



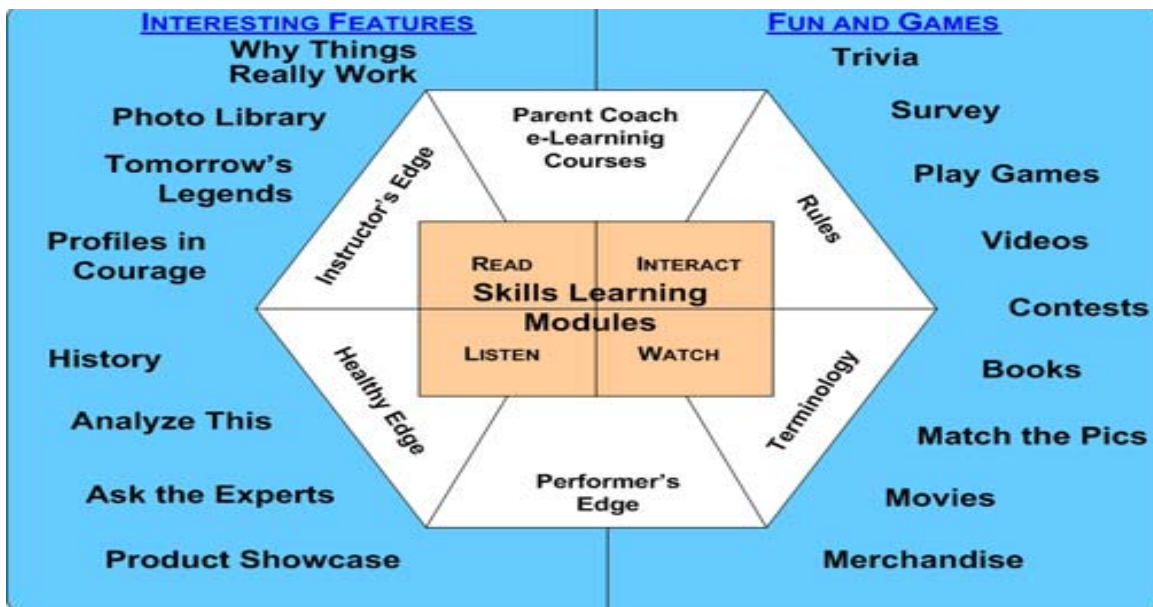
**Sports LearningEdge (SLE)** produces Internet-based “LearningEdge Centers™” for major sports’ Leagues, Federations and Associations to offer free 24/7 access to the skills required to participate and improve in their sport.

**SLE** combines the power and reach of sports, high-profile athletes, corporate sponsorship and e-Learning to increase youth sports participation worldwide and provide them tools to improve their physical and emotional health.

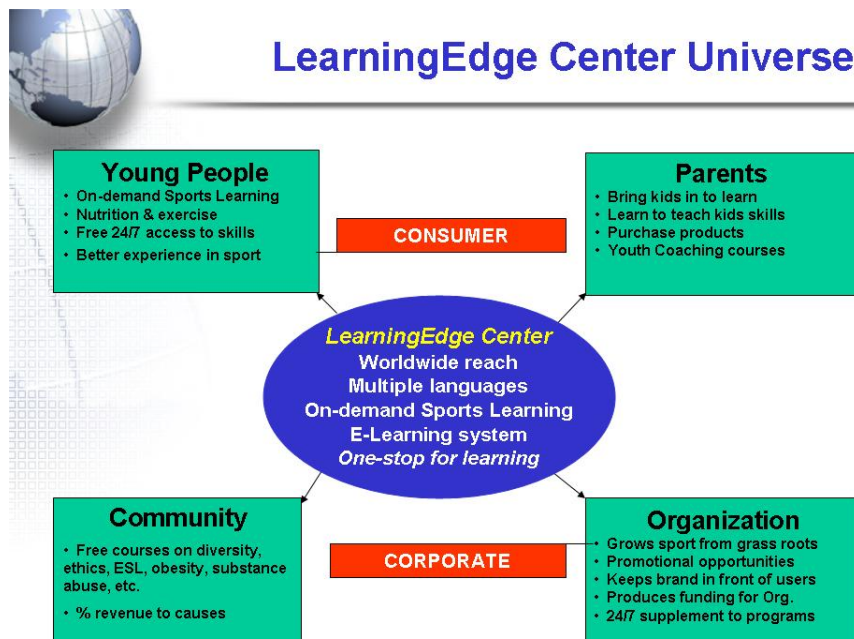
**On-demand Sports Learning** was created specifically to fill the need for free sports instruction that is accessible, interesting and addresses the unique learning styles and languages of young people around the world.

- e-Learning** *SLE’s Patent Pending On-demand Sports Learning is the first learning system designed specifically to make sports skills instruction available to 900 million Internet users worldwide.*
- Causes** *The global appeal of sports serves as an ideal platform to provide young people with the learning tools to address health and social issues like obesity, nutrition, exercise, disabilities and diversity.*
- The Team** *SLE was founded by leaders in the e-Learning and content production fields and has assembled a world-class team of Advisors from professional sports, finance and youth marketing.*
- Production** *SLE works with each sport entity’s in-house Internet, marketing, content and branding groups, and Player & Alumni associations to seamlessly develop, deploy and maintain their LearningEdge Center.*
- Costs** *The sale of naming rights covers up-front costs, which are kept low via advanced production models and the inclusion of customer assets like content, video, athletes and coaches wherever possible.*
- Income** *SLE’s generates income and funding for its customers by enabling new advertising, sponsorship, subscription and merchandise sales while contributing to global children’s causes.*

**Sport LearningEdge Center**



*Sports LearningEdge is committed to using On-demand Sports Learning™ to increase worldwide sports participation and give young people the tools to improve their physical and emotional health.*



*How many people would love to learn the secrets of hitting from Ichiro Suzuki, putting tips from Tiger Woods, rebounding from Yao Ming or bending a corner kick from David Beckham?*

### **SLE Brings to Young People Worldwide**

- Learning that is relevant and interesting and doesn't feel like homework
- Free access to learn the skills to participate and improve in a sport
- Instant exposure to new sports, athletes, products and peers from around the world
- Learning created and delivered in their chosen learning style and language

### **SLE Brings to Children's Causes**

- Platform to deliver free 24/7 learning on important health issues
- A vehicle to help directly effect quality of life via education
- The ability to bring critical learning on health & social issues directly to those who need it
- SLE will donate a percentage of income to specific causes

### **SLE Brings to Corporate Sponsors**

- A new venue for exposing brand and products to sports consumers at an early age
- Direct association between using a sponsor's products and improving in a sport
- Give-back opportunities to address children's global health issues via learning
- An inexpensive way to get a competitive advantage increasing worldwide sales

### **SLE Brings to Major Sports Stake Holders and Athletes**

- Extends sports visibility directly to a younger worldwide audience
- Provide sponsors & advertisers a new venue to increase international exposure and sales
- Grow their sport by enabling more people to learn the skills to participate and improve
- Generate global give-back opportunities and positive PR

*Sports instruction today does not address the learning needs of the "MTV generation" ...*

**On-demand Sports Learning does!**