



The Friends

The Sammy's Friends Program was designed to enlist the aid of community minded businesses and corporations. It allows the big people to help their kids succeed, in whatever way they are able, without large investments of funds or time (though, of course, those are always welcome by the local Partners!).

The easiest way to become a Friend is to enroll in the co-op advertising program. You can help advertise the program through your corporate communications, and in return, you'll get banner advertising on the KidzBiz.com site. Or, sponsor your local KidzBiz.com Partner for an Ultimate KidzBiz Stand™ or other needed materials, in exchange for logo prominence on the materials. If your company sends out regular mail to your customers, you could include a small flyer for your local Partner. There are many ways to be a Friend, and we have lots of ideas. Maybe you have a new twist of your own? We'd love to hear about it, so please call. The Kidz will love you for it.



Marketing

There are four interrelated and interconnected components to our marketing strategy:

1. Media

The main focus of our marketing effort is to create public interest through our media and co-marketing campaigns. Advertising is expensive. Our approach is to use the uniqueness of our business model to make it newsworthy, obtaining the kind of exposure no amount of money can buy. We will package 'our story' from various angles, including business, sports, human interest, high tech, and lifestyle, and bring it to light through a grassroots movement tied to our press campaign. In this way, we can foster headlines "Sammy Sosa Foundation breaking new records in helping kids" or "Sammy Sosa helps kids to win."

2. Internet

The Internet is our primary marketing channel. Our media campaign will drive people to Kidzbiz.com, where they can purchase the products directly for mail delivery or direct download — the latter a format offering unlimited revenue with nearly no overhead.



www.kidzbiz.com

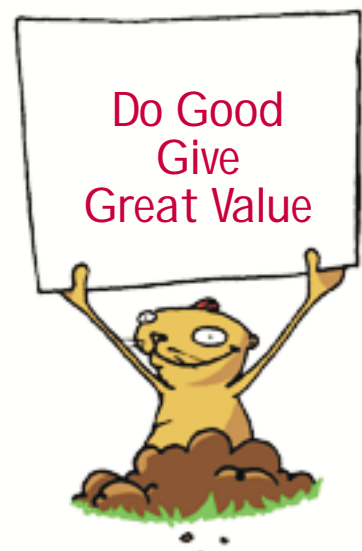
Marketing (cont'd)

3. Charity Partners (Sammy's Partners)

The Partners are a key component of the overall business concept. In effect, these youth organizations, amateur sports clubs, schools and charities become the distribution channel for the products. We can use their people and their infrastructure to sell ten times more inventory than we could on our own. The Partners receive 40% of the retail when the product is sold directly by their own members and 35% when the product is sold through the Internet portal.

The tools that KidzBiz.com will be supplying for the Partners to assist in their sales efforts are:

- o KidzBiz Stand™: These portable kiosks will be set up at malls and community events to act as a sales center for the product. We will negotiate kiosk agreements with all of the major league ballparks and double and triple-A stadiums. We will also use these to create a community presence at state fairs and other regional events.
- o Point of Purchase Displays (POP Racks): These are countertop units that hold ten units each. The Partners can enlist the help of local merchants, banks and businesses, who will be asked to display the product for sale in their outlets, thereby helping the local youth group members who are the Partners.
- o Forms and Templates: These are sample advertising flyers and posters, plus working guides like the Memory Jogger and KidzBiz Kit. Together, the local Partners will have everything they need to successfully market the product, even if they've never done anything in the sales area before.



Marketing (cont'd)

4. Corporate (Sammy's Friends)

This key strategy brings major corporations and local businesses into the operation, without requiring financial input from them. The business benefits by the positive image their involvement brings, the local Partners benefit from increased exposure for their fundraising, and the charitable foundations benefit by increased revenue for their causes. Again, this is a win-win-win situation.

For example, KidzBiz supplies new 'Friend' Imperial Motors with an email template they can send to their employees, customers and suppliers, announcing their joining with the Sammy Sosa Foundation to raise money for kids. Cross-links can be arranged between the Imperial website and KidzBiz.com, and Imperial receives banner advertising on the site as an additional incentive and thank-you. The end result is an enormous advertising reach at almost no cost whatsoever on either side.

In both the Charity Partners and Corporate Friends programs, we also offer mail-out advertising templates. These can be included in monthly statements from local businesses, mailing lists, flyer distribution networks, or the daily newspaper.

These strategies all feed each other. The grassroots community programs generate their own press coverage. The POP program will excite and interest corporate involvement. Corporate alliances will generate more media and marketplace exposure. The media coverage generates more community and corporate interest and the final result is a self-fueling advertising and marketing campaign that no-one can afford to buy.

We intend to reach tens of millions of consumers through our e-mail and media campaigns — in addition, our community initiatives will put us in front of a mass audience at numerous levels.

During the 2001 baseball season, we will launch a media campaign that includes a satellite media tour that could reach millions of viewers. The 'Sammy's Friends' corporate campaign will produce millions of e-mail messages to prospective buyers. Our press release strategy will bring the campaign to millions more.





Helping Kids
Help Themselves

INTRODUCTORY LETTER TO FRIENDS

Dear Sir/Madam:

In the time it takes to read this letter, you can give a helping hand to the children of your community, and to kids in need next door, next state, and a half a continent away.

My name is Joseph MacLean, and I'm the president of KidzBiz.com. Our business is helping kids help themselves. We give children's groups the tools for responsible fundraising so they can meet their needs, and at the same time, learn how to run their own business, and give vital assistance to children in dire need, through our affiliation with the Sammy Sosa Foundation. The vehicle for this new approach in fundraising is our fun educational software and games package, Sammy Sosa Presents: At Bat.

The kids themselves are the workforce behind this enterprise, but all companies need to get the word out, and that's where we're hoping you can help. The KidzBiz Friends of Sammy Program links business leaders like you with local kids groups. The cost to you is nothing but a little time — the time it takes to include a mention of a local KidzBiz fundraiser on your web site, in your corporate communications, perhaps a poster in the staff cafeteria. To show our appreciation for your involvement, you'll get valuable banner advertising space at KidzBiz.com, and of course, locally in the printed materials the kids will be using.

If you haven't heard of us before today, please take a look at the web site at www.kidzbiz.com, and you'll find more information on the Sammy's Friends program at www.sammysfriends.com. You can also contact one of our Friends representatives at 1-888-526-3353 for answers to any immediate questions you may have.

I hope you can help, and on behalf of all the Kids, I thank you for your time.

Yours truly,

Joseph MacLean
President
KidzBiz.com