

TEAM LAMBORGHINI



LAMBORGHINI



TURN ON YOUR HARD DRIVE

The complete list of all known Lamborghini cars ever produced.



Lamborghini



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Last Update : May 7th, 2001.

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LAMBORGHINI CYBER TEAM

LAMBORGHINI will own a Cyber Sports Team, invisibly powered by ACsports, the “CYBER ARENA” without geographic, physical, language or seating limitations. ACSports has the ability to allow millions of people to play in head to head, real time competition on line with their PC based games.

Your loyal LAMBORGHINI customers will play for “TEAM LAMBORGHINI” for prize money. Every game will have your logo and sponsors of your choice throughout the game.

LAMBORGHINI TOURNAMENTS

ACSports Cyber Arena operates year-round tournaments in PC-based games, from traditional racing games like Nascar and Formula One to extreme games like Jet Skiing, Boat Racing, Water Skiing, Surfing and Go-Karting. **TEAM LAMBORGHINI'S** loyal team players will compete in the ACSports arena in league against league competitions.

The tournaments are open to all subscribing members, who may enter as often as they like during the 28 days of each tournament. The top 1000 winners of each tournament receive cash prizes ranging from \$25 to \$10,000.

LAMBORGHINI PROFESSIONAL PLAYERS

The best 500 players from each tournament get paid a starting salary of \$500 to play in the LAMBORGHINI Professional Players League. These top performers earn money just for playing – win or lose!

LAMBORGHINI LEAGUES

- The top 500 players in each tournament are automatically offered a position in the paid players league and will earn money just for completing their 25 regular season games
- The top 80 league players at the end of the regular season receive an additional \$500 and advance to the 1st round of playoffs
- The top 40 players in the 1st round of playoffs receive an additional \$1000 and advance to the 2nd round of playoffs
- The top 20 players in the second round of playoffs receive an additional \$2000 and advance to the final round
- The top 10 players in the final round receive an MVP bonus of \$3000 and are invited to the annual championship event TBD

PLAYER MEMBERSHIP

MEMBERSHIP is \$19.95 per month. It includes entry into one monthly tournament and one LAMBORGHINI sports game CD shipped to the members home. The game CD's are top quality titles that would normally cost consumers up to \$50 in retail stores.

DESIGNATED PLAYERS

The Designated Player program gives each member the privilege of letting 5 of their friends play free for one tournament.

The Designated Player can submit scores on behalf of the member and also share in any prize money.

ADDITIONAL REVENUE FOR TEAM LAMBORGHINI

Online winners could be tied in with the restaurants, via show announcements or added to actual storylines. LAMBORGHINI Merchandise could be promoted online or inside the game disk using hyperlinks that lead buyers to the LAMBORGHINI website.

TARGETED DEMOGRAPHIC

PC ownership is doubling every year and there will be 250 million online gamers by 2001.

ACsports will focus its marketing efforts on the 18-34 year old male demographic. This demographic includes over 40 million U.S. households, which on average, earn \$50,000 per year and spend \$230 per year on game titles.

COMPUTER GAMER

- **65% are 18 – 34 years old**
- **60% are male**
- **80% have college education**
- **54% have shopped online**
- **Play an average of 11.7 hours/week online**

Snapshot of a typical gamer:

Age	26
Mean HHI (approx.)	\$45,000
Education	College degree
Occupation	Student or professional
Marital Status	Single

Game Jacket Branding





Advertising Inside the Game



Game Screen Advertising



Menu Advertising



TEAM OWNERSHIP BENEFITS

Exclusive Branding on 50,000 Team-Promoting Game Samplers

- 50,000 interactive giveaway CD's containing several cutting-edge game samples
- Exclusive Team-branded logo on every CD jacket cover and label
- Your multimedia commercial (30 seconds) appears at the opening of every game
- A direct traffic-generating link to your Team Roster Enrollment Page

Advertising Inside the Tournament Game Disk

- Your team members always receive your Franchise-branded game version
- Your multimedia commercial (30 seconds) appears at the opening of every game
- Your logo showcased prominently and consistently throughout the games (locations will vary) and 100% discretionary advertising space in the game disk
- A direct traffic-generating hyperlink to your web site embedded in your logo or advertisements

Cyber Team Franchise Five Year Revenue Projections

PLAYERS	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
100,000	\$ 400,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00
500,000	\$ 2,000,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00
1,000,000	\$ 4,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00
2,500,000	\$ 10,000,000.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,500,000.00
5,000,000	\$ 20,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00
10,000,000	\$ 40,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00
Month 9	Month10	Month11	Month 12	Total Year 1	Total Year 2	Total Year 3	Total Year 4	Total Year 5
\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 1,500,000.00	\$ 3,000,000.00	\$ 4,500,000.00	\$ 6,000,000.00	\$ 7,500,000.00
\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 7,500,000.00	\$ 15,000,000.00	\$ 22,500,000.00	\$ 30,000,000.00	\$ 37,500,000.00
\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	\$ 15,000,000.00	\$ 30,000,000.00	\$ 45,000,000.00	\$ 60,000,000.00	\$ 75,000,000.00
\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 37,500,000.00	\$ 75,000,000.00	\$ 112,500,000.00	\$ 150,000,000.00	\$ 187,500,000.00
\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 75,000,000.00	\$ 150,000,000.00	\$ 225,000,000.00	\$ 300,000,000.00	\$ 375,000,000.00
\$ 10,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00	\$ 10,000,000.00	\$ 160,000,000.00	\$ 320,000,000.00	\$ 480,000,000.00	\$ 640,000,000.00	\$ 800,000,000.00

The above projections highlighted in Pink is the best possible scenario for a basis of a news release as it is easy to fulfill and most importantly easily defensible.

Revenues from 7% of player winnings and 7% of Player endorsements cannot be included because there is not way of knowing what that number may be, but it is expected that 10% of all players will win something.

The above figures represent subscription revenues only and do not account for Merchandising revenues or Advertising Revenues which will significantly increase the above projections.

This figure also does not include the 13th month that will occur due to a 28 day month tournament schedule.

TEAM

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