



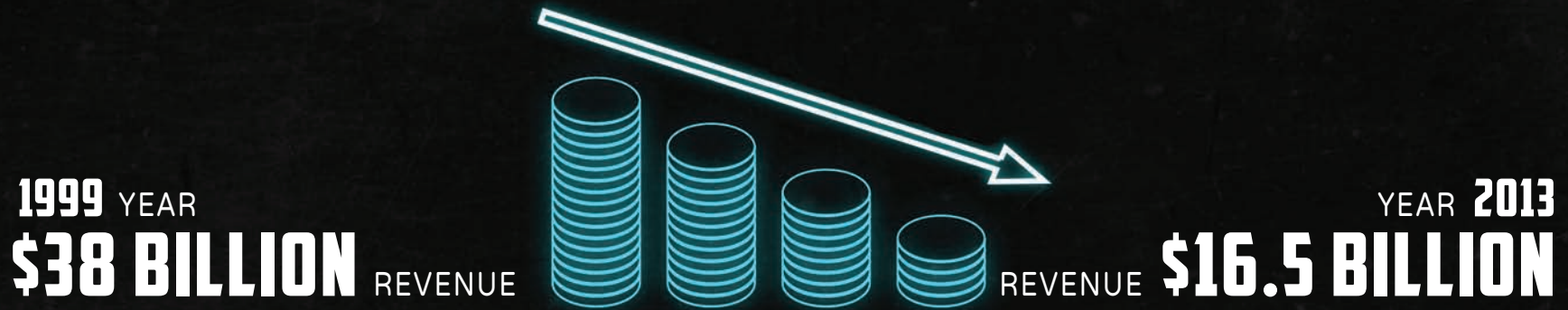
“ DESPITE TRADITIONAL PLATFORM PREDECESSORS, PLAY GIG-IT IS A THROUGH-AND-THROUGH VIRTUAL SIMULATION GAME THAT DOES FOR THE MUSIC INDUSTRY WHAT TONY HAWK’S PRO SKATER DID FOR SKATEBOARDING... ”

-XXL MAGAZINE

CURRENT INDUSTRY TRENDS

THE ENTERTAINMENT INDUSTRY

Has been seemingly unable to come up with digital business models.



SOCIAL NETWORK GAMES

are currently experiencing exponential growth that will continue throughout 2014.



ABOUT PLAY GIG-IT

PLAY GIG-IT IS A 3D CONCERT GAME CREATED FOR FACEBOOK BRINGING TOGETHER SOCIAL MEDIA, MUSIC, FASHION AND GAMING.

Changing the way music lovers interact with the social site, PLAY GIG-IT gives Facebook members a new way to purchase and download music while providing a new revenue stream for affiliated artists.

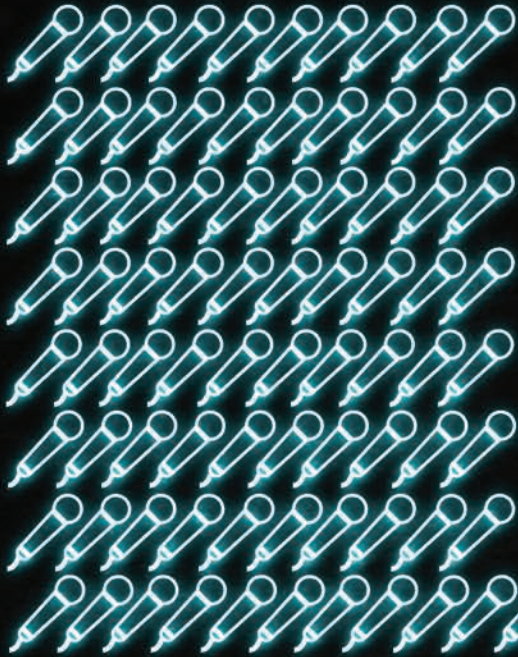


LARGEST MUSIC GAME

PLAY GIG-IT IS THE LARGEST ARTIST SUPPORTED MUSIC GAME IN HISTORY WITH MORE THAN 65+ SIGNED TO THE GAME; WITH THAT NUMBER GROWING DAILY.

2 CHAINZ
NAS
JEREMIH
BRANDY
MARSHA AMBROSIOUS
KENDRICK LAMAR
THE DREAM
NE-YO
RICK ROSS
FABOLOUS
RAY J
TPAIN
MGGK
TYGA
ROSS
DAEKWON
BOY
CROOKED
LIL W
ELLE VARNER
FLORIDA
YOB
SEN DOG
FRENCH MONTANA
ALLISON PARK
COMMON JAY ROCK
AR-SQU
SEAN KINGSTON
TALIB KWELI
NENGO FLOW
SCHOOL BOY Q
CYPRESS HILL
ZIRRO ORTIZ
T-MO
TALIB KWELI
NENGO FLOW
SCHOOL BOY Q
CYPRESS HILL
RANNEY
T-MO
TALIB KWELI
NENGO FLOW
SCHOOL BOY Q
CYPRESS HILL

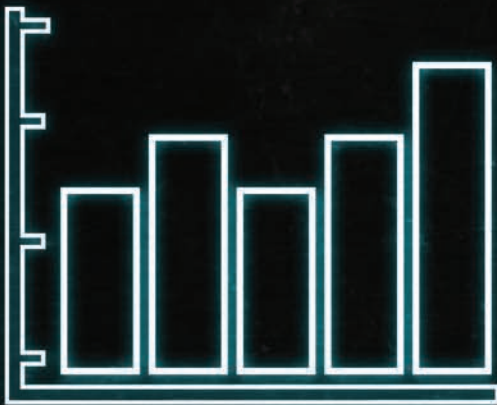
AT A GLANCE



**MORE THAN
65+
AFFILIATED ARTISTS
SUCH AS NAS, LIL
WAYNE, 2 CHAINZ,
KENDRICK LAMAR,
AND OTHERS.**



**USERS IN MORE THAN 40+
COUNTRIES AROUND THE WORLD.**



**MORE THEN
8 MILLION
IMPRESSIONS ACROSS
SOCIAL AND WEB
PROPERTIES IN THE
FIRST MONTH OF
LAUNCH.**

**THE LARGEST MUSIC
AND SOCIAL GAME IN
HISTORY!!!!**



TEAM AND TECHNOLOGY (1)



JOHN ACUNTO

Prior to creating 212 decibels, John Acunto was the CEO of Outernet, a fully automated retail facility where guests could purchase and download a range of media via a digital platform. The Outernet was The First of its kind, replacing traditional retailer inventory with an automated digital distribution process. John's career accomplishments include notable recognition as Inc. Magazine's "Man to Watch" in 2001 and recipient of three Addy Awards.



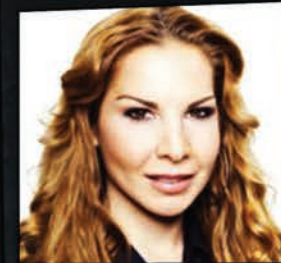
JOHN ROMERO

John Romero is a game designer, programmer, artist and sequential artist whose work spans over 130 games, 107 of which have been published commercially, including the iconic works Wolfenstein 3D, Doom and Quake. His contributions and philanthropy within the commercial game industry have led to a myriad of inspired games and the founding of 10 companies.



CRAIG RUNDELS

Craig Rundels is a gaming industry veteran, with over 19 years of experience. Over the years, Rundels has been responsible for art direction, team building, production management, and pipelines for more than 40 shipped projects based on both original and licensed IP in a variety of genres including; first person shooters, action adventure, fighting, sports, racing, casual, and mobile games.



GABRIELLE PELUSO

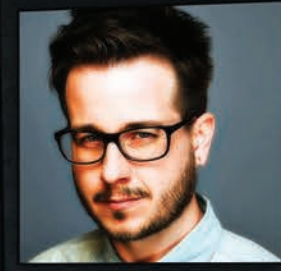
Gabrielle Peluso is a Record Label executive who started as an intern at Island Def Jam and worked her way up to General Manager. Before taking the role as president of 212 decibels, Peluso was responsible for guiding the careers of some of the biggest names in music, such as: Rihanna, Kanye West, JAY-Z, Mariah Carey and More.

TEAM AND TECHNOLOGY (2)



**"BROADWAY"
CHRIS ROMERO**

Chris "Broadway" Romero started his career as creative director for a gaming company back in the 90s and made his transition into the Hip-Hop industry through the launch of thesource.com and thisis50.com. With his directorial debut of Big Pun's "How We Roll," Broadway was able to bring his love of animation and hip-hop together under one platform and he continues to bridge that gap as the VP, of production for 212 decibels.



MATTHEW FETTER

Matthew Fetter has been creating content with the constant introduction of new technologies and the daily evolution of the business. Coming from a background of designing and directing print ads on a national campaign scale combined with a passion for interactive and emerging technologies, makes for a very capable chief creative officer within the social gaming industry.

IN GAME MARKETING

Front Page Advertisements

The screenshot displays an in-game music interface with the following elements:

- Top Bar:** Shows a green coin icon with the number 323, a red coin icon with 83, a yellow star icon with the number 2, and the name FORMAN next to a question mark icon.
- Genre Selection:** A large banner reads "CHOOSE YOUR GENRE!!". Below it is a vertical list of genre buttons: HIP HOP/RAP, LATINO, R&B/SOUL, POP, ALTERNATIVE, COUNTRY, DANCE, and ROCK. The first three are highlighted with a purple glow, while the others are dimmed and have a lock icon.
- Music Promotions:**
 - A large album cover for KINGSTON's "BACK 2 LIFE" is featured with a "LISTEN NOW" button and the text "BACK 2 LIFE FIRST PLAY".
 - Two smaller promotional cards are shown: one for "V.S.O.P." featuring a woman's face and a question mark, and another for "FABULOUS" with the text "WHEN I FEEL LIKE IT". Both have "PREVIEW NOW" buttons.
- Navigation Buttons:** A grid of buttons includes "MY CONCERT", "LEADERBOARDS", "SPECIAL OFFERS", and "BONUS TICKETS".
- Bottom Bar:** Contains "MUSIC" and "SOUND FX" options, each with a close (X) icon.

IN GAME MARKETING

Front Page Advertisements

The screenshot displays a game's front page with various marketing elements:

- Top Bar:** Shows player stats: 349 (green icon), 67 (red icon), 3 (yellow star icon), and FORMAN (black icon).
- Genre Selection:** A large banner reads "CHOOSE YOUR GENRE!!". Below it, a list of genres is shown: HOP/RAP, LATINO, R&B/SOUL, POP, NATIVE, COUNTRY, DANCE, and ROCK. Each genre has a star icon and a lock icon.
- Artist Promotion:** A central banner features a portrait of Sean Kingston and the text "SEAN KINGSTON FIRST PLAY!!".
- Album Promotion:** A banner for "BACK 2 LIFE" includes the text "BACK 2 LIFE FIRST PLAY!!".
- Exclusive Tracks:** A list of tracks is shown under the heading "EXCLUSIVE TRACKS":
 - HOLD THAT - FEAT YO GOTTI
 - SMOKE SIGNALS
 - AYO (16TH FLOOR)
 - SAVE ONE FOR ME
- Navigation:** Buttons for "LISTEN NOW", "MY CONCERT", "SPECIAL OFFERS", "LEADERBOARDS", and "BONUS TICKETS" are visible.
- Bottom Bar:** Shows "MUSIC" and "SOUND FX" with 'X' icons.

IN GAME MARKETING

Single Purchases In-Game

The screenshot shows an in-game interface for selecting music. At the top, there are resource indicators: 300 coins, 100 gems, and a level indicator for 'ROADIE' at level 1. Navigation buttons for 'OPTIONS' and 'STORE' are visible. The main heading is 'CHOOSE YOUR ARTIST & MUSIC !!'. On the left, a grid of artist portraits includes Sean Kingston (selected), Rick Ross, Jay Rock, and T Pain, each with an unlock level requirement. In the center, a 3D character model stands in a virtual closet. On the right, a promotional banner for Sean Kingston's 'Back 2 Life' album is shown, along with a 'HEADLINE' section for the artist and a 'TOTAL SPENT' section at the bottom right. A 'SELECT MUSIC' button is located at the bottom center, and a 'CONFIRM' button is at the bottom right.

300 100 1 ROADIE ?

OPTIONS STORE

CHOOSE YOUR ARTIST & MUSIC !!

 SEAN KINGSTON	 UNLOCK AT LEVEL 50 RICK ROSS
 UNLOCK AT LEVEL 30 JAY ROCK	 UNLOCK AT LEVEL 35 T PAIN
 UNLOCK AT LEVEL 37	 UNLOCK AT LEVEL 4

0

SELECT MUSIC

SEAN KINGSTON
5 EXCLUSIVE NEW TRACKS
BACK 2 LIFE
CLICK HERE TO PREVIEW

HEADLINE

SEAN KINGSTON
SELECT A SONG.
UNLOCK AT LEVEL 3

SEAN KINGSTON

TOTAL SPENT

0 0

CONFIRM

IN GAME MARKETING

Single Purchases In-Game



IN GAME MARKETING

Artist Clothing Purchases



IN GAME MARKETING

Artist Clothing Purchases

The screenshot shows an in-game purchase menu for a t-shirt. The main display features a black t-shirt with a graphic design of palm trees and a sunset over water, with the text 'BLVD SUPPLY' in a stylized font. To the right of the main image are two smaller thumbnail images of the t-shirt. Above the main image is a price tag that reads '\$28.00 BUY'. Below the main image is a 'SIZE' selection menu with 'ADD SMALL' and 'ADD MEDIUM' options. To the right of the size menu is a 'PRODUCT DETAIL' section with the following text: 'BLVD SUPPLY VENICE MENS T-SHIRT', 'PRODUCT DETAIL:', 'FABRIC: 100% COTTON', 'MACHINE WASH', and 'IMPORTED'. In the top right corner of the menu is an 'OPTIONS' button with a small icon. In the bottom right corner is a 'CONFIRM' button. The background of the menu is dark with some faint text and icons, including 'CHOOSE YOUR WARDROBE' and 'NEW KINGSTON NEW SINGLE PERSONAL LOVE CLICK HERE TO PURCHASE'.

IN GAME MARKETING

Tour Ticket Purchases

99950 2080 ROADIE

OPTIONS STORE

CHOOSE YOUR CITY
MEXICO CITY
TORONTO

SEAN KINGSTON
BACK 2 LIFE

BACK 2 LIFE MUSIC FESTIVAL 2013
STARRING SEAN KINGSTON
UNITED STATES OF AMERICA

TICKETS AND CONCERT DATES

09 AUG	JOE LOUIS ARENA DETROIT, MI // 07:00 PM	DETAILS: SEAN KINGSTON, CHRIS BROWN, WIZ KHALIFA	FIND TICKETS
-SAT- 10 AUG	JOE LOUIS ARENA DETROIT, MI // 07:00 PM	DETAILS: SEAN KINGSTON, CHRIS BROWN, WIZ KHALIFA	FIND TICKETS
-SUN- 11 AUG	JOE LOUIS ARENA DETROIT, MI // 07:00 PM	DETAILS: SEAN KINGSTON, CHRIS BROWN, WIZ KHALIFA	FIND TICKETS

SEAN KINGSTON
NEW SINGLE
PERSONAL LOVE
CLICK HERE TO PURCHASE

CONFIRM

IN GAME MARKETING

Video Advertisement Screens



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