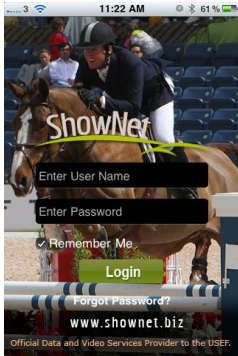


## SHOWNET MOBILE



ShowNet is proud to release the first and only smartphone mobile Application within the Equestrian Industry. The following procedures may help users access this information and get the most out of this live data platform. Our Iphone app has been approved by Apple and is available now through the Iphone app store. Our Blackberry and Android apps will be available in the coming months.

### Special Offer From ShowNET for the 2010 Kentucky Summer Series

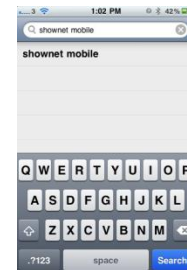
**ShowNet will offer ALL Kentucky Summer and Spring Series horse shows, as well as USEF Pony Finals, Traders Point, Jnr Hunter Finals and Jnr and Young riders championships (jumping only) for a one time price of \$50. This offer gives you access to ALL results and videos (10,000) we have for these shows. This offer will run through August only!!!, and is only available though the Iphone ShowNet Mobile application.**

## IPHONE APP SETUP PROCEDURES

To use our iPhone app you must first have a registered account with ShowNet at [www.shownet.biz](http://www.shownet.biz). This is required in order for the application to correctly track and deliver your specific alerts and video feeds.

STEP ONE is to setup your ShowNet account. Go to [www.ShowNet.biz](http://www.ShowNet.biz) click on one of our horse shows “now showing” and follow the prompts to register an account. You now have your ShowNet account active and may access purchased horse shows which offer mobile data and video feeds. Our live web platform is free to all our registered members.

STEP TWO Download the “ShowNet Mobile” app from your iPhone. Search for “shownet mobile” in the iPhone appstore. Your ShowNet Mobile app is now visible on your iPhone.



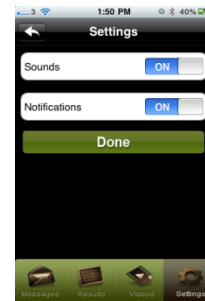
STEP THREE To receive data for a specific horse show on ShowNet Mobile simply tap the horse show you wish to view. The cost to access mobile data will be \$25/show for data only no video, you will be asked if you want to proceed or not at this point. If you proceed to purchase this show, your ShowNet account will be deducted by \$25. ShowNet will offer 1 free video round with a purchase of the Kentucky Summer shows. Any mobile video purchase all gives you a download from the my shownetplus area in “my videos” Special offer of \$50 for all video and data for all shows will also be available.

STEP FOUR You now have access to all of the live data listed below through your mobile app:

- Live results
- Live ring status, includes approx start times
- Live orders
- Completed results immediately after class complete

STEP FIVE You may also now receive live alerts through ShowNet Mobile providing you with:

- Horse show messages, class ring changes, bad weather alerts, etc.
- Your tracked entry results alerts upon class completion. To track your specific entries, click on the “Alerts and Notifications” tab. Here you will set the entries which you wish to track for each specific horse show. To do this:
  - Add the entry back numbers in the box provided separated by a comma.
  - Check the type of alerts you wish to receive for those entries for that specific horse show. (You will also have to check the “settings” button on your iPhone app to activate the alert system.
  - Make sure the “settings” for the App itself are switched “ON” (right)
- Video viewing for ShowNet Video horse shows will be available for entries once the clips have been uploaded to our servers. This usually takes a few hours, generally we have all classes uploaded within a 24 hr period. You will notice a “small green arrow” next to the actual horse result. Tap on the result and you will be asked to purchase this clip at \$25. Should you proceed, \$25 will be deducted from your ShowNet account. The clip will then play on your Iphone or Ipad. The clip will then be available in the “video” icon on your app for easy access to view at any time. You will also be able to download of the video through the regular ShowNet “My Video’s” in the ShowNetPlus area. The mobile video will be accessible as many times as you wish through your iPhone app.
- To add credit for your Iphone purchase you would follow these procedures
  - Go to “my shownet plus” after you have logged in
  - Go to “payments and credit”
  - Deposit your desired amount.
  - Your account balance will be updated accordingly for Iphone and regular video services.
- Alerts sent to your Iphone will include



- Horse Show Messages
- Results of your tracked entries on class completion.
- Video now available for your tracked entries.