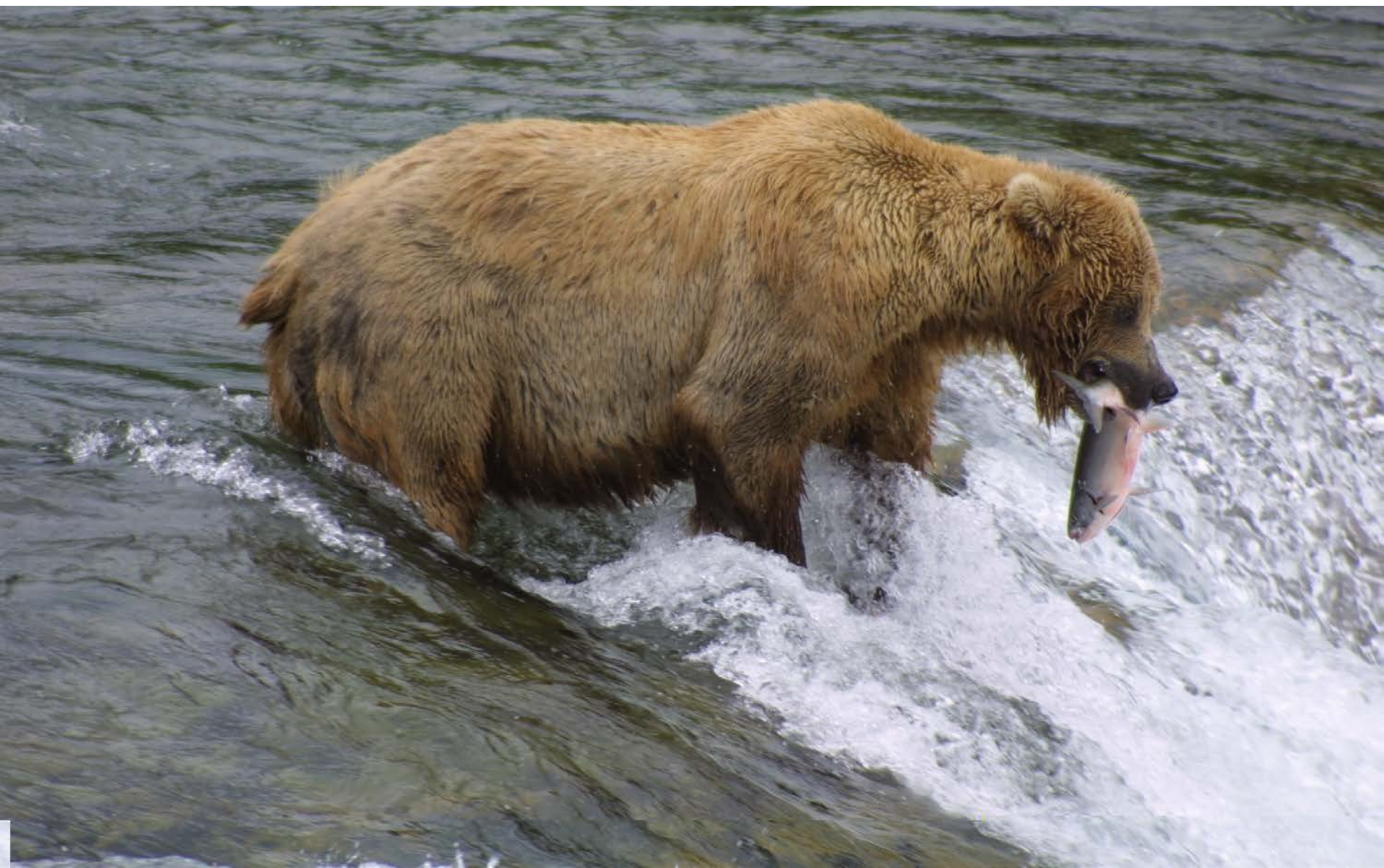




Alaska





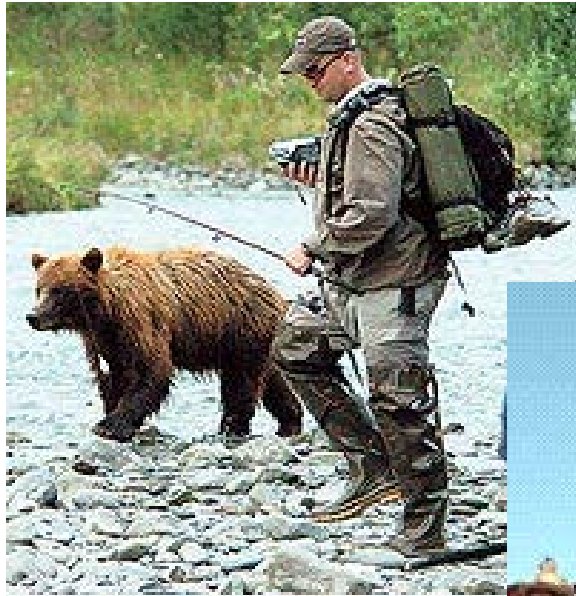








Wild About Football





Alaska WILD





Anchorage Alaska





Frontier Spirit



Appetite For Football





Alaska is Ready

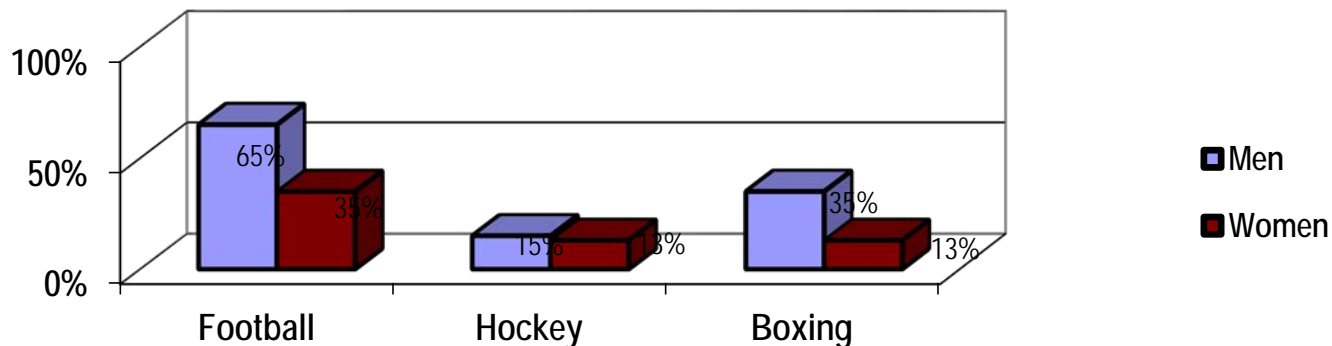




Anchorage Demographics

- ▶ 347,646 Total Population of Anchorage & Mat-Su
- ▶ 51% Male or 177,300
- ▶ 49% Female or 170,346
- ▶ 38% Age 10-34 or 132,105

Football vs. Other Sports

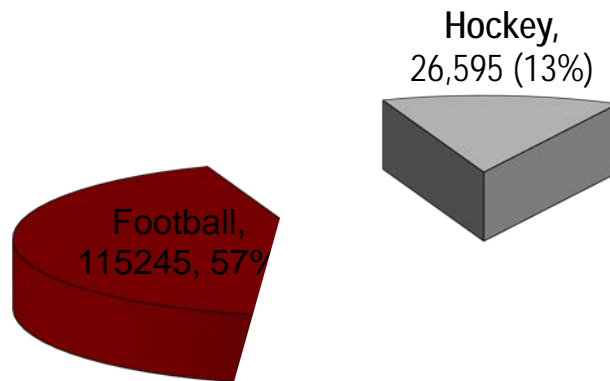


Source: Scripps Howard News Service, December, 2003.

Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.



Sports Fans in Anchorage

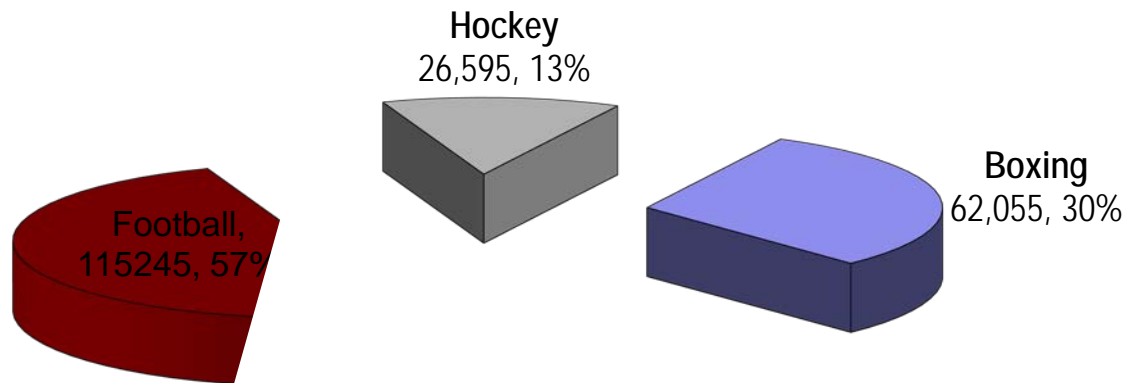


Source: Scripps Howard News Service, December, 2003.

Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.



Sports Fans in Anchorage

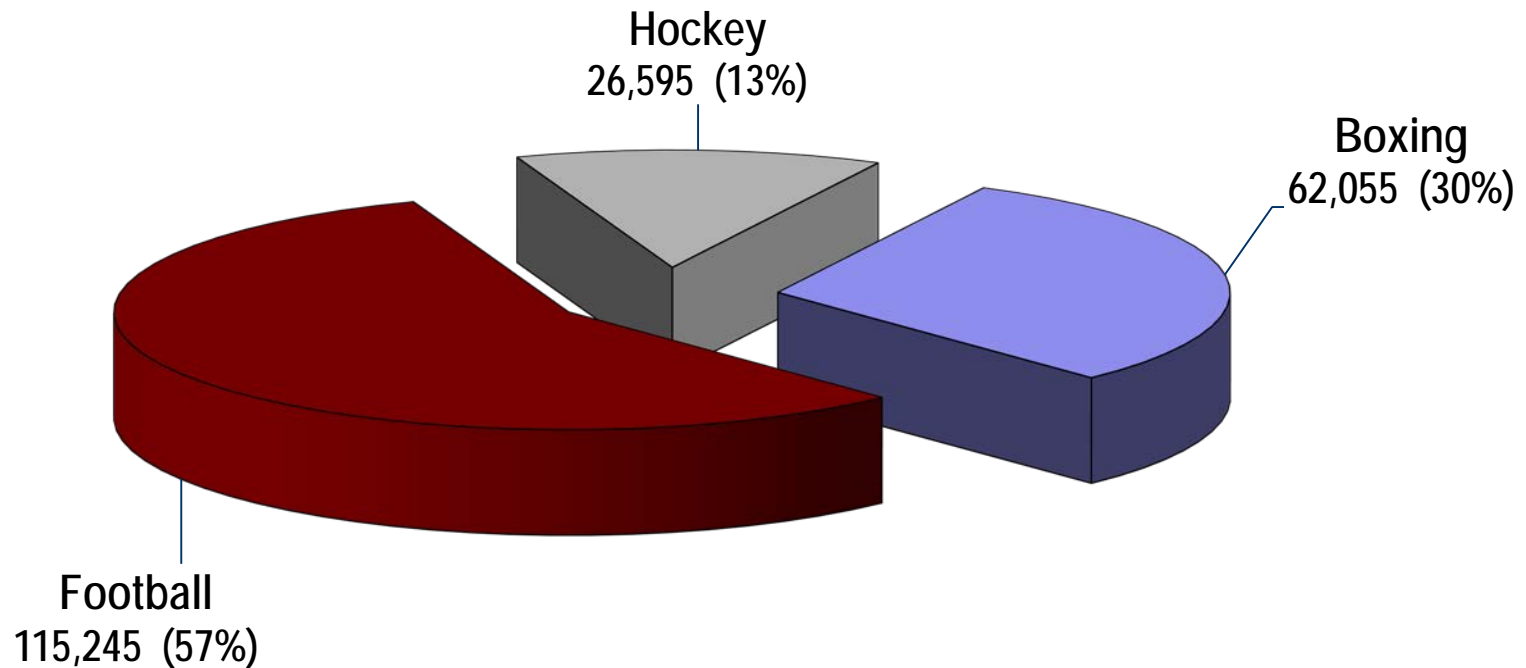


Source: Scripps Howard News Service, December, 2003.

Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.



Sports Fans in Anchorage



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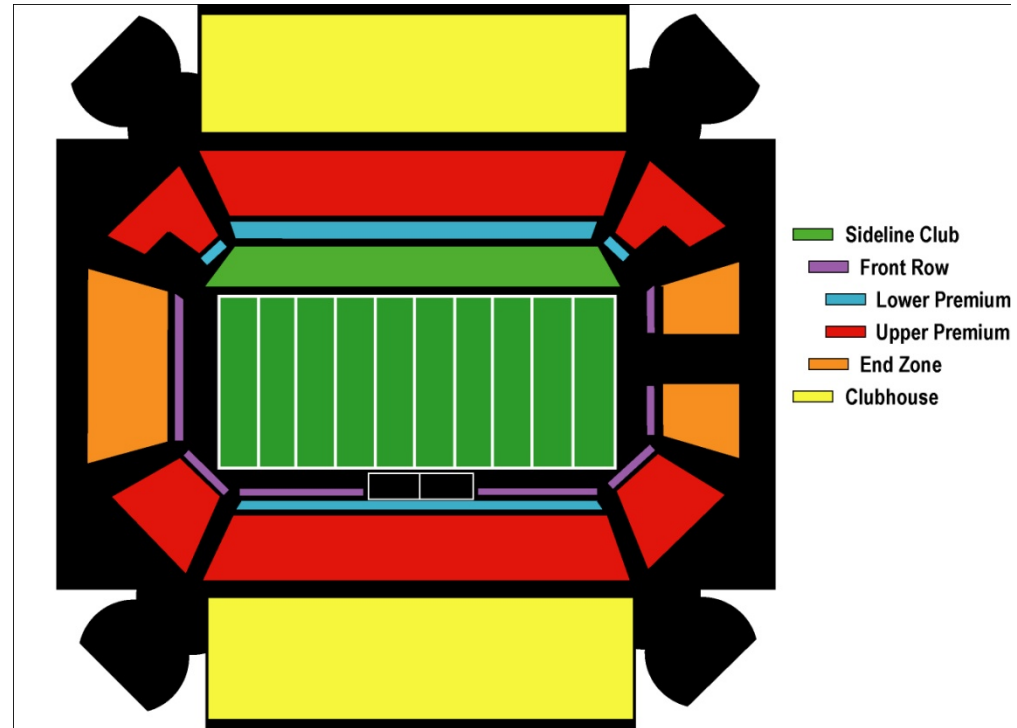
Anchorage Facilities

George M. Sullivan Arena

- ▶ Owned by Municipality of Anchorage
- ▶ Managed by SMG
- ▶ Playing Surface 200' x 100', Height of 85'
- ▶ AFL Estimated Seating: 6,500 to 6,800

Agreement:

- ▶ 3 year lease
- ▶ \$2,000 Per game
- ▶ \$1 Rebate >3,000 up to 5,000
- ▶ Concession 80/20
- ▶ Merchandise 100% APS
- ▶ Parking 100% SMG
- ▶ Setup \$4,500





The Wild Team





Public Relations & Marketing

- ▶ **Web Site Launch**
- ▶ **Name The Team Contest**
- ▶ **2 Press Conferences**
- ▶ **Saturday Market**
- ▶ **Grass Roots**



- ▶ Over 70 cheerleader applicants
- ▶ Over 12 qualified head coach applicants.
- ▶ Over 350 player applicants
- ▶ 1200 season ticket reservations
- ▶ Over \$10,000 in merchandise sales
- ▶ Over \$390,000 in advertising and sponsorship





Broadcast Media

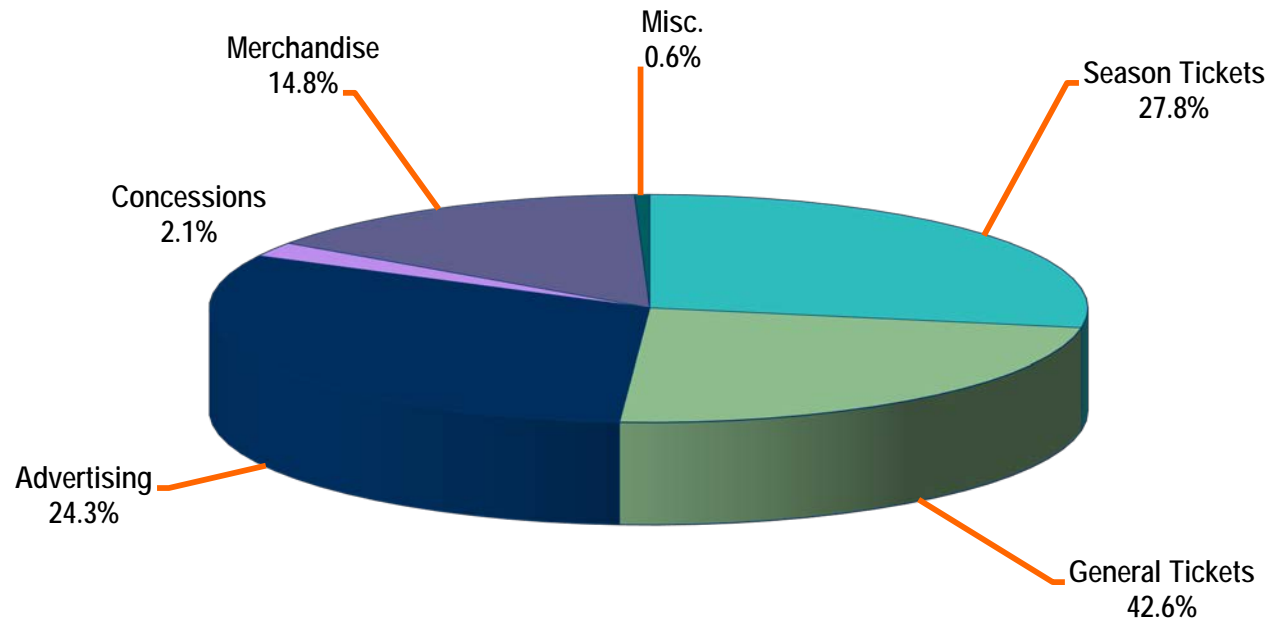
- ▶ **\$100,000 Full-Media Marketing Campaign**
- ▶ **TV and radio broadcast negotiations**
- ▶ **Continued press interface**

Community Interaction

- ▶ **Special promotions**
- ▶ **Player autograph sessions**
- ▶ **Cheerleader appearances & volunteer activities**



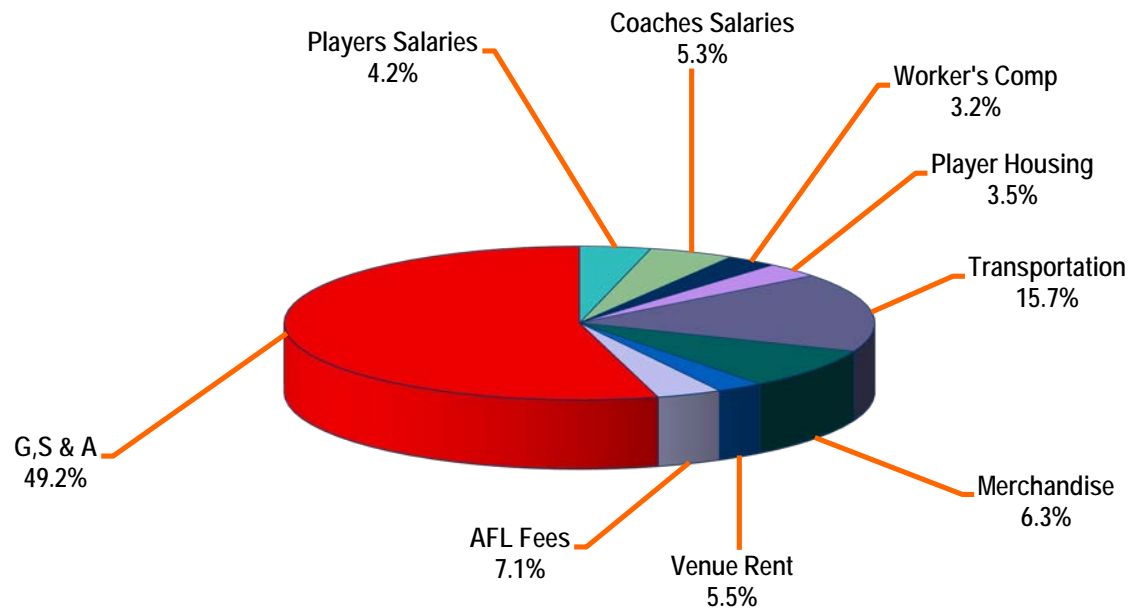
Projected Annual Revenue



Source: Anchorage Professional Sports Business Plan, May 2006. Averages based on percent of total sales from the five year projections (2007 – 2011).



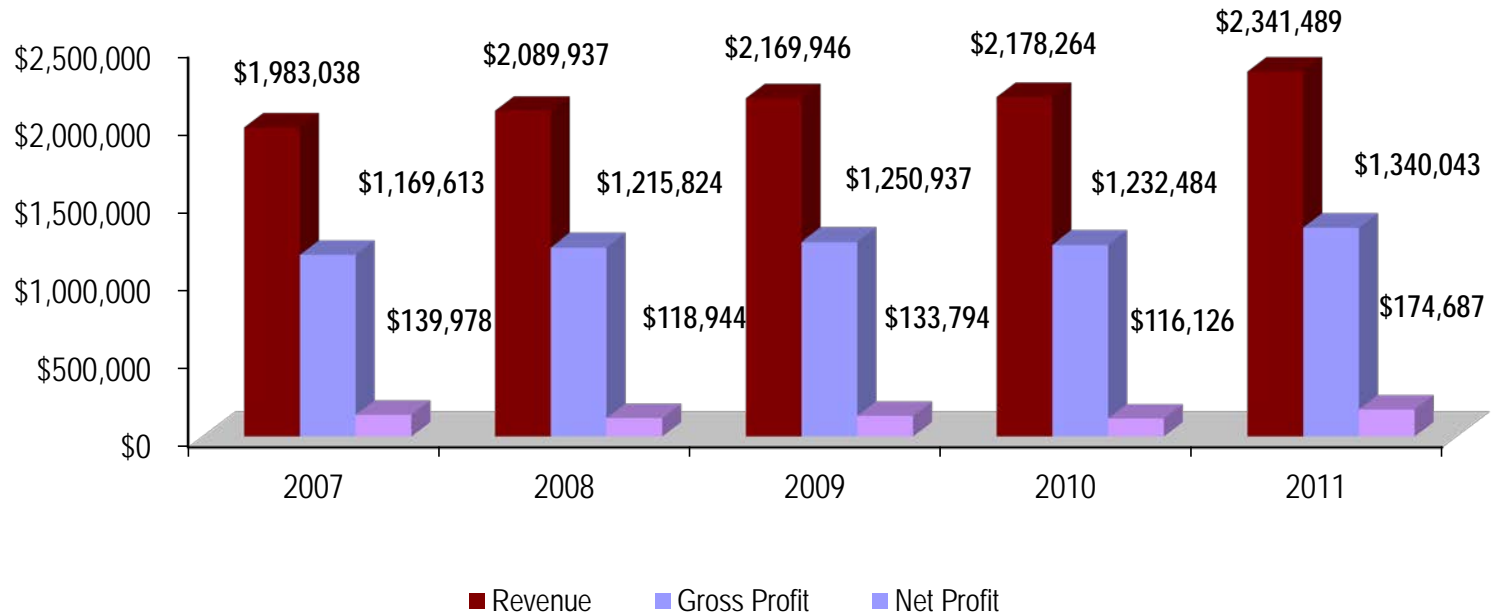
Projected Annual Expenses



Source: Anchorage Professional Sports Business Plan, May 2006. Averages based on percent of total sales from the five year projections (2007 – 2011).



5 Year Profit Projections



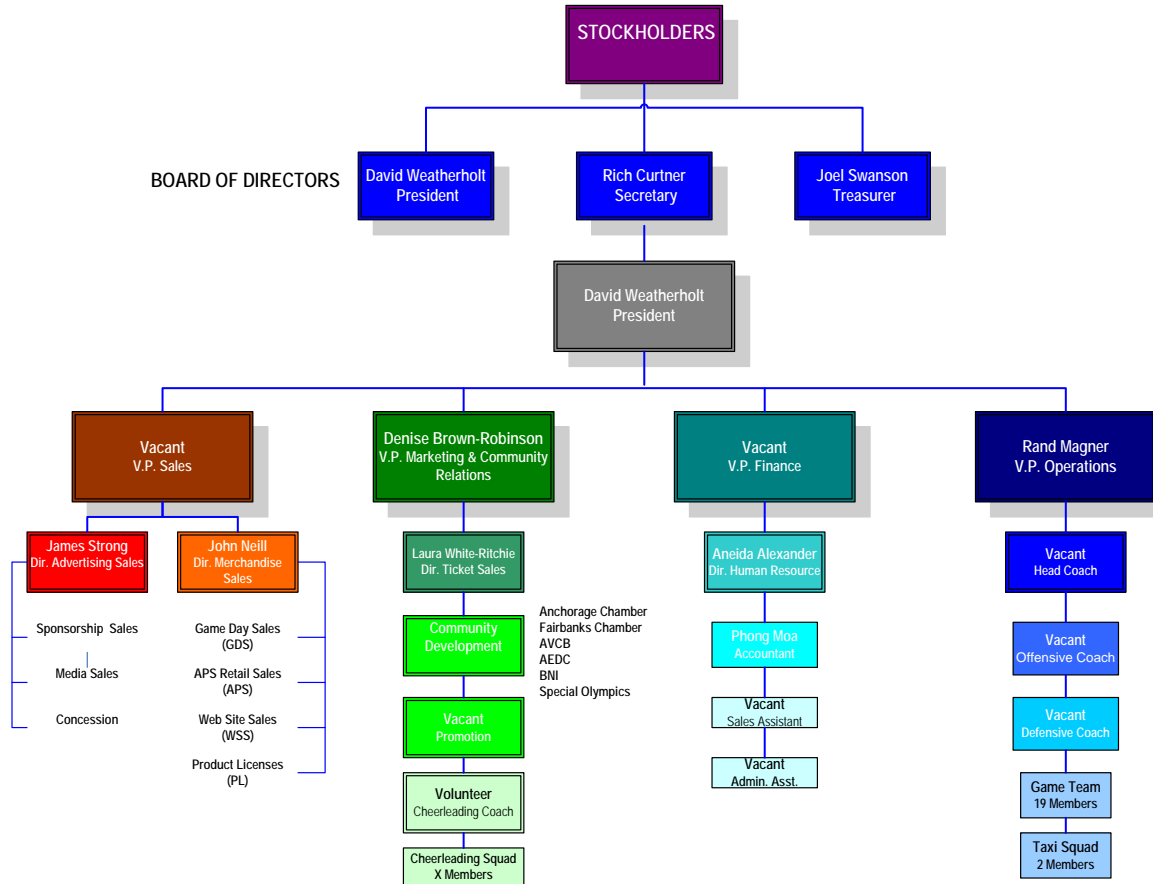
Financial Projections and Estimates – There is no assurance that the financial projections and estimates used in this presentation will be achieved.

Source: Anchorage Professional Sports Business Plan, May 2006



Alaska Professional Sports, Inc.

Function & Organizational Chart





Public Corporation

- ▶ IPO registered on August 4th
- ▶ 150,000 Shares
- ▶ \$10 per share
- ▶ 2,000 share minimum





Questions?

BRINGING PROFESSIONAL
FOOTBALL TO THE
LAST FRONTIER