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Ticker Symbol: GBGM.PK



GBGM.PK

Key Take-aways for GBGM.PK Global Gaming Network, Inc.		Table of Contents:	
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Company Overview:

Global Gaming Network, Inc. is developing and distributing digital entertainment and sports information for online and mobile platforms.

It owns and operates SportsAlert.com, (www.sportsalert.com), the leading independent mobile sports information service in the United States and Canada, an established and branded business operating in the mobile phone advertising and marketing sector.

GBGM.PK Global Gaming Network, Inc. Market Snapshot (1/12/2012)	
Symbol:	GBGM.PK
52-week Trading Range:	0.03 - 0.0007
Average Volume (3 mos.):	444,275
Market Value (as of 1/11/2012)	\$1.367M

The Company hopes to be able to expand its operations in 2012.

Their plan is to offer a service which provides companies a low cost, highly efficient alternative method to the present costly "short code" method of sending text messages.

In addition, it plans to operate a co-revenue sharing "white label" service provided by one of the leading online gaming operations.

Global Gaming Network, Inc. is incorporated in the State of Washington.

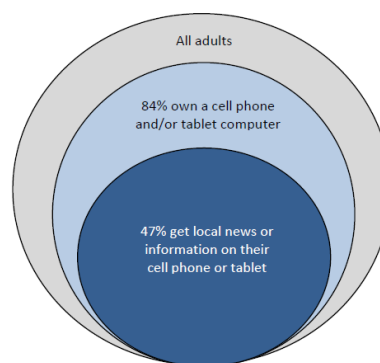
Market Opportunity:

According to an August 2011 report by comScore, for the three month average period ending in June, 234 million Americans used mobile devices and 78.5 million people in the U.S. owned smartphones.

Furthermore, according to a recent Pew Research report, "84% of American adults own cell phones and three-quarters of them (73%) send and receive text messages." And, "47% of American adults use their cell phones and tablet computers to get local news and information."

The report also says, "Two-thirds of cellphone users take advantage of mobile phone features such as texting, e-mailing, web browsing and "apps" (software applications that allow mobile

Half of all adults get local news or information on a cell phone or tablet computer

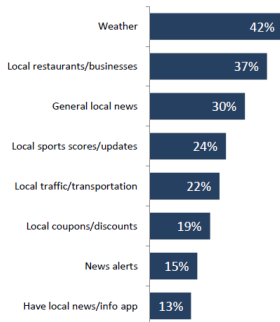


Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cellphone interviews.

device users to play games, access web content and access media or data). Only a third of Americans now say they use their cellphones just for phone calls, according to the survey." One of the most popular categories of information mobile users like to receive is sports scores and updates. This is, of course, the exact business GBGM is in with its SportsAlert.com service.

What types of local news and information do adults get on mobile devices?

Percent of cell/tablet owners [n=1,965] who get each type of information on their mobile device...



Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cellphone interviews.

Demographics of mobile local information consumers

The percentage of adults in each group who use their cellphones or tablet computers (e.g. iPads) to get local news and information

Total	47%
Age	
18-29	70
30-49	63
50-64	33
65+	8
Race/Ethnicity	
White, non-Hispanic	45
Black, non-Hispanic	51
Hispanic	52
Household Income	
Less than \$30,000	39
\$30,000-\$49,999	47
\$50,000-\$74,999	52
\$75,000+	67
Education level	
Less than High School	25
High School Diploma	40
Some College	56
College+	58
Parent of minor	
Minor child	64
No minor child	40
Community type	
Urban	48
Suburban	50
Rural	38
Amount of time in the community	
5 or fewer years	58
6-20 years	51
21+ years	29

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cellphone interviews.

This chart on the left shows twenty-four percent (24%) of mobile phone and tablet users receive sports scores and updates.

Plus the demographic, shown in the chart on the right, of these mobile phone users tends to be adults 18-49, higher income, better educated with children.

The Business:

Global Gaming Network, Inc. is developing and distributing digital entertainment and sports information for online and mobile platforms.

The Company acquired Sports Alert.com, www.SportsAlert.com, the leading independent provider of sports data to mobile telephones, one of the pioneers and a "first mover" in this field, having established its marketplace presence in 2006. SportsAlert is a wholly-owned subsidiary of Global Gaming Network, Inc.



SportsAlert is a free, advertiser supported text message information service providing real time sports scores and updates to subscriber's mobile telephones. The Company uses proprietary technology developed by Chris Palenchar, the founder.

Currently the service has in excess of 75,000 subscribers in the United States and Canada. And it adds approximately 1,000 new subscribers per week.

The Company's revenue comes from the sale of advertising. This is handled by relationship with 4info.net, now on a month to month basis.

How the system works:

SportsAlert sends subscribers sports scores and other information via text messages to their mobile phones. This service is completely free because it is advertiser supported.

SportsAlert also offers on-demand scores to its users. This means a subscriber can request - via text message - what team they want an update of and SportsAlert will reply back with the score. For example, a subscriber can text message "mlb yankees" and SportaAlert will send a text message back with the current score of the Yankees game.

In addition, the Company offers a free downloadable "app" for Windows computers which shows live sports scores for MLB, NFL, NBA, NHL, College Basketball, and College Football.

The Company's SMS (text messages) delivery system includes "short code" provided by the various telco carriers (Verizon, AT&T, etc.).

It also includes modem utilization owned and operated by the Global Gaming Network, and SMTP (basically email delivery) converted into text messages.



Competitive Advantage:

The sports information distribution business is highly competitive, with a majority of the business controlled by ESPN, Yahoo, CBS Sports and Fox Sports.

The “major” providers offer users both free and pay services. GBGM distinguishes itself with its totally free service.

In addition, SPORTSALERT trademarked and branded name, and outstanding service that has resulted in an expanding, loyal subscriber base.

Intellectual Property:

GBGM's success in part is dependent upon its ability to protect and leverage the value of its original Internet technologies, software, content and its copyrights, trademarks, domain names and other proprietary rights it owns.

The Company has received trademark registration status for the SPORTSALERT name, SPORTSALERT.COM website, and SPORTSALERT MOBILE SOFTWARE, the data collection/SMS distribution system created by its founder Chris Palenchar.

In addition, it owns in excess of thirty domain names, primarily in English, but also in French, Spanish and German, anticipating expansion of its existing proprietary assets into countries in Europe and Latin America in 2012.



Management:

Steven J. Kern, President, Director, Treasurer and Secretary

Chris Palenchar, Chief Technology Officer

Summary and Conclusions: Global Gaming Network, Inc. (GBGM.PK)

- ✔ GBGM aims to expand their business by adding new content and by becoming a provider of mobile messaging services to other businesses.
- ✔ The Company's business strategy is designed to leverage its intellectual property assets including trademarks, copyrights and domain names.
- ✔ GBGM delivers a widely accepted free information delivery service with 75,000 users, and that grows by approximately 1,000 subscribers per week.
- ✔ As mobile phone penetration increases and text messaging use expands, GBGM has opportunities to grow and prosper.

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