore “Los Angeles CA”, Millennium Maxwell “Nashville TN”, Millennium Bostonian “Boston MA”, The Pod Hotel, The Core Club, Strategic Hotels & Resorts, The Greenwich Hotel, Blakely Hotel, The Algonquin Hotel, DIG Hotel Group.

**Jeremy Landis** is an exceptional technologist and new products/services designer, who concepts, architects and develops cutting-edge applications and user experiences in the in the media, mobile, mHealth and consumer electronics areas. As the Founder and CEO of Cainkade, a digital new products/services design company, Jeremy creates new solutions in converging media that center on the user experience, while taking advantage of the latest advancements in technology. Cainkade's client roster includes Johnson& Johnson, Samsung, Comcast, MySpace, SkyGolf, Rogers, and IAC. Prior to starting Cainkade, Jeremy served as Technology Director at Code and Theory, where he led the technology department and delivered projects for MTV, Dr Pepper, Starwood, and Virgin Records. Jeremy ran the Engineering, User Experience and Research & Development groups at Comcast Interactive Media, where he led the company's roadmap for cross-platform converged services and championed a customer-focused design methodology to balance business and revenue goals with best practices in user experience. Jeremy's group built consumer content properties that ranked in the top 10 in traffic and top five in video views on Web.

## THE TECHNOLOGY

<http://www.smallpc.com> on site monitors w/ computer \$4,000 each encased.

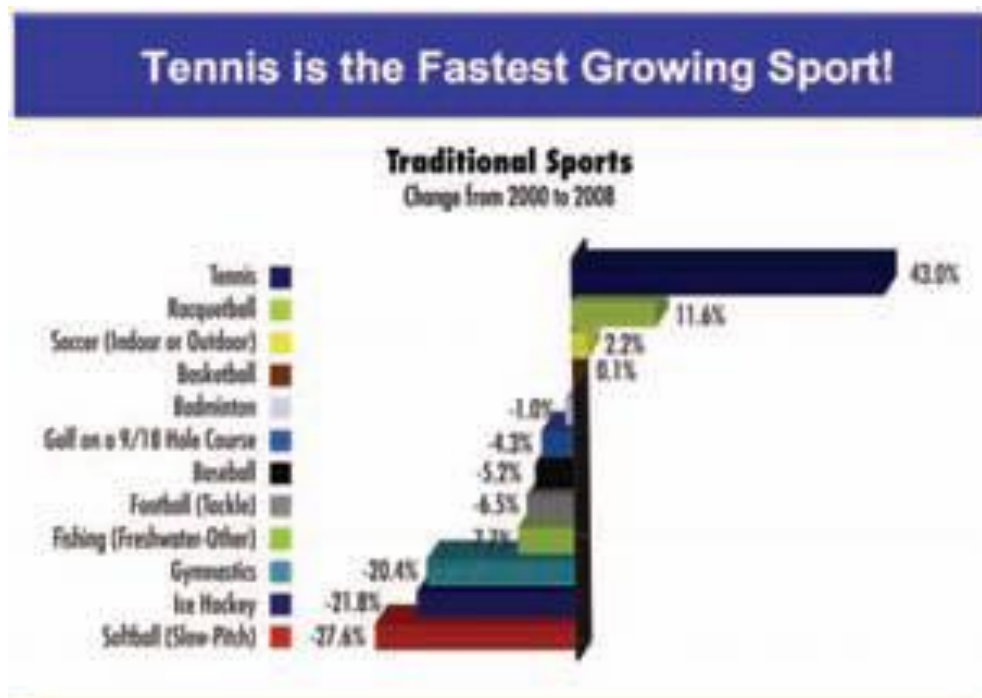
## MARKETING THE SYSTEM and associated expenses

There needs to be a team who finds great meaning behind a tennis social network. A profound sense of mission who believes it will change the lives of your customers. The greatest product in the world will be useless without a strong brand evangelist to promote it.

## REVENUE BREAKDOWN AND FEES TO THE CITY



## COURT ACTIVITY MONITOR



1) In 2009, total tennis participation topped 30 million players for the first time in more than two decades as reported by the annual TIA/USTA Tennis Participation Survey. On the heels of that report, the “Sports, Fitness and Recreation Participation Overview Report”, which annually tracks 117 different sports, showed tennis at #1 for the past decade among traditional sports, with participation up 43% since 2000.

2) New players are adding **diversity** to the tennis-playing population- especially with respect to gender and income. Most current players want to be playing more tennis than they do now. The less players play now, the greater their desire to play more. The TWO most import factors in enabling people to play more are finding a partner and the lack of an online game arranging system:

The 5.9 million new players are heavily concentrated among youth. While kids age 6-11 make up only 11% of all tennis players, they make up 23% of all new players. While kids 12-17 make up 24% of all tennis players, they make up 37% of all new players. While females are 45% of the tennis playing population taken as a whole, they constitute nearly half (49%) of all new players. 27% of all tennis players live in households with an income in excess of \$100,000, but the same is true for 20% of new players.

Only 12% of the US population lives in a household with an income in excess of \$100,000 but over twice that many tennis players (27%) live in such affluent households (and fully 31% of frequent tennis players live in affluent households). 22 million Americans (8% of everyone age 6+) report having played tennis regularly at one point in their lives but no longer do. These are referred to as **.lapsed players..** Lapsed players are not older people who no longer can play. In fact 59% are under age 50. Most current players want to be playing more tennis and there is no inherent lack-of-desire barrier to increase frequency of play. More than one-quarter of lapsed players (26%) left the game (at least in part) because they didn't have anyone to play tennis with.

3) Over-all consumer spending on tennis equipment and tennis activities exceeds \$16 billion annually. \$2.3 billion is spent on equipment (primarily rackets), \$2.9 billion on other merchandise (court bags, balls, shoes, and apparel), \$947 million on accessories, and \$10.1 billion is spent in the largest segment of all, **playing fees** (reserved court time fees, club memberships)

Also Noteworthy:

Current Affairs Pier 40: A Jewel for the Downtown Community, NYC and Children Everywhere



Pier 40 is a 15 acre site on the Hudson River located just west of Greenwich Village in Downtown NYC. While some of its space is used to provide low-cost parking, most of its square footage is devoted to playing fields that serve much of the Downtown community. Park space is disappearing as commercial and residential development takes hold, and Pier 40 is one of the most valuable remaining open spaces suitable for playing fields.

We have had several meetings over the last few years regarding 10 tennis courts on the northern quadrant of the pier with Noreen Doyle of Hudson River Park Trust. I brought in Freddie Botur, the owner of Tennisport who thought the site would be magnificent for tennis. The Trust needs \$20 million for repairs. Roger Federer even gave it thumbs up!

