



The Next Big Thing For the Whole Family



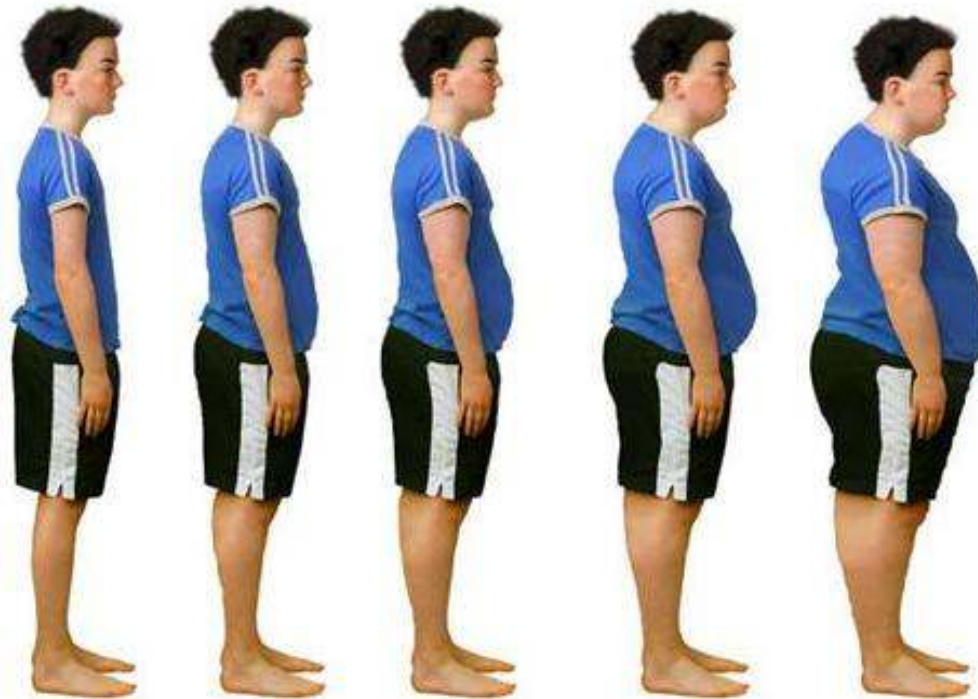
XERGAMESTM
Serious fitness for people who love to play!

 **Sportwall**
INTERNATIONAL INC.

+ A Modern Health Crisis

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Inactivity is producing Obesity Diabetes Depression
and Neurological Disorders



+ The Real Cause

Calories

Taken In



Calories Burned

Less



= Obesity

=



- While calorie intake is up, **inactivity** is the driving factor for the obesity crisis.

+ Competing for Leisure Time

Traditional sports and exercise cannot compete



- Computers
- Internet
- Television
- Video games
- Cell phones

+ Child Storage Vs. Child Activity

A safe space for kids - Inactivity has become a consequence

- Fear of child abduction.
- Curtailing outdoor free play.
- Caregivers are forced to seek safe economical solutions.
- While parents exercise – kids watch television in tiny rooms
- Setting a negative trend for life



+ Early Inactivity

Repressed Neurological Development



- Billions of neurological stem cells need movement to trigger development.
- Extensive use of child safety chairs limits movement and suppresses development.
- High population diagnosed with ADHD and Dyslexia.
- 30% of children on *Ritalin* type drugs – 70% wrongly diagnosed.

+ XerGames Technology

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Using Technology to instill a love of activity



+ XerGames Formula

Computer Games that make you fit

8



- Attracts participation and engages sustained focus.
- Full Body - Stimulates the hands, feet, eyes, ears and vestibular system.
- Brain/body - Integration through purpose driven activity.
- Cardiovascular workout - in an entertaining game format.

+ Making a Difference

Supervised Play or Unsupervised Play

In 1,400 facilities



+ Our Continuing Programming

The difference that makes *All the difference*

- Kids Parties
- Team Building
- After School Programs
- Sports Training
- Senior Activities
- Rehabilitation



+ Our Products: We Do It All

Concept Design Manufacturing On-site Installation
Training & Service

- Training Stations – Groups up to 40
- Performance PT – athletic training plus groups up to 20
- Junior Playgrounds – groups up to 12
- XerDance – groups up to 32



+ Cost Effective

- High numbers to staffing ratio
- Low cost staffing
- Large groups in small space



+ Mass Market Appeal

Delivers return on investment

- **Xergames** appeal reaches everyone, because it **does not** discriminate against:
 - The overweight
 - The de-conditioned
 - The uncoordinated
 - Age



+ XerGames:

Computer games that make you fit!



- Play Station-type experience. FUN!
- Challenges brain and body.
- Provides stimulation to repair the neurological system.
- Balances hormones.
- Provides the necessary calorie burn to balance the calorie intake.

+ Studies

Record Retention Rates

- A recent Boston study with inner city mid-teen girls, enjoyed an **87%** adherence level throughout a 12-week program. *-Williamson, et al 2005*
- A recent UK survey on **XerDance** revealed exercise adherence levels at **92%** among teenagers and adolescents. Summer 2008.

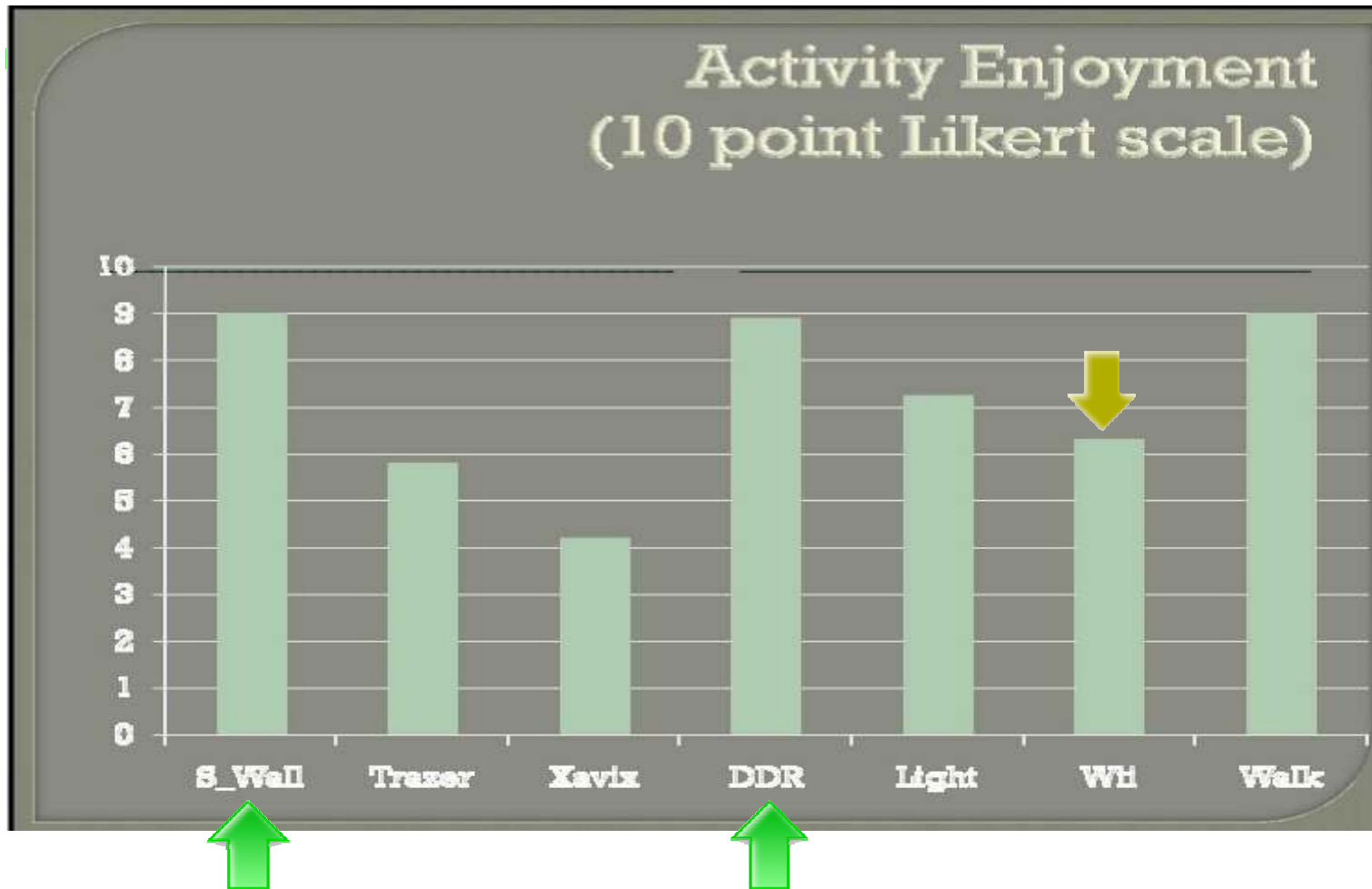
Exercise Adherence - UMAS



+ Studies

Sportwall Rated Highest for Enjoyment

University of Massachusetts Exergame Study 2008



+ Lifetime Memberships Start Early

Fun and social ensuring carryover to adult memberships

- An active child becomes an active adult who, in turn, has a lower risk for disease.

Blair et al. (1989)

- We have a limited window of opportunity to ensure this happens.
- We have to make it a positive experience for ALL.



+ Send Home Happy Exhausted Kids

- We are making **XerGames** Technology a mainstream way of life.





Summary

- A Market Leader
- Already in 1,400 Facilities in 17 countries
- Validated by Independent Research
- Proven Solutions to National Health Crisis
- Cost effective and Profitable



Q&A

