

# EXECUTIVE SUMMARY

## *GAME FACE GAMING INC*

**We do not offer gambling**

**GAME FACE is committed to responsible game-play  
And is not a gambling site**

**“Our goal is to maintain the thrill of online games while keeping it safe  
for everyone”**

**Game Face Gaming** presents an opportunity to develop the internet’s first Reality Gaming Social Network. We seek to penetrate the market in the business of operating an Internet gaming company. We will take Internet Gaming to the next level by incorporating proprietary technologies that will provide users with streaming video, audio and messaging capabilities and by enhancing both the users experience and the gaming affect. We believe that these enhancements will dramatically change for the better the players’ experiences in online gaming. None of the online poker or games sites currently offer players the ability to see one another and speak live during game play.

Game Face Gaming’s proprietary platform will be used in creating a vast global gaming network consisting of games from every region of the globe, supporting native languages as well as cross language functionality. Once these games make their way onto our platform they will be accessible on almost all devices currently used to access the internet. In addition to popular and well known games that are already being played on line by tens of millions of people around the world, Game Face will be launching its own in- house developed games as well.

We will quickly expand the network to include global staples in gaming such as Backgammon, Chess and Checkers. All the games which make it onto the platform will be monetized via two core models. The first is a Membership (for games of Chance) based model, and the second, allowing wagers on individual games (for games of Skill).

The launch of our products and services will also allow Leagues of every variety, the ability to transition their current client base online for the first time, while maintaining the key principles upon which they were built; namely, live human interaction.

**Game Face Gaming** will serve its markets, while growing within its specific areas of business without spending beyond its means. After three years and hundreds of thousands of dollars spent by the Founders in the research and development phase, additional capital is now required to expand the company to the next level and get it past beta testing and a

full launch to the public. The Company is seeking an additional investment of \$3,000,000. Management projects that these funds will be sufficient to complete, expand, develop, and operate this business on a **Global Level**. These funds will take the Company to the next level and give **Game Face Gaming** the ability to do a second round of financing at a later date and at a significantly higher valuation.

Proceeds of this raise will be used for the establishment of infrastructure, hosting, support, completion of product development, beta testing, and launch. A detailed breakdown is found in the appendix.

## **MISSION STATEMENT**

*Game Face Gaming* is a company striving to excel in the business of operating an online Internet gaming company that will take Internet Gaming to the next level by incorporating current technologies in order to provide users with video, audio, and text messaging mobile capabilities. What makes *Game Face Gaming* different is that *Game Face Gaming* will offer a dynamic website that is content driven and user friendly with a considerable amount of exclusive social network features, as well as the exclusive rights to state of the art web conferencing capabilities that would allow online poker players to play 'face to face' against each other live and in "real time".

## **GAME FACE GAMING's INITIAL GAME LAUNCH: POKER**

Poker, our first offering, was selected because our platform and technology- live, interactive video and chat, will allow poker in its true form and as intended, to be played online for the first time. We will remind the user what it is to be bluffed, read and out played. Our technology will allow play not merely based on the cards being held in hand but rather the skill required to play the opponent's face; the proverbial 'poker face'. Our offering will put the face back into poker; isn't that the way it's meant to be played?

Growth in the poker industry has been fueled by many factors including increased television exposure, celebrity participation, million dollar events, and ease of online access through broadband penetration. As a reference, we have utilized statistics from the "Global Business of Poker Report," and industry publication covering global online poker markets, including: annual global revenues, current gaming laws, and industry changes.

Turn on the TV today, and I bet you can find a poker tournament being televised. Whether it's "The World Series of Poker," "The World Poker Tour," or "High Stakes Poker" there are literally billions of dollars being pumped into the poker market each and every year. As far as the Internet is concerned, the top poker casinos are profiting hundreds of millions of dollars per year. It goes without saying that the online poker market is steadily growing.

According to the "Global Business of Poker Report" the online gaming revenue will rise to \$24 billion dollars by 2010. Annual revenue was \$15 billion USD in 2005 and only \$3

billion USD in 2001. This demonstrates the increased growth and continued cash flow associated with the online poker industry.

## **FOUNDERS and KEY MANAGEMENT**

### **Felix Elinson, Co-Founder**

Mr. Felix Elinson is an entrepreneur who has had significant success in the Futures & Spot/Commodity Markets. Mr. Elinson brings a comprehensive understanding of business management and organizational ability to the company. Mr. Elinson has successfully operated Futures, Forex and Commodity firms on Wall Street as a Licensed Commodity Broker and has been involved with Financial Markets for over 15 years. In recent years, Mr. Elinson has operated a Real Estate - Land Development Firm and is currently a Partner in a Registered Merchant Services Company. Mr. Elinson has played poker for the better part of 20 years. Mr. Elinson brings to the team a substantial level of tournament, league and individual game structure and operations.

### **S. Leo Chief Technology Officer- is it ok to keep him here?? I would love to**

Mr. Stas Leo has etched out a career on Wall Street working for some of the largest bulge bracket firms in the industry. His primary focus has revolved around heading up technology and pushing the envelope of what is possible in Low Latency, Algo and Electronic Trading. Currently Mr. Leo heads up Deutsche Bank's North American Algo technology team. He brings his understanding, structure and management of high demand mission critical systems to this project.

### **Bonnie Leinhos –Head of tournaments and events**

#### **Experience:**

1. Primary consultant on the development of online sites both for real money and subscription based sites.
2. Founder of the Aruba Poker Classic – as seen on the Travel Channel and was a WPT event. Coordinated the event and was the tournament director for the first three years in Aruba.
3. Founder of the Caribbean Poker Classic – coordinated the event and was the tournament director for the first two years – it is now played in St. Kitts.
4. Founder of the Nevada Poker League – which is the largest poker league in Nevada and has been in operation for 2 years.
5. Partner in Card Player Cruises for three years and coordinated the first Party Poker Million.
6. Tour Director for the Ultimate Blackjack Tour as seen on CBS for one year. Worked closely with CBS to produce the show as well as the tournament director through the US for the tour.
7. Tournament producer/director for the following events – Aruba Poker Classic, Caribbean Poker Classic, Four Queens Poker Classic, Desert Poker Classic.

8. Owned a meeting and convention company for 20 years – producing travel events, packages for the following companies, ReMax, Nestles, Prudential Life Insurance, American Bankers Life Insurance, Mitsubishi, LG Electronics and many more. Produced the opening day event at Joe Robbie Stadium in Miami.
9. Negotiate profitable deals in both the travel industry and merchandise side for the various businesses.
10. Affiliate program manager and developer as well as marketing director for poker related sites and events.
11. Trade show manager in the poker industry – coordinated the World Poker Industry Conference for 3 years.
12. Accomplished poker player in both live action and tournament play and have vast amount of contacts in the poker industry and know most of the top players personally.

## **MORE ON OUR FIRST OFFERING**

Ask any professional poker player and they will tell you that in order to succeed in the long run, you will need to learn how to play the player not your hand. This had been the primary difficulty with other online poker sites.

Game Face Gaming's proprietary software technology will position the Company to the forefront of online poker, as well as allow for dominance over the entire industry.

GAME FACE's mission is to create an online gaming community focused on gaining brand recognition through advertising and different marketing strategies, as well as to build up a social network that is focused on the niche poker market. GAME FACE has built its unique proprietary software from the ground up. The graphics, interface, and ease of use are unlike any poker networks currently in operation. The software will have the ability to incorporate all client languages.

Our site will be branded and have a unique look and feel compared to any of the other sites on the Internet. The poker room will function in a similar fashion to the other poker rooms, with the exception that ours will be the first and only poker site with video, real-time voice and text messaging functionality *without the need to download software*.

*Game Face Gaming* is constantly working to build a network of individuals and companies that work as alliances to accomplish its major strategies. Through working with already established social networking sites, such as Facebook, MySpace, SmallWorld, and Twitter, as well as collaborating with other internet sites such as Google and MSN, we believe our goals of creating a viable network consisting of hundreds of thousands of individuals interested in one specific niche market are attainable.

## **LEGALITY (Game Face Gaming's Business Model)**

\*\*\* Legal Opinion in Hand

*Game Face Gaming* is committed to responsible game-play and is **not** a gambling site. Because we do not offer gambling, we make it impossible for players to lose money, but still provide an exciting and entertaining experience. Our goal is to maintain the thrill of online games while keeping it safe for everyone. We will be partnering with agencies, groups and associations to help promote safe and responsible game play, and to provide a conduit to assistance for those with gambling addictions.

*Game Face Gaming* was founded by two entrepreneurs who were frustrated with the unrealistic game play at multi-player online games sites. At most of these sites, players don't play competitively because there's no incentive to win and there's nothing at stake. At sites where there is an incentive to win, such as gambling sites, players can lose a lot of money.

*Game Face Gaming's* business model was derived from an already existing hugely successful model ([www.PurePlay.com](http://www.PurePlay.com)) to encourage people to play competitively to win prizes without requiring them to risk losing money. The only cost to customers is one low monthly fee.

*Game Face Gaming* plans to apply its unique approach to many types of online multi-player games, enabling players to "Win Big without the Risk"

The following is an article taken directly from Market Wire as it speaks to the legality of the proposed business model as well as a \$15 million dollar financing round to further promote the product in the market place. You may find additional articles in the Appendix, which speak in various ways to the legality of our proposed business model.

## **BUSINESS REVENUE SUMMARY**

Game Face Gaming's Online Poker provides a unique opportunity for investors.