

### Investors Night Out

Rancho Santa Fe Partners  
11.09.2011

**Rancho Santa Fe Partners**  
&  
**Sheppard, Mullin, Richter & Hampton LLP**

Present  
**Investors Night Out**

**Wednesday, November 9, 2011**  
5:30 p.m. to 8:00 p.m. (Program starts at 6:30 p.m.)  
Cocktails and Heavy Hors d'oeuvres

**Rancho Santa Fe Partners**  
6118 Paseo Delicias  
Rancho Santa Fe, CA 92067

**Investors Night Out** is a private meeting of high net-worth investors and venture capitalists. The evening will provide an opportunity for investors to network with each other and the CEOs and COOs of companies that need first stage seed capital or early stage financing. Each company will provide a 15 minute presentation on their company and specific financing needs.

***This event is by invitation only and is for qualified investors only.***  
***Please RSVP by November 4, 2011***

Presenting Companies:

**SportsForce**  
Andrew Beinbrink, *CEO*  
858.350.5889  
andrew@sportsforceonline.com

Sports interests have exploded worldwide. There are over 100 million athletes, fans, coaches and sports parents in the US alone (almost 2B worldwide) and there is no social network dedicated for sports. Current offerings such as Facebook, Twitter, LinkedIn and YouTube aren't built for sports. The SportsForce goal is to become the largest social network and online community for sports (athletes, fans, coaches, parents and teams). The revenue model includes premium memberships, online advertising and a social commerce program. Founded by Andrew Beinbrink a 3x Internet entrepreneur, SportsForce has generated over \$100K in revenues in the last 12 months via a premium membership program for student-athletes. The Company's subscriber list has

increased from 15,000 to over 30,000, and the number of athlete profiles has increased over 50% in the last three months.

## **Fanatic Fans**

Jeff Holmes, *CEO*  
602.778.7500  
jholmes@calibrus.com

At Fanatic Fans management believes in the excitement generated around live events. As a Smartphone application our mission is to harness this excitement and transform it into Fan communities engaged with their favorite teams, bands and colleges in a new interactive way. Fans can access information about upcoming events, buy tickets, earn rewards, and share their experience using a variety of media before, during and after the event. Fanatic Fans earn points for attending events and using features within the application, and can redeem those points for merchandise, services, food and drinks while at the event or with participating vendors around the venue. By matching the established behavior of incentive programs with the niche of live events, Fanatic Fans is the first mobile application bridging the gap between Fanatic Fans and organizations that wish to target those Fans. Fanatic Fans is available now for download on both Android and iPhone mobile devices.

## **Visionary Pharmaceuticals**

Gordon R. Alton, *PhD, President and CEO*  
858.335.8120  
gordon@visionarypharmaceuticals.com

Visionary Pharmaceuticals is a leading biotechnology company headquartered in San Diego, California that develops first-in-class small molecule immunomodulator therapies for autoimmune disease. Visionary has created an innovative drug discovery engine utilizing novel proprietary technology to focus on nuclear hormone receptors. Visionary is currently optimizing highly potent and selective antagonists of the retinoic acid receptor-related orphan nuclear receptor ROR . This nuclear receptor drives the expansion of T-helper 17 cells. The Company has assembled a veteran leadership team with proven expertise in driving novel therapies to IND. Additionally, the Board of Directors and Scientific Advisory Board have significant industry experience in delivering high-value exits. Collectively this experience has resulted in more than a dozen novel therapeutic agents either marketed or in clinical trials.

## **American Outdoorsman**

Donald Clark, *COO*  
dpccheval@gmail.com  
(816)531-3031

The American Outdoorsman is leveraging its 22 years of operational history and name recognition to launch a new initiative to drive traffic to its dynamic affinity based digital media, e-commerce and social media platform. With a stellar management team in place, the Company is aggressively aggregating quality outdoor enthusiast content, offering licensing and branding opportunities, and building an e-commerce and advertising platform that is attracting a wide variety of powerful commercial partners (e.g., IMG) interested in gaining a larger piece of the \$300B outdoor marketplace. American Outdoorsman is uniquely positioned to monetize the passionate outdoor enthusiast and the purchasing power of the 130+M Americans that are fully engaged in one or more outdoor pursuits. Outdoor enthusiasts are quite likely the largest affinity group in America, which presents an enormous opportunity for American Outdoorsman in the e-commerce and social media space.