

THE TECHNOLOGY FOR FORWARD MARKETS

The **DIBZ PLATFORM's FORWARD MARKETS** improve your brand optics by creating new, smart, and "level playing field" opportunities that are attractive to your consumers and fans - and highly profitable! **FORWARD MARKETS** extend far beyond just ticketing, to encompass product reservations, contingent travel and lodging, premium parking, meet-and-greet access to performers, and an almost limitless array of opportunities.

Just as options have come to represent a significant percentage of all traded instruments in modern financial markets, TTR enabled **FORWARD MARKETS** play a significant role in delivering access to premium content. And, unlike the secondary market, The **DIBZ PLATFORM** keeps Rights Owners firmly in control of every aspect of their content. The **DIBZ PLATFORM** has managed over one million forward contracts that delivered outstanding results for marquee events such as the BCS National Championship game, NBA and NHL playoffs, the Kentucky Derby, the PGA Tour Championship and many more.

REVENUE YOU CONTROL

What makes TTR's **DIBZ PLATFORM** most compelling is the no-risk business model. You control the flow of money and simply make royalty payments to TTR **only** as you generate new revenue. There are no risks and no cash-flow issues. You generate pure profit: no overhead, no headaches. You have a lot to gain.

A PIONEERING LEADER: TTR

TTR established the first real-time **FORWARD MARKETS** using the **DIBZ PLATFORM**. These Forward Markets became large "digital marketplaces" where passionate consumers secured and traded early-access rights to their most highly sought content and events. TTR's **DIBZ PLATFORM** is the **only FORWARD MARKET** technology built for you and embedded in your digital domain and revenue strategy. TTR's **DIBZ PLATFORM** provides a market-proven way to monetize the anticipation that your consumers feel, while creating new digital content that will truly engage each and every one of them – today and tomorrow.



THE DIBZ PLATFORM™

Technology to Monetize Anticipation
and Create New Digital Content

TTR's **DIBZ PLATFORM™** delivers the opportunity to tap new revenue, by enabling you to create and offer **FORWARD MARKETS** for high-demand content, goods, and events. It starts with your licensing TTR's patented **FORWARD MARKET** reservation platform.

The **DIBZ PLATFORM**, embedded in your digital domain, allows you to activate **FORWARD MARKETS** quickly and efficiently. Start now to monetize your existing assets and to create new and compelling content for your consumers.



VALUE OF THE *DIBZ* PLATFORM

- **Deliver new and enhanced digital content**
- **Generate new and recurring revenue streams**
- **Increase site traffic and brand loyalty**

AN ENGAGING BRAND EXPERIENCE

The ***DIBZ* PLATFORM** leverages TTR's portfolio of patented intellectual property, proven technology, and extensive market experience. We enable you to deliver expanding social networks tied to your content through a unique interactive and entertaining experience. The exchange of rights to your future content becomes an exciting and integral part of your fans' Web-based experience with your brand. ***You just got a whole lot more interesting to your consumers!***

The screenshot shows the MLB.com All-Star FANTASMA website. It features a navigation bar with 'Home', 'Markets', 'Lineupboard', 'Prices', 'Fantasy', 'About All-Star FANTASMA', and 'FAQ'. The main content area is titled 'Ichiro Suzuki Markets (452)' and displays various market options for purchasing Ichiro Suzuki's services. Key market details include:

- Most Popular:** \$15,000 (100% Sold), from \$32,000 to \$28,000.
- Most Doubles in Week 1 of the 2010 MLB Season:** \$1,500 (100% Sold), from \$4,000 to \$1,500.
- Most Triples in Week 1 of the 2010 MLB Season:** \$3,000 (100% Sold), from \$8,000 to \$3,000.

 The page also includes a sidebar with 'Fantasma Feed' and 'MLB News'.

STRONG PORTFOLIO OF PATENTED IP

TTR continues to expand – and successfully defend – its impressive portfolio of intellectual property. The company owns nine issued patents and many applications that are nearing issuance.

The screenshot shows the website for the 2011 Rose Bowl Game, specifically the 'PASADENA TOURNAMENT of ROSES'. The page is titled 'TEAM SPECIFIC TICKET RESERVATIONS' and is for the '2011 Rose Bowl'. It features a 'LAST TRANSACTION' box showing a reservation for Wisconsin Badgers for \$50.00. Below this, there is a table for 'Reservations For Sale' with columns for 'Seat Location', 'Select Qty', and 'Price Per Reservation'. The table shows one reservation for 'End Zone' with a quantity of 1 and a price of \$50.00. The page also includes a 'Market Filter' and a 'Reserve' button.

teamreserve.tournamentofroses.com

As strategically important as our IP portfolio is, the core value of the ***DIBZ* PLATFORM** is clear in the more than 300 successful **FORWARD MARKETS** that have been launched through partnerships with some of the world's most respected brands.

A MARKET-PROVEN SOLUTION

Nine years, dozens of big brand users, 100's of Forward Markets, millions of users and transactions, tens of millions of new \$ revenue, and the Right Business Model at the Right Time --the ***DIBZ* PLATFORM**.

*"We have repeatedly heard from every kind of fan that they would do anything to secure a reservation to the championship game if their team makes it. Our goal was to get more people involved in the game who might not otherwise have been able to acquire tickets. With the ***DIBZ* PLATFORM**, we did."*

- Mitch Dorger, former CEO of the Tournament of Roses Association

To find out more about TTR's *DIBZ* PLATFORM and its licensees, contact us at:

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