



OVERVIEW



Adplayerz is a “One Stop Shop” multi-platform digital sales company founded to address the need for quality sales and marketing representation within distinct, high-growth vertical markets such as tablet, mobile, social, and other dot-com marketing platforms.

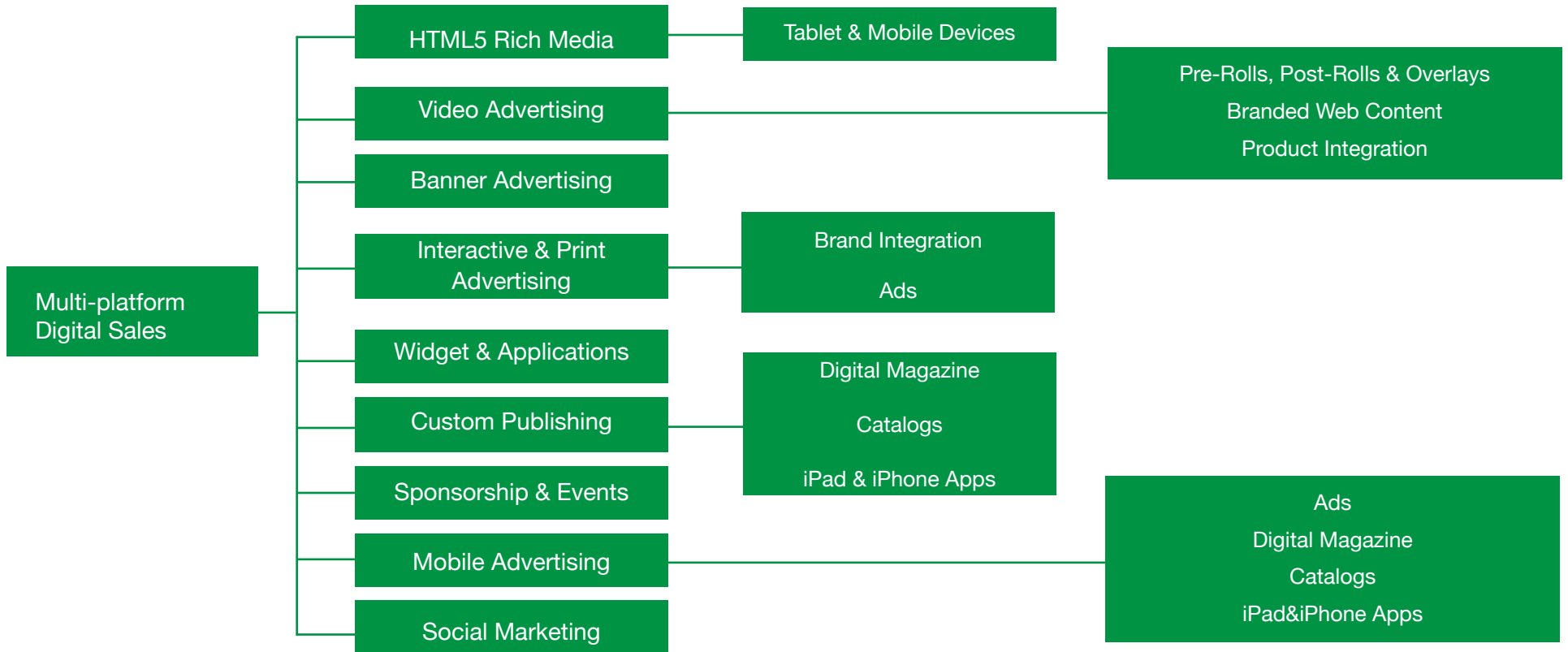
Built around a national team with offices in Los Angeles and Detroit, Adplayerz brings experience in advertising sales, sponsorships, custom publishing, and event marketing to sell impactful and integrated media to the world’s leading brands.

Adplayerz sales offerings include advanced reach, segmented audience targeting, rich media delivery, ad-serving and reporting tools for advertisers across multiple distribution channels, including print, tablet, mobile devices, digital publishing, internet, audio, video streaming, sponsorships, and event marketing.

Adplayerz provides publishers with effective monetization through exclusive direct branded sales and network representation.

Adplayerz is uniquely positioned to capitalize on emerging trends in the digital marketplace through its exclusive agreements with cutting-edge clients and partners.

WE DELIVER MULTIPLATFORM MONETIZATION



DIGITAL MEDIA LANDSCAPE



All digital industry data validates. Adplayerz position in a dynamic, rapidly evolving space.

- 100 million iPads sold since 2010 (Oct-12)
- By 2016, it is projected that 260 million tablet devices will be sold each year
- Over 500 million active iOS users in the iTunes app store across all iOS devices (Jan-13)
- Over 25 billion apps have been downloaded in the Apple iTunes store (Mar-2012)



World's Largest Network of Digital App Magazines for iPads and iPhones.

Currently boasting over 40 million unique users, and with over 1000 different digital magazine titles available in the iTunes store, PixelMags is a premium entry point for marketers into mobile and tablet advertising. Their highly engaged and expanding consumer base has already viewed over 1.5 billion pages of PixelMags content since our launch. With PixelMags' "Ads" real-time ad serving solution, advertisements are delivered directly to the marketer's target audience.

By purchasing ad space by age, gender, platform, location, and soon behavioral audience segmentation, marketers avoid the fluctuating viewership and imperfect demographics of buying by title, thus allowing PixelMags to guarantee impression goals and exact demographic reach. With the meteoric rise in tablet and iOS device sales, PixelMags is positioned at the forefront of monetizing the expanding digital publishing landscape.

PIXELMAGS CONTINUED



**pixelmags**[®]

you create. we deliver.

With a Single-Subscription users will have access to hundreds of leading Magazines.

PixelMags has recently announced the launch of its' flagship newsstand application "Readr." This platform consists of a centralized location for users to locate all 1000 Magazine Publications and will feature a ground-breaking new feature: the single-subscription option "Anytime." Anytime is going to change the way magazines are read and distributed, by providing readers with access to all of our digital content.

On the Advertising side, a new Interstitial unit has been implemented to provide brands with a full-page HTML5 placement before the actual magazine content is accessed. This unit can feature all of the engaging features of our in-magazine ads including: Video, Interactive Links, 360 Effects, Photo Galleries, Animations, and more to bring the magazine to life.



EGM MEDIA GROUP



Established Brand at the Forefront of Multimedia Publishing for Core-Gamers.

Electronic Gaming Monthly (aka “EGM”) was founded in 1989 more than twenty years ago by Steve Harris and remains to this day one of the most respected brands in gaming publications. EGM’s cutting-edge editorial style and hard-hitting content have earned it a reputation for being a trusted and independent voice in the gaming community.

EGM Media, LLC acquired the rights to the publication from Ziff Davis Media and has re-launched the title as an innovative multimedia network which includes a monthly print magazine (Electronic Gaming Monthly), a digital monthly publication (EGM[i]: The Digital Magazine), an online hub (EGMNOW.com), and its 7+ million members network Facebook Newsfeed.



SCHOOL OF THE LEGNEDS



“The greatest online football experience in the world...”

In 2010 School of the Legends became an official licensed partner with the NFL Players INC. SOTL has formed relationships with over 2,500 current and retired players and coaches. Their mission is to enable Legends to tell their stories via the most powerful tools possible and to help them connect to their fans and teammates in an exceptionally well designed user environment.

In 2012 SOTL entered into an exclusive relationship with Adplayerz to sell advertising sponsorships and event opportunities tied into its programs in reaching active football enthusiasts. Also Adplayerz is leading the way with SOTL in assisting them through our other partnerships so that they may swiftly move into the tablet publishing arena. If the NFL is on a brand's list of initiatives, we can create unique opportunities across multiple platforms and device.



WALMART GAMECENTER



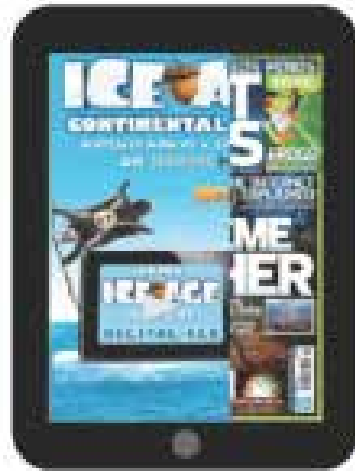
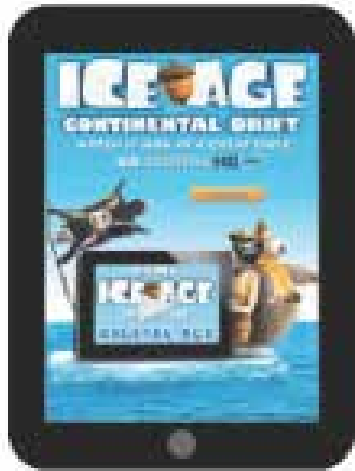
The Largest Retailer in the world.

In 2011 Walmart entered into an exclusive relationship with EGM Media Group to produce Walmart GameCenter magazine a new in-store print magazine and digital companion publication catering to gaming enthusiasts that expands upon the retailer's existing GameCenter brand. Walmart GameCenter magazine is a high-quality regular frequency publication that delivers news, previews, interviews and other exclusive stories about gaming.

Each issue is available for free at more than 3,700 Walmart retail stores as well as digitally using applications for personal computers, iPads, iPhone, Kindle, Android mobile devices and Facebook using EGM's proprietary ScreenPaper publishing platform. Future issues will be available via subscription, and as an added incentive with certain games and game products.

NEXT GENERATION ADVERTISING

Adplayerz is actively selling advertising for all next generation digital media options.



SOME OF OUR CLIENTS



CONTACT

Thank you for considering Adplayerz, Inc. For any questions please contact:

Chief Executive Officer

Jeffrey Eisenberg

jeisenberg@Adplayerz.com

Direct Line: 800.557.4165 Ext 201

Director of Product Marketing

Jason Fishman

jason.fishman@Adplayerz.com

Direct Line: 800.557.4165 Ext 102