



GAMESNAKE.COM BACKGROUNDER

GameSnake was started because three northeast Ohio players felt there had to be an easier way for athletes to find pickup games and teams. With that goal in mind, and on a shoestring budget, they spent their nights and weekends developing the idea.

GameSnake is a free online service that matches players with pickup games and teams in over 80 sports. GameSnake uses a player's age, gender, location and sports preferences to match them with games and teams happening on the courts, fields and facilities in their area. GameSnake also offers team managers a suite of tools they can use to start and manage their team roster, team games and schedules. GameSnake also caters to athletes with disabilities. Athletes with disabilities can connect with other athletes and games that cater to their disabilities.

THE MISSION

The GameSnake mission is to encourage participation in sports by bringing athletes together to promote pickup games and teams within their communities.

BUSINESS MODEL

GameSnake hopes to always keep the GameSnake service free for players and team managers. This will be done by covering costs through targeted advertising sales and paid sponsorship of events. There will also be the opportunity for sports marketers to utilize GameSnake to demo products and perform surveys of players and team managers. Future plans also include the creation of for-fee facility tools. These tools will give facility managers and sports organizations the ability to find and invite players and teams to use their facilities, fields and courts. This will help to increase utilization of their facilities, and also drive up facility memberships and brand awareness.

Additional information, company logos, screen grabs, news and copy points are available on the Media Relations section of our Website:

<http://www.GameSnake.com/media/>

CONTACT INFORMATION

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