

DINER DASH®

DINER DASH FRANCHISE

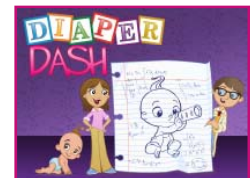
- One of the top Franchises in Casual Games having been downloaded over **200 million times**
- Over **145 million** online brand impressions a day
- Consumers have spent more than \$40MM on this franchise
- People have played the game over **1.6 billion times**
- Diner Dash has consistently outsold virtually all other casual game brands each year since its debut in 2004
- Diner Dash is sold as a downloadable PC game, boxed for retail at Target, Wal-Mart, Best Buy, on mobile devices and via Nintendo DS, Sony Playstation Portable and Xbox coming in Q2 2009
- Diner Dash is live in 21 languages around the world and has 16 Diner Dash game extensions
- Diner Dash is now available on Apple's App Store

GAME PLAY / DEMOGRAPHIC

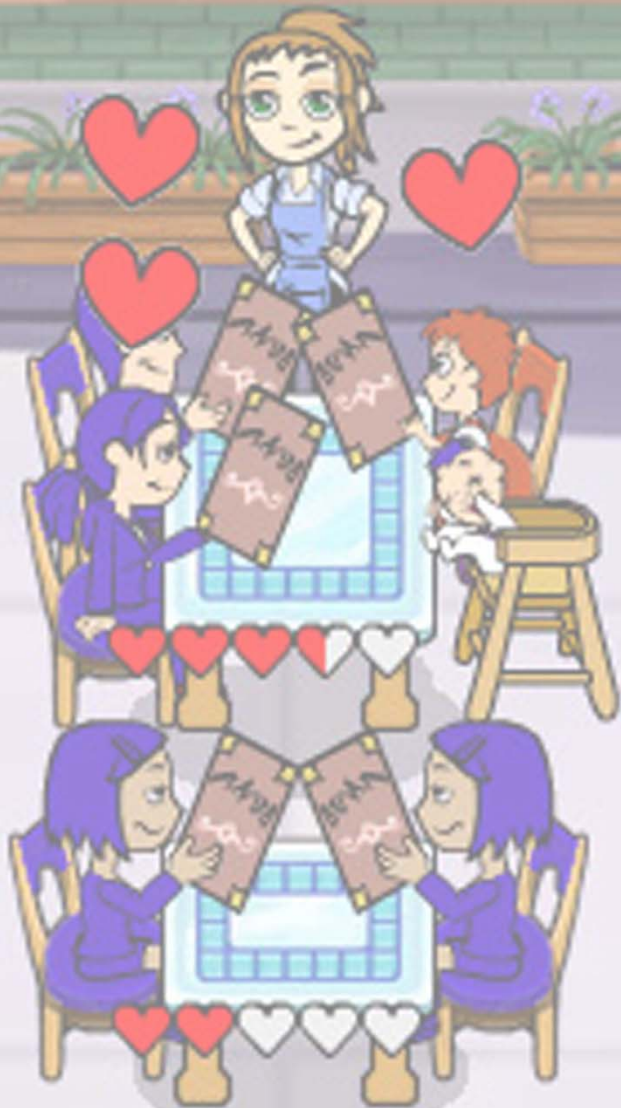
- Action strategy time management game in which the player takes on the role of Flo to run her own diner and expand the business
- Players are split 80% female, 20% male
- 40% of players between the ages of 25-34, 22% are between the ages of 19-24

LICENSING OPPORTUNITIES

- Vegas-Style Gaming (music, graphics and "story line" in place to translate into gaming)
- Lottery Scratchers (with secondary prizing options to win free downloads)
- Electronic Hand-Held Games/DVD Games/Plug-N-Play Games
- Toys, Board Games, Card Games
- Novelty Publishing (game books)



DINER DASH[®]



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