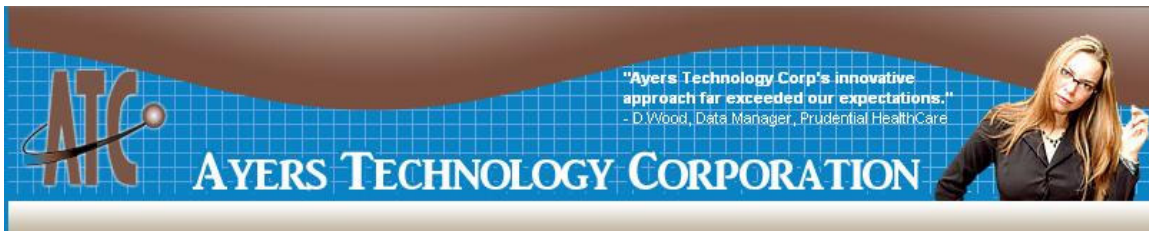


TICKET SALES SOFTWARE FOR SPORTS ORGANIZATIONS



FANtastic is a software package developed over many years with the help of several individuals in the professional sports industry with the simple goal in mind of helping their sales teams sell more tickets, more advertising and more sponsorships.

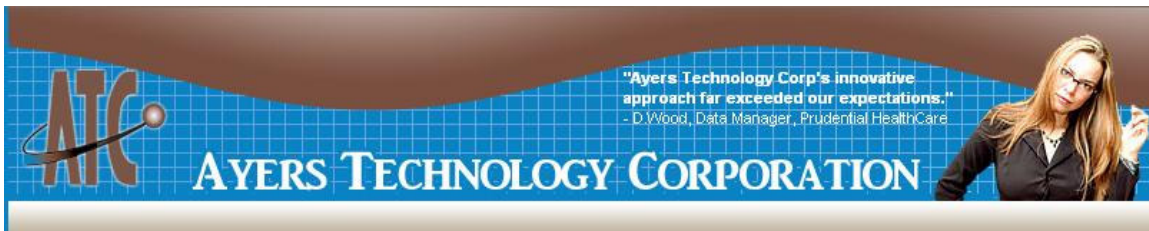
Selling involves developing relationships so that prospects want to buy your product and buy it again and again. Just like any sport it's really a numbers game and how you manage those numbers improves the outcome. In your industry closing the sale is just the first step. Renewing a season ticket holder every year is the key to success.

FANtastic allows your organization to develop a complete history of each customer and prospect you deal with on a day in and day out (or year in and year out) basis. With a few key strokes you can capture everything from their contact information to their seating preferences. Adding orders and invoicing is as simple as 1-2-3 and payment recording and tracking is just as easy.

By using the software, you will know your customers regardless of which sales reps come and go. You can look at that customer's record and review notes of discussions and meetings, see his or her purchase history, or review how they paid you.

Through its evolution we have tried to add features that make it:

- ✚ Easy to use for sales teams.
- ✚ Flexible so you can track the information important to you.
- ✚ Efficient so that you can quickly generate invoices (one at a time or in batches) or record payments.
- ✚ Report-centric so that you any information you need to manage your sales staff, orders, invoices, payments, etc. is at your fingertips.
- ✚ Customizable for your specific organization.
- ✚ Secure so that you decide who sees what information or who access which accounts



Step 1: Create an Account

FANtastic is a database system built around the idea that everything you do with or for a customer should be easily accessible for everyone who has to deal with that customer. Therefore the primary table (the Account) in the database is designed for this purpose.

1. Simplified navigation tools

2. Communication tools

3. Single button searching for records

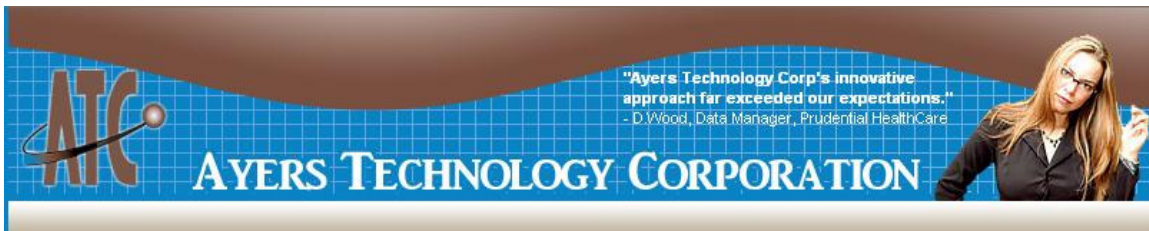
7. Unlimited notes with automatic user, time and date stamp

6. Complete purchase and payment history

From here you can enter as much or as little information as you need to start the sales process for an individual or company. Some of the features on this screen are:

1. Simplified navigation tools allow you to access other areas of the program as simply as possible.
2. Communications tools such as telephone, fax, and email are built into the product and create activities for history tracking when used.


7301 Ranch Road 620 North, Suite 155-141, Austin, TX 78726-4599
 Phone: 512-251-7313 Fax: 512-519-7878 Email: dayers@ayerstechnology.com



3. Single-button searches allow you to quickly find who you are looking for and they are customizable to meet your preferences.
4. Easily access other pages/screens through hyperlinked buttons
5. 'Next Step' buttons for making the follow-up with this customer as easy as possible.
6. Complete purchase and payment history at a glance.
7. Unlimited notes that are identified by user, time and date.

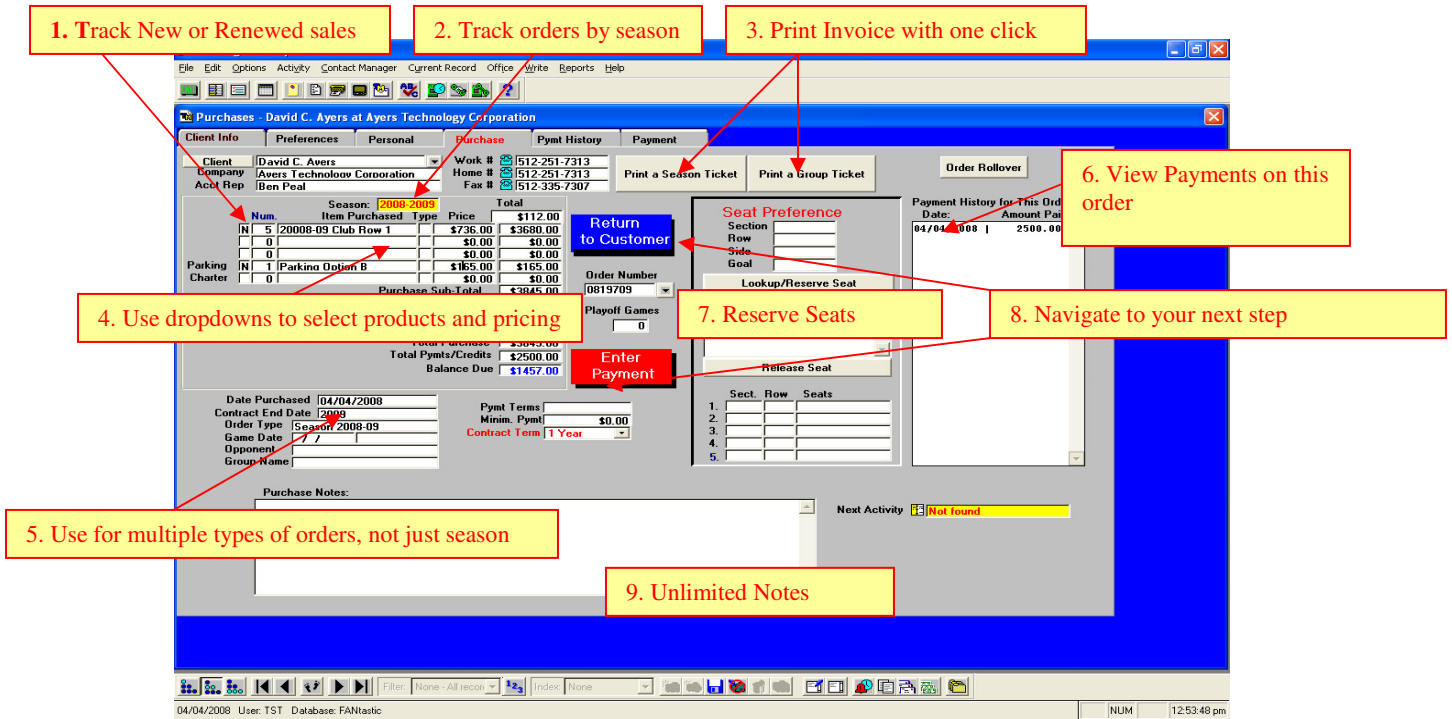
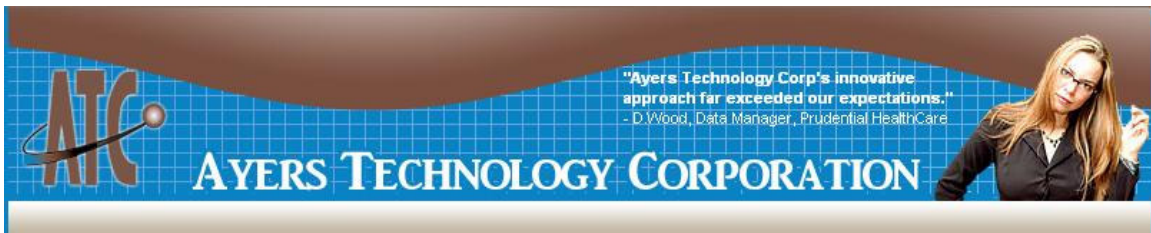
Once the potential customer's record is entered, your sales rep can record the history of his interactions (calls, meetings, letters, emails, faxes) using FANtastic's Manager. [The software integrates with Microsoft Word and Outlook for letter and email generation. It has dialing capabilities for those machines that have modem cards and phone lines available.] Once an activity is complete, he can schedule the next step he wants to follow and have the software alarm him when it's due.

Step2: Creating an Order

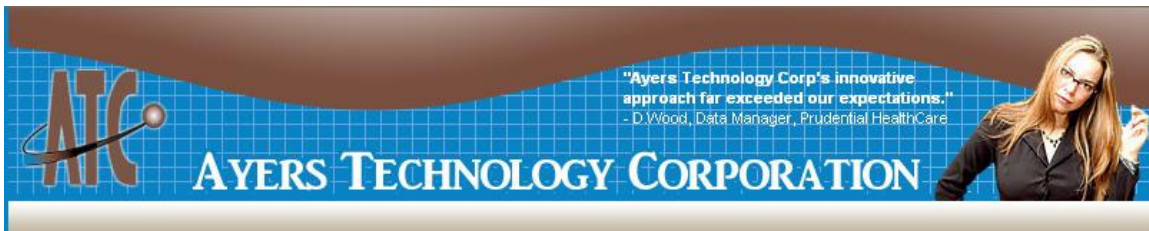
Once the rep and the customer reach an agreement, the next step is to create an order and generate an invoice. By clicking on the  button, the Order screen will open.

Some of the key features of this screen are:

1. Track items sold as New or Renewed for league reporting requirements
2. Track your orders by season so you get a complete history of sales to this customer.
3. Print a season or group invoice with a single click of your mouse. Single and multi-part invoice forms are available and customized with your logo and billing information
4. Use the dropdown list boxes to select items for accuracy in terminology and pricing. You control what goes into the list.

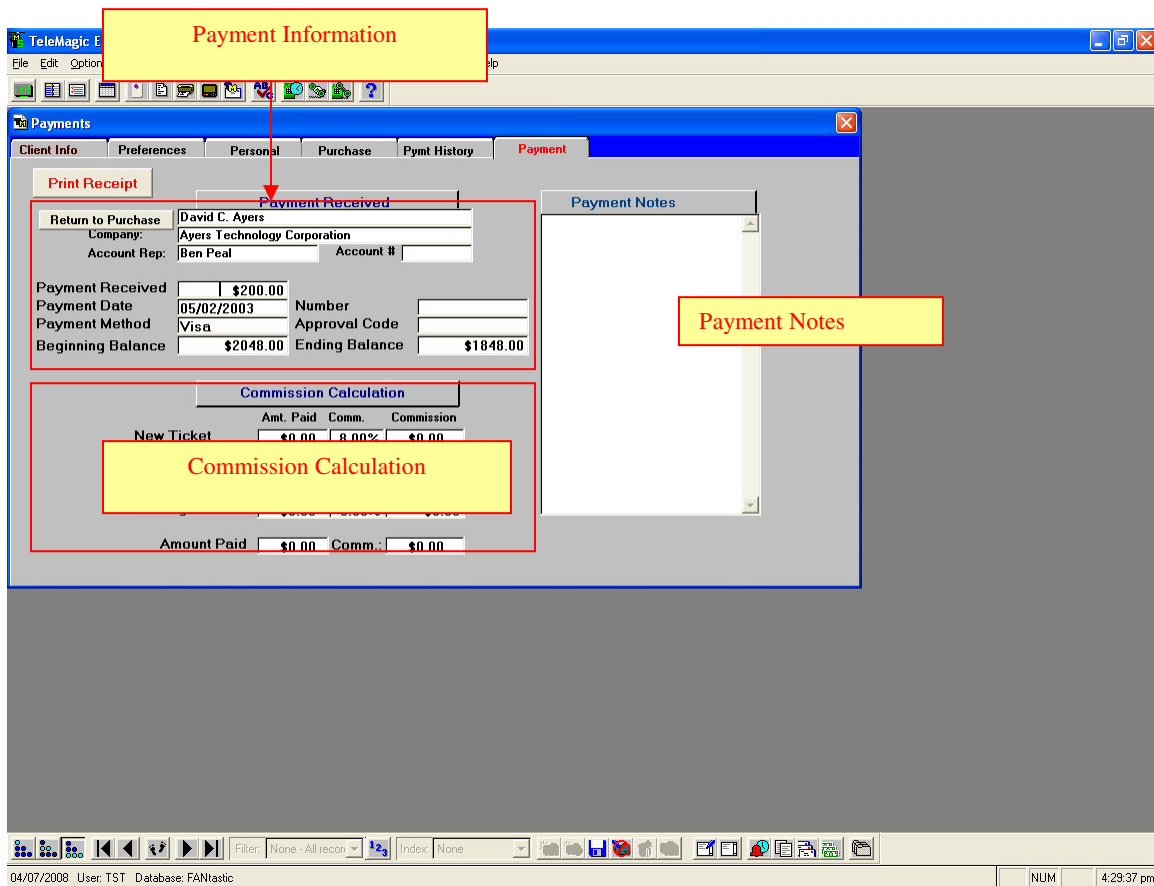


5. Use FANtastic for all types of orders, not just season tickets.
6. The View Payment window lets you see a history of each payment received on this order, its date, the payment amount and payment method.
7. You can use FANtastic to reserve seats through a database of your available seats. No more passing the 'book' around to see what is still available. Just click on the 'Lookup/Reserve Seat' button and select the seat for that customer.
8. When you've completed the order, you can return to the Account or customer or enter a payment on the order with a click of a button.
9. As with each level in FANtastic, you have an unlimited space to enter notes to remember all the details regarding this order.

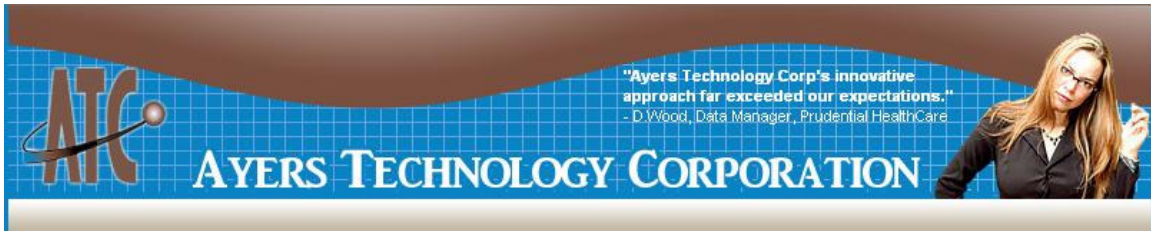


Step 3: Entering a Payment

For most organizations, the last step is always the most fun. Once the checks and credit cards start arriving, you know your sales efforts are working. With FANtastic you can start a payment screen with a single click and then just enter the basics that your accountants require:



The Payment screen is divided into 3 parts—Payment Information, Commission Calculations and Notes. Experience has shown that payment information is the most important section on this screen. You can enter not only the date and amount but also the payment method and even account numbers. For your customer's privacy and data integrity, security can be instituted so that critical information is only visible to the users you designate.



Other Features Available with FANtastic

- ✚ Customizable fields and screens
- ✚ Integration with Microsoft Word for professional documents
- ✚ Integration with Microsoft Outlook
- ✚ Security at the user, record, and field level
- ✚ Built-in report generator

Pricing and Payment Options

Pricing varies from team to team because of the wide ranges in the number of users required, the amount of existing data to convert, how much customization is required to meet specific needs, etc. However, the following is an average of the costs and services for the systems we have installed for other professional sports organizations:

- ✚ 5 user licenses (allows an unlimited number of users to be set up but only 5 users in the system at the same time)
- ✚ 1 day with Ayers Technology on-site to install the software on your server and workstations, set up your users with their preferences, calendars and security, integrate Word and Outlook for each user, convert existing data, and customize screens and reports to meet your needs
- ✚ 1 day of on-site training and supervision to make sure your users get the most out of the system in the shortest possible time
- ✚ 6 months of on-going telephone and remote access support to insure the successful adoption of your new FANtastic system.