

NEWS RELEASE

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PROFESSIONAL FOOTBALL COMING TO TIM'S TOYOTA CENTER

PRESCOTT, AZ (October 17, 2007) – IDC Sports Ventures, LLC, an Arizona Corporation (IDC) has secured the exclusive rights to field a professional indoor football team, which will play all of its home games at the Tim's Toyota Center in Prescott Valley, AZ. The IDC team, yet to be named, will be a member of The American Indoor Football Association (AIFA), which has teams located in over 13 states across the United States. Wade Cunningham, IDC Chief Executive Officer, stated "The AIFA is a professional indoor football league where games are played indoors in arenas across the country. The teams play eight man football on a 50 yard turf field. Our team will provide a fast paced brand of football and affordable family entertainment to northern Arizona. In addition, Cunningham said, "We will offer young men an opportunity to continue playing football past their college years and possibly advance to the AFL or the NFL."

Steve Conrad, Executive Director of Tim's Toyota Center (TTC), said, "When we opened our doors, it was our goal to provide sports and entertainment that would appeal to everyone in northern Arizona. We've had a great year of concerts, family shows and hockey. As we move into our second year we are very excited to have IDC bring AIFA professional indoor football to Tim's Toyota Center. This will, once again, place the quad-city area on the map, provide exciting new sports entertainment to our communities, and will continue to position Tim's Toyota Center as Northern Arizona's premier entertainment venue!"

Michael Mink, Co-Founder and Co-Owner of the AIFA stated, "The AIFA is one of the fastest growing indoor football leagues in the country, and the league is strong because of the caliber of our individual team owners. The IDC owners Wade Cunningham, John Johnson, and

Scott Simmons all have a strong business background and long term ties to the community. We are thrilled to have IDC in our league and to be bringing our fast paced family fun to northern Arizona.”

The AIFA plays a 14 game regular season schedule which runs March through July each year. In addition, the AIFA plays with signature red, white, and blue footballs, which become fan souvenirs once they enter the stands, and the fans meet with players on the field after games to further enhance the family experience. The AIFA also recently announced that the league has signed a three-year national television broadcast, mobile phone broadcast, and webcast licensing agreement with Simply 4Me Incorporated. Simply 4Me Inc is paying the AIFA \$2.5 million dollars for the exclusive media and publishing rights, which will provide significant revenue to the league and revenue sharing opportunity to individual team owners.

Cunningham stated, "I am extremely excited about the growth potential of the league, and believe that the AIFA, the Tim's Toyota Center, and northern Arizona football fans are a winning combination." In addition, Cunningham said "IDC targeted the Prescott area for a number of reasons. My partners and I are all long time residents of the Prescott area and have been actively involved in establishing and operating our businesses here. In addition, we are all raising our families here and have actively supported and coached in numerous local youth sports leagues. We feel very fortunate to live in one of the most unique, dynamic, and fastest growing areas in the state, which, we believe, will provide a strong and loyal fan base for our professional indoor football team,"