

PROXIMO GAMES[®]





Why Franchise?

- Established Brand
- Proven Business Model
- Continuous Support and Training
- Economy of Scale for Product Purchasing
- Complete Turnkey Solution



Why Video Games?

- Highest Growth in Entertainment Industry
 - Record Breaking for 2007 with \$18 billion
- Global Recognition & Awareness
- Expansion of Consumers
 - Games designed specifically for children & adults
 - Casual and hardcore games
 - Generation of gamers (1977 to Present)
- Leading Interactive Lifestyle

PROXIMO GAMES[®]

Brands Offered

Microsoft[®]

ACTIVISION[®]

SONY

SEGA[®]



NOKIA
Connecting People





Why Proximo Games?

- International Brand
- Access to Resources and Trade Secrets
- Low Investment Costs and Reduced Risks
- Business Development & Franchise Training
- Marketing and Advertising Support
- Quality Products from Leading Manufacturers



In the News

- New York Times
- AFP (France)
- Venture Beat
- El Economista
- IGN (Int'l Gaming Network)
- El Sendero del Peje
- AOL
- Reuters
- Wall Street Latino
- Game Pro
- Terra
- Ad Hoc News (Germany)



International Brand

- Benefit from Strength of Established Retailer
- National and Global Recognition
- Customer Loyalty, Support and Trust
- Unsurpassed Standards in Quality of Service



Resources & Trade Secrets

- Relationship with all major manufactures & publishers
- Exclusive discounts for Proximo Games® franchisees
- Over 10,000 SKUs
- Exclusive POS and CRM system
- Supreme operation flow from purchasing, receiving, to sales
- Proven and successful business model
- Over 20 years of industry insight, knowledge, & expertise



Supply Chain & Distribution





Low Investment & Reduced Risk

- Minimum Set up Fee
 - Franchising, POS system, and trade design
- Responsible for Own Lease
- Affordable Monthly Royalty Fee
- Ongoing Research & Development
- National Marketing Campaign



Business Development & Training

- Management training
- Technical training & support of proprietary software
- Store concept, identity, theme, image, service, and operational support
- Purchasing and product highlight recommendations
- Product information, industry news, sell-through reports, store promotions, and more

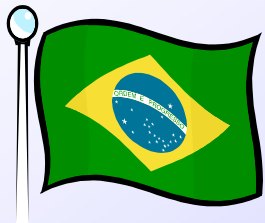


Marketing & Advertising

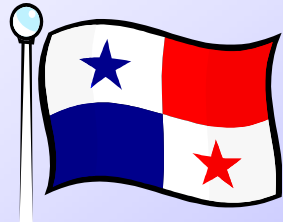
- Online Advertising
- Tradeshow Presence, Tournament Hosting, Community Forums and more
- Public Relations Support
- Store Location Finder and Highlighted on Proximo Website



Initial Target Countries



Brazil*



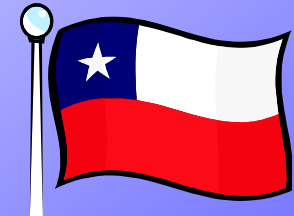
Panama



Costa Rica



El Salvador



Chile*



Guatemala



Honduras



Caribbean



**Dominican
Republic**



Argentina

* Proximo Games has a regional office in this country.



Contact Information

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