

## GET IN THE GAME!

Free Ride Games™ is the only site on the web offering a full catalog of premium casual PC Games for FREE!

Utilizing our unique, patented GameFrame™ technology we are able to place ads around FULL SCREEN games, not just before and after the game. We give our users access to full downloadable games, a service for which other sites typically charge upwards of \$20.

Our users love us! Since our US launch in April 2008, we have seen amazing growth reaching over 3.5 million unique monthly users.

As part of Exent Technologies, a world leader in digital game distribution, Free Ride Games enjoys the backing of top notch game executives and the most advanced technologies in the market.

To date more than \$3 million has been invested in the site and product. Exent has already committed more than \$4 million for 2009 in staff and budget to make Free Ride Games the top casual games site on the Web.

## OUR GAMES

The Most Popular Titles Available

**DINER DASH 2**  
Join Flo as she returns to help four fellow restaurant owners defeat the greedy tycoon, Mr. Big, all in the hopes of escaping the wrecking ball and a disastrous Mega Multiplex Food Plaza... forever.

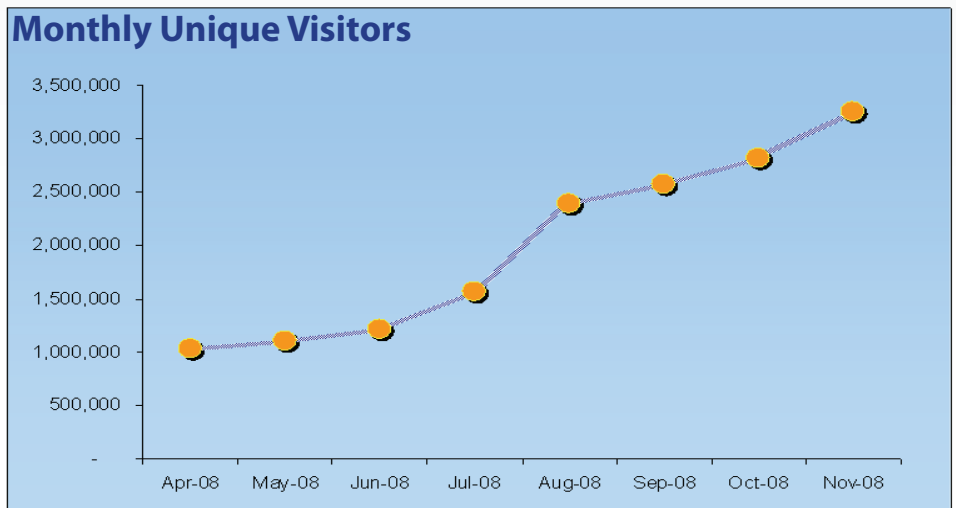
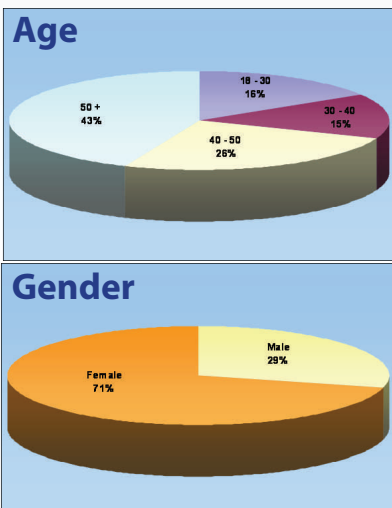
**MAHJONG WORLD**  
Match tiles at your own pace and lose yourself in the soothing music and peaceful setting. It's a whole new world of Mahjong fun!

**THE TREASURES OF MONTEZUMA**  
In The Treasures of Montezuma, you'll do more than match ancient artifacts and activate powerful magic totems.

**CAKE MANIA**  
Now it's up to you to help Jill upgrade her very own kitchen with state-of-the-art baking tools and serve up deliciously elaborate cakes to her picky customers.

**LUXOR 2**  
The addictive and easy-to-learn, yet difficult to master game play, made the award winning Luxor franchise such a smash hit.

## OUR AUDIENCE



## BASIC SPONSORSHIP PACKAGES

Genre or Cross-site Takeovers



Pre-roll:



Post-roll:



**Genre & Game Pages:**  
Smart targeting utilizing genre themes or game play style



**GameFrame™:**  
Diner Dash 2 is both a Food and Organization game\*



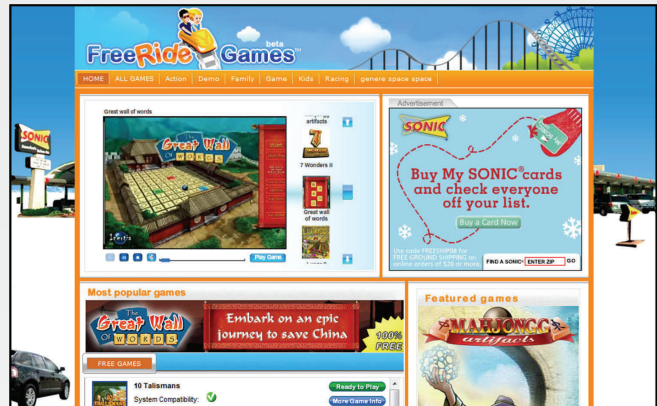
\* For full list of genres, please see the back page.

# ADDITIONAL SPONSORSHIP PACKAGES

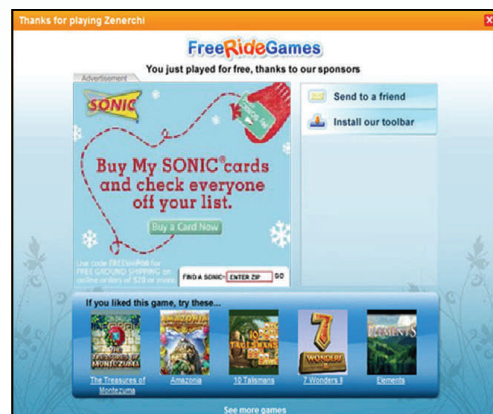
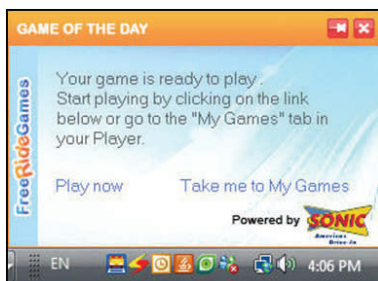
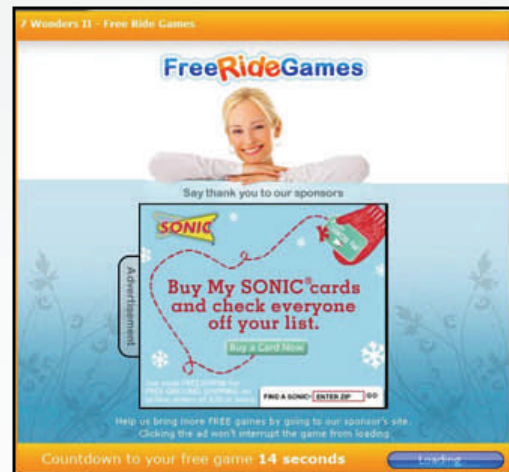
## Add-on Offerings



**Branded Game Add-on:**  
Full immersion of branding in game play

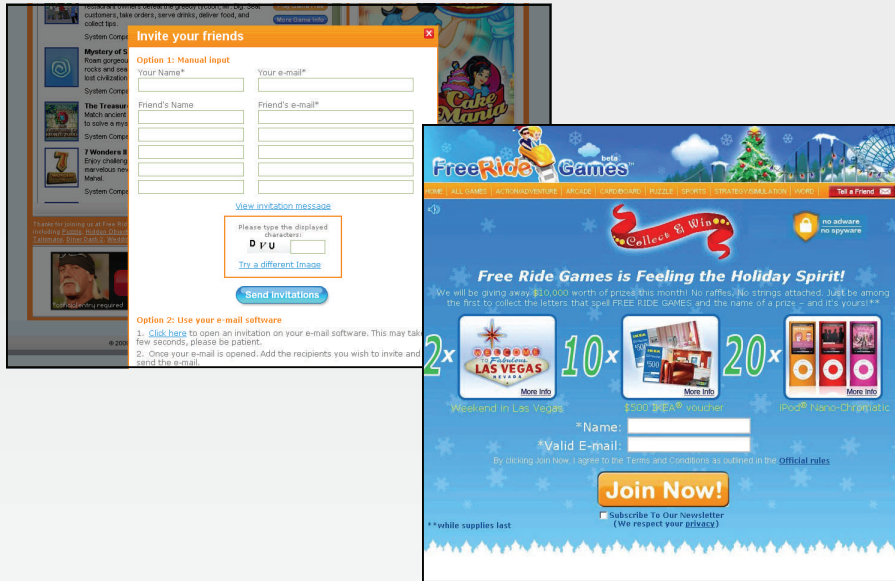


**Homepage Takeover Add-on:**  
Increase your presence and reach



# ADDITIONAL SPONSORSHIP PACKAGES

## Add-ons, continued



**Contests, Sweepstakes & Promotions Opportunities:**  
Engage and entice users via prizes and sponsorships

### Genre Examples:

#### Themed

- Food
- Fashion
- Travel
- Sports
- Animals
- Green
- Music
- Kids
- Custom (players can upload photos)

#### Play Style

- Matching Games
- Seek & Find Hidden Object Games
- Organization Games
- Card Games
- Board Games
- Arcade Games
- Puzzle Games
- Word Games

**We look forward to bringing you fresh and unique advertising possibilities, reaching a core audience of empowered decision makers**

#### Contacts:

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