



New Fantasy Sports Product for Sports Bars and Other Hospitality Venues



ProContest

A new concept in Fantasy Sports and skill gaming

Sports bars and other hospitality venues that target sports fans struggle to maintain market share against existing and new competitors. Properties often get stuck in the never-ending cycle of menu revision, facility renovation and mass market advertising. Forward-thinking properties target fantasy sports enthusiasts as these customers are dedicated fans and are a lucrative demographic – a prime segment. The problem is they are also being targeted by competitors. To thrive in this environment, sports bars need to achieve the following objectives:

- Exploit the popularity of fantasy sports
- Attract greater F&B patronage and revenues during slower traffic periods
- Become a preferred destination for sports fans

ProContest's patented approach of applying pari-mutuel principles to fantasy sports enables new unique contests that can attract fantasy sports enthusiasts and other sports fans. The ProContest platform can be leveraged to provide a branded experience as well as operate games that can bring patrons to your property, even during non-game days!

ProContest has the ability to craft innovative fantasy sports skill games that:

- Have high prize to entry fee potential (or can be free to enter, if desired)
- Have an attractive percentage of entries eligible to win prizes
- Can entice customers to the property during slower traffic periods or non-game days

The patented fantasy sports game approach of ProContest can allow the property to offer games that attract and reward customers to visit during non-game days as well as game days. This ability, enabled by a feature of the ProContest game platform, can potentially generate not only greater traffic, but differentiate the property from the competition.

Fantasy sports contests have been determined to be games of skill and not regulated as gambling per the US Unlawful Internet Gambling Enforcement Act (UIGEA). ProContest operates within that safe harbor. For those properties wishing to expand their fantasy sports offering to include an online component, the ProContest platform can have that capability.

The ProContest fantasy sports skill game platform is a breakthrough, ready to be leveraged by sports bars and other properties wishing to serve their base of fantasy sports and sports fan customers!

For additional information, please visit:

YouGaming's website – www.yougaming.com
YouGaming's blog – www.yougaming.blogspot.com

ProContest website – www.procontest.com
ProContest's blog – www.procontestblog.wordpress.com