



March, 2014

Dear Friends:

There are a few times in life when the strategizing, planning, hard work, sweat and problem solving leads to a heart-stopping moment when the dream becomes reality. We recently had such a moment here at Anthem Media.

On March 4, 2014, the world's first-ever Fantasy Sports Television Network (FNTSY) launched on schedule as a TV channel, with a free preview of its live online stream on our website, [Fantasysportsnetwork.com](http://fantasysportsnetwork.com). A companion mobile application is now available for direct download and in the iTunes store and you can see a taste of our channel at: http://fantasysportsnetwork.com/video_demos/fntsysizzle.php.

As a TV channel, Fantasy Sports Network launched on Canadian carrier MTS *Ultimate TV* on channels 190 (SD) and 1190 (HD). The FNTSY rollout will continue over the coming months in the U.S. and Canada. By end of summer 2014, we expect to be available in 10 million homes on TV providers across the continent, in addition to our digital and mobile audience. Our channel is built to fit within traditional cable, satellite and IPTV distribution, including "TV Everywhere", with content also available on digital platforms as we keep in touch with our audience on all devices and via all major social media platforms. In addition to our website and mobile app, you can also follow us on [Twitter](#), [Facebook](#) and [YouTube](#).

FNTSY is the first television network specifically targeted towards the estimated 40 million people who play fantasy sports. Our plan is to serve as THE source for breaking news, analysis and information, while also bringing out the entertainment and social aspect of fantasy sports. FNTSY includes live studio programming, call-in shows, panels, celebrity and expert drafts, reality programming and on-site commentary from sports venues, as well as short-form programming from the experts around the country.

FNTSY simulcasts the RotoExperts show live every morning from SiriusXM's New York studios, led by expert hosts Scott Engel and Adam Ronis of RotoExperts.com, featuring regular and celebrity guests. With baseball drafts in high gear, the show has already featured 2014 interviews with Cal Ripken Jr., Buster Posey and Brandon Phillips. The afternoon kicks off with the flagship "FNTSY Sports Today" studio

program hosted by Laura Diakun, with analysts ranging from RotoExperts' Pat Mayo to high stakes fantasy sports player and lawyer Rob Silver and Anthem's own Corey Erdman. Gabe Morency's "Game Time Decisions" program is next, followed by our "wheel", featuring fantasy sports experts' short form video from around the country. Our graphical data feeds from U.S. industry leaders Stats Inc. and The Sports Network ensure that we are accurate, authentic and comprehensive.

We're very pleased with the response so far, our new subscriber base, and all those who are following us daily on digital and social platforms. With the launch behind us we are now hard at work building out Phase II and we will have some exciting announcements over the coming weeks and months. By summer's end we expect to have 10+ hours of daily, original programming, at least 50% of which will be live.

Our objective is to fill the void in the lives of fantasy sports enthusiasts worldwide and we're looking forward to hearing feedback as we continue to establish the brand as THE leader in fantasy sports television.

FNTSY has arrived, and we are here to serve a rabid and exploding audience as HD TVs, smart phones, digital media and game consoles allow fantasy sports to be mainstream, interactive, social and most of all, just plain fun.

Join us on this journey as a partner, friend, supporter or just be a fan as we break new ground and change the face of sports television.

And for those of you already on board, we can't thank you enough for your support.

I've included below our press release information, so you can see what we are all about.

Please help spread the word that FNTSY is here!

Sincerely,

A handwritten signature in black ink, appearing to read 'Leonard Asper', written over a horizontal line.

Leonard Asper
President & CEO
Anthem Media Group Inc.

About Anthem Media Group Inc.

Anthem Media Group Inc. (www.anthemmediagroupinc.com) is a media company with offices and studios in New York, Toronto and Los Angeles, operating niche television channels on linear, digital and mobile platforms globally. In addition to [Fantasy Sports Network](#), Anthem's portfolio includes [RotoExperts.com](#), a leader in fantasy sports content, [Fight Network](#), the world's premier combat sports channel now broadcasting in the U.S., Canada and over 30 other countries, as well as significant investment in [Pursuit Channel](#), one of the top outdoor channels in the U.S. Anthem also owns [SportsGrid.com](#), a leader in general sports entertainment commentary.

