



How ONTrack Works

The ONTrack Network inserts advertisements into a live race simulcast in such a way as to maximize viewer attention of the ad but not be disruptive to the viewing experience.. These advertisements vary between 15 and 60 seconds in length and typically play without audio. The advertisements are meant to play within the "L" frame, which ensures track branding and race information is always visible.

ONTrack conducted a 12-week market test with select Members. This test allowed us to refine the process of where and when ads are to be inserted into the race. It provided us with the information we needed to ensure that ads were delivered in the most efficient and effective manner available to us. The market test was an important step in putting the ONTrack Network firmly on course for its exciting launch in the New Year.

ONTrack's electronic network-based delivery and playback system is currently being deployed at member tracks. Ads are electronically distributed from a content server located in ONTrack's Network Operations Center directly to the hardware located at each of the member tracks. The electronic ads can be quickly and easily distributed to each Member Track eliminating the need for DVDs or any other physical media.

The necessary components of the system were selected after extensive evaluation and testing by ONTrack's Engineering and Technology group. The following will be supplied to each Member:

1. A small, 15 x 24 cm Ad insertion Set Top Box (STB), requiring a static IP, which electronically receives, stores and plays out digital ads.
2. A 2-by-1 switch that connects the STB into the production switcher.

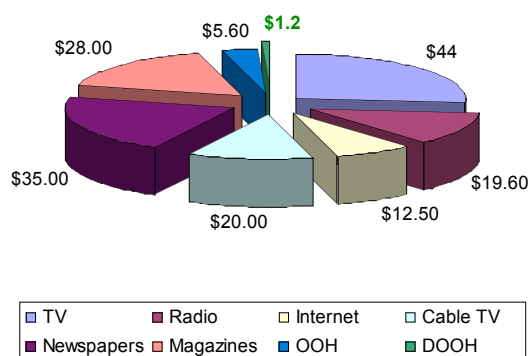
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Digital Out-Of-Home Advertising

Digital Out-Of-Home Advertising (DOOH) is delivered in High Impact sites to a Captive Audience. It can be anything from television screens in a mall food court to interactive displays at your place of business.

It is one of the fastest growing sectors of the \$165 Billion Advertising Industry. DOOH accounts for more than \$1.2 Billion dollars in annual sales and has a growth rate expected to exceed 22% CAGR.

2006 Ad Expenditures by Media



Where Do the Ads Go?

- 1,100 locations across North America
- 33,000+ screens
- 83+ million individuals watching live screens
- 15+ million viewing through live web streaming
- Ranked #1 for growth in comparison to other major sports
- Fan base has increased 12.7% from 1999 to 2006 and 5% over the last year
- Viewers are 10X more likely to notice ads than static media, 6X more than television

*TNS Group Sports Poll, ESPN

newsletter

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How ONTrack Works *Continued from front*

The Ad Feed is delivered from the central content server via the public Internet to the STB. No security features or protocols of the track's computer network are impacted.

There is minimal impact on the duties and workload of your track production staff. ONTrack is responsible for all administration, development, ad production, ad audit, capital and ongoing management costs.

The production staff is responsible for switching the Ad Feed in the main control panel. The Feed becomes live when the Technical Director presses the start button. The Director will then switch to the Ad Feed via his or her control panel. Once the ad sequence is complete, the box automatically switches to a camera angle feed. The Director will then switch back to the live simulcast.

Recent News

The ONTrack Network has been featured in December 2007 edition of Other Advertising, a supplement to Adweek, Mediaweek and Brandweek. This supplement is read by advertisers, brand managers, media directors, planners and buyers.

The article praises ONTrack as a "promising place-based video network" with "potential [to] reach a distinct audience."

This article has ensured that the ONTrack Network exists in the hearts and minds of advertisers and ad agencies.

Harness the power of ONTrack!



Selling the Advertising

At the forefront of our advertising sales initiative is **Terry Kollman**, President and CEO of Charter Digital Media. He will be presenting the ONTrack opportunity to advertisers all over the USA.

Charter Digital Media is a leading sales representative in the digital display-marketing arena, and has a sales force operating throughout the United States.

The ONTrack Team:

Our seasoned team of experts are there to help answer any questions you may have

President & CEO

Drew McDougall

Tel: (905) 670 – 5230 x21

dmcdougall@ontnetwork.com

ONTrack Sales & Marketing:

Ted Bradley

Tel: (905) 670 – 5230 x31

tbradley@ontnetwork.com

Naireen Lowe:

Tel: (416) 340 – 7707

nlowe@ontnetwork.com

ONTrack Advertising Sales

Terry Kollman

Tel: (212) 717 – 2770

tjkollman@charterdigitalmedia.com

ONTrack Operations:

Don Hutchison

Tel: (905) 670 – 5230 x33

dhutchison@ontnetwork.com

ONTrack Engineering & Technology:

Haresh Thevathasan

Tel: (905) 670 – 5230 x33

hthevathasan@ontnetwork.com

1.866.668.6389
www.ontnetwork.com