Clan World Network Media Kit

-Updated December 29, 2001

Clan World Network
http://www.clannetwork.com

Overview
The Clan World Network is the biggest clan gaming network devoted towards competition and team-oriented game play through leagues, ladders and tournaments. The Clan World Network was founded in 1999 when WON.net, a Havas Interactive company, hosted our network as an affiliate. The Clan World Network excelled quickly to become the number one gaming network, as we hosted most of WON.net leagues, ladders and tournaments in its retail action/ strategy games.

On June 2000, we partnered with the Gaming Revolution where they hosted us until May 2001. Our traffic and audience grew too large; we had to seek hosting elsewhere.   Presently, we are now in control our own advertising, partnerships and sponsorships for our network.   Our goal is to be a great organization through a blend of sponsorships, partnerships and sales.

In this media kit I hope you will find the following:
- What the Clan World Network is
- The Types of Services the Clan World Network Offers
- What the Clan World Network Accomplished
- How the Clan World Network Can Promote Your Company or Service.

Clan World Network's Audience is made up mostly of the following:
- Males
- Ages 13-32
- Graduated High School
- Live in North America
- Middle Class Income

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The Clan World Network is made up of the following sites and each site has its own unique purpose:

Clan World Database
http://www.clandatabase.com

The Clan World Database is a collective where every team and individual must register to play in our leagues, ladders or tournaments. It is the most comprehensive database for clan information on the web. This database provides clans and players with a full biography, multiple search options, recruitment info, and more. This is the first fully functional high-powered database geared towards both avid gamers and the casual gamers looking to join a clan.

Clan World Ladder
http://www.clanladder.com

The Clan World Ladder is the Clan World Network's biggest site. The Ladder can handle most online games from the casual games genres like backgammon to action/strategy games like Rogue Spear/Counterstrike. The Gaming Ladder is written in ASP and ASP.NET, a Microsoft Technology that provides a powerful application giving speed, stability, and scalability.

Clan World Tournament
http://www.clantourney.com

The Clan World Tournament is a leading tournament site on the Internet for large-scale and small-scale tournaments. We have done tournaments as high as 128 teams for a team tournament to 768 players for a 1 vs. 1 Tournament. We have hosted tournaments in all game genres from action to card and board games.

Clan World League –NEW! Nov 2001
http://www.clanleague.com

The Clan World League is a Territorial Based Competition League with Dynamic Maps. Every League is unique, there are no two alike. Every League will have a specific number of Territories and each player or clan will start with a certain number of these Territories, but the actual number will vary from League to League. Each Territory can launch an attack at any neighboring Territory. If the Attacker Wins, then they take over that Territory. Once one Player or Clan has taken over every Territory in the League, they have officially won the League.

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Clan World Email

Clan World Email is partnered with Everyone.net to provide free web-based email for clans. With over 10,000 users signed up, clan email has been a big hit. Users can access their email from any PC anywhere in the world.

Clan Board – NEW NOV 2001   **http://www.clanboard.com**

Clan Board is the central place for our users of the gaming community to start chats and discussions.

Services of the Clan World Network

The Clan World Network offers many services in conjunction with its network. The Clan World Network works closely with all its clients to ensure their company's products and services are branded effectively.

These services are:

Clan Network Contest Promotion: We work with all prospective clients to create a innovative way of promoting their name. Contests are always a fun way to get users involved. Users always get involved when they know they can win something tangible. We can create contests and use your product as a prize. There are many different types of contests we can create and promote.

Clan Tournament Promotion: The Clan World Network can host tournaments in any game and any format whether it is team or 1vs1. We can host tournaments of all sizes. Tournaments can last 1 day to a month depending on the size and format and its game play.

Clan Ladder Promotion: Get your own private game ladder branded to any game, custom layout, custom rules. Ladders are a non-stop challenge. Most ladders do not have an ending point. Ladders are the most widely used skill rating system on the Internet. Our technology and rating system is one of the best there is.

Clan League Promotion: Get your own private league using our Clan League Technology. These leagues are very unique and have a precise start and end point. Every League is dynamically generated so no 2 leagues will have the same playing field.

Highlights of the Clan World Network

Below are some press releases or descriptions of the events we have done.

Ghost Recon Demo Tournament – November 20, 2001

Ubisoft.com, online home of the popular Tom Clancy's Rainbow Six(tm) and Rogue Spear(tm) games, announced today the sponsorship of the Clan World Network Ghost Recon Demo Tournament. Open to 64 teams, this promises to be one of many tournaments for Tom Clancy's Ghost Recon(tm).

Starting November 20th, and available for signup at http://www.clannetwork.com/grdemo, the tournament uses the matching, chat and community-building applications of Ubi Soft's multiplayer community at ubi.com and the resources of the Clan World Network tournaments & ladders. Fun, competitive and free to all who enter, prizes will be awarded to the top 3 teams in the tournament.Sign-ups for the 4-on-4 team-based tournament will start on November 30th, and all Tom Clancy's Ghost Recontm Demo teams are encouraged to join in the fun

This Tournament was extended to 128 sign ups this tournament drew 110 clans that signed up.

The Ubi Soft and Redstorm sponsored Rogue Spear Beatdown was a huge success. We had over 25 teams show up and compete in the first ever-online tournament for this game. Below is a snippet of the press release we sent out when it was announced.

November 13, 2001

Ubi.com, online home of the popular Tom Clancy's Rainbow Six and Rogue Spear games, announced today the sponsorship of the Clan World Network Rogue Spear: Black Thorn Beatdown tournament. Open to 64 teams, this promises to be one of the biggest tournaments of its kind for Rogue Spear Black Thorn

Starting November 13th, and available for signup at http://www.clannetwork.com/, the tournament uses the matching, chat and community-building applications of Ubi Soft's multiplayer community at ubi.com and the resources

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of the Clan World Network tournament ladder. Fun, competitive and free to all who enter, prizes will be awarded to the top 3 teams in the tournament. Sign-ups for the 4-on-4 team-based tournament will start on November 16th, and all Rogue Spear teams are encouraged to join in the fun.

Hackerthreads Quake 3 CTF Threewave Mod Tournament - October 10, 2001

HACKERTHEADS SPONSORS HUGE QUAKE 3 CAPTURE THE FLAG TOURNAMENT HOSTED BY THE CLAN WORLD NETWORK OFFERING OVER $500 IN PRIZES

October 10, 2001- Miami, Florida Hackerthreads, a leading supplier of clothing and apparel to computer users, Clan World Network, leading tournament, leagues and ladders solutions company and Discgroup, premiere hosting and server hosting provider for gamers announced that a huge 64 team Quake 3 Capture the Flag Tournament will take place starting October 20, 2001.

This tournament focuses on the strengths of each company to provide the players of Quake 3 Capture the Flag a fun competitive gaming tournament that is free to all those who enter and open to everyone. The First Round of this tournament will launch Saturday, October 20, 2001 and last 4 weeks in length. Prizes will be awarded to the top 4 teams in the tournament.

The Quake 3 Capture the Flag Tournament will be 4 vs. 4 Teams. Sign ups begin Wednesday October 10, 2001. All teams are encouraged to join in the fun. Teams can sign up at http://www.clannetwork.com/.

This major event is not sponsored or endorsed by Id Software.

$30,000 in Prizes-Tribes 2 Summer Games Sponsored by D-Link, Sierra and Vital Stream– August 2001

The Clan World Network was chosen by D-Link to help facilitate this huge event in Tribes 2. The release is below.

On July 26, 2001, Irvine, CA, — D-Link, Sierra™, and VitalStream today jointly announced that they will be running a series of free online Tribes™ 2 game

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tournaments beginning July 28th, with up to $30,000 in prizes. Tribes 2 was chosen as the centerpiece of the "Summer Games 2001" tournaments for its unparalleled team-based action experience. Both the game and the events, which emphasize teamwork and solidarity, will bring together gamers from all over the country to compete, have fun and win prizes. The "Summer Games 2001" tournament will consist of a series of weekend online competitions, open free to the public. The winners of each of these weekend competitions will win prizes and earn a spot in the "Tournament of Champions" at the end of the summer.

"Live the Dream" Half Life Tournament - October 1999

The Half Life "Live the Dream Tournament" is one of the largest events the Clan World Network has ever put together. This tournament had 2 phases that gamers had to complete. The Tournament took place in both an online setting and live settings where the gamers played single elimination Half Life death match for the top prize of $1000 at Club I in San Francisco, CA.

The winners won an all expense paid trip to San Francisco, met the Gear Box Team, and became one of the first to play Half-Life Opposing Force before anyone else. WON.net and Sierra Studios sponsored this tournament hosted by the Clan World Network where the 4 best players were awarded the Half-Life dream. This event was a 16-player free-for-all that started in October 1999 and concluded by the end of the month. The main event was in San Francisco on November 10, 1999 and was broadcasted live by The Game Dive. Matt Draws of Sacramento, CA won the event and took home the grand prize of $1,000.

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5 vs. 5 Tribes Tournament with over $1500 in prizes - April 29, 2000

D-Link, the leading manufacturer of Digital Home Networking products and the Clan World Network, the premier gaming Ladder will hold a FREE open to the public Tribes Tournament starting April 29, 2000.

Team sign ups begin Monday April 11th at www.clannetwork.com. It is first come first serve, up to 32 teams. The CWN will run the tournament on the D-Link Tribes servers. The rules and regulations are designed by CWN, while D-Link will provide over $1,500 in Prizes.

"The tournament is a great way to bring amateur gamers together to test their skill and have some fun," said Michael Hahn from the CWN. "We are pleased to have a quality manufacturer, like D-Link, to sponsor our event and provide their MP3 players, USB Radios, and Web Cams as prizes. "

The D-Link DMP-100 MP3 Player has 32 MB of built in memory and has an integrated voice-recording feature. The DSB-R100 USB FM Radio is a USB FM receiver that allows the user to listen to the radio on their PC. The DSB-C300 Web Cam is a high resolution (640x480) camera that gives the user the ability to add video to e-mail or videoconferencing.

Founded in April of 1999, The Clan World Network has been a steady force in the gaming community. It offers everything the hard-core online player needs, while it CWN & D-Link Tribes Tournament delivers a great environment for the newbie's as well. The CWN provides excellent Ladder-play, Database recruitment, and Monthly tournaments. The CWN Ladders have advanced ladder scripts, activity monitoring, cheat protection, challenge system and many more options. The CWN Tourney's are the leading source for today's online tournaments in the Action genre games. All CWN events are run by an experienced staff of hard-core gamers, who have been hosting online tournaments for the last four years.

D-Link is a true manufacturer of networking products with R&D facilities in USA and Taiwan, and four major manufacturing plants in California, USA; Hsin-chu, Taiwan; Dong Guan Province, China; and Verna, India. With more than 500,000 sq. ft of Manufacturing capacity, 1500 employees, and the volume to deliver networking solutions at a price that the average computer user can afford, D-Link has become the largest manufacturer of Networking Hubs in the world and second largest in Network Interface Cards.

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Today D-Link is also making a name for itself by bringing superior cutting edge technology at affordable prices to the Retail Stores for the Home Market and Small Office Home Office Markets. With nearly $360 Million in Revenue, D-Link has been profitable every year since its inception in 1986, and continues to grow at a rate that will allow the Company to experience continued prosperity.

Alienware's the Hive Quake 3 Tournament Featuring Dennis "Thresh" Fong – July 1999

Alienware's the Hive and the Clan World Network teamed up for the first Quake 3 tournament ever. We had over 768 players signed up for a 16-player Free For All with the top 4 advancing each round for the chance to play Dennis "Thresh" Fong in the championship round.

In the championship round, Thresh beat all the best players proving that he is still one of the best players in the World at any Quake series game.

Clan World Network Summer Olympics - July 1999

The Clan World Network is hosting its second major contest. We are giving away hardware, software, and accessories of many shapes and sizes as prizes. We are going to do an Olympic Theme to go with the summer gaming season, with lots of prizes for players to enjoy. We are giving away prizes in several categories in many of our ladders. The contest begins on 7/1/99 and ends on 7/31/99. This gives the players a full month to play and compete, and a full month for you to earn a prize. Sponsors for this Event are: Won. Net, Alienware's the Hive, Gamespy, Mp3spy, Dynamix, Monolith, Sinisterfluid, Gamers Extreme, Shadow Factor, and the American Music Exchange. Never before, companies of this caliber donated prizes for 1 single event.

This basic format is going to be like this: Each player beginning on July 1 will receive points when playing on any ladder(s). On the ladder, each member will achieve points for wins, losses, and streak. Points will not be cumulative from multiple ladders or tournaments, as they are not working off the same account. In other words, if someone plays on two ladders - the points are not added together. Each Country will be tracked during the month of July. The country with the most wins at the end of July is the Overall Winner of the Olympics.

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Redstorm Rising LAN Party – August 2000

The first Redstorm Rising LAN party was held in Orlando, Florida. The Clan World Network partnered with Sol Games of Florida to co-host the event.

With prize sponsors from Bawls, Pc Tote, Everglide, and Redstorm Entertainment everyone that attended came home a winner.

Redstorm Rising LAN Party – July 2001

The second annual Redstorm Rising LAN party was held in El Dorado, Missouri (near Kansas City. The Clan World Network partnered with Koski Enterprises to co-host the event. This LAN party had 3 days of non-stop gaming with 5 LAN tournaments.

This major event was sponsored by the publisher and game developer Ubi Soft and Red Storm Entertainment.

Bawls, Gear Grip, and Gamers Port also sponsored this event. All the sponsors supplied prizes for this LAN party.

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User Statistics of the Clan World Network

As of December 29, 2001

The Clan World Network has over 365,000 Clans and Players Registered in our Clan Database at Clan Database.com

Clan World Ladder has over 1800 Games played every single day. The Games our users are actively playing are Rainbow Six, Rogue Spear, Blackthorn and Ghost Recon.

We are also expanding to the latest huge hit games: Return to Castle Wolfenstien, Medal of Honor, and Halo for XBOX. With many tournaments being planned soon, you would want your name listed as a proud sponsor!

The Clan World Network receives over 3 Million page views and 150,000 unique visitors a month.

The Clan Email has over 9500 User email accounts for players for personal use.
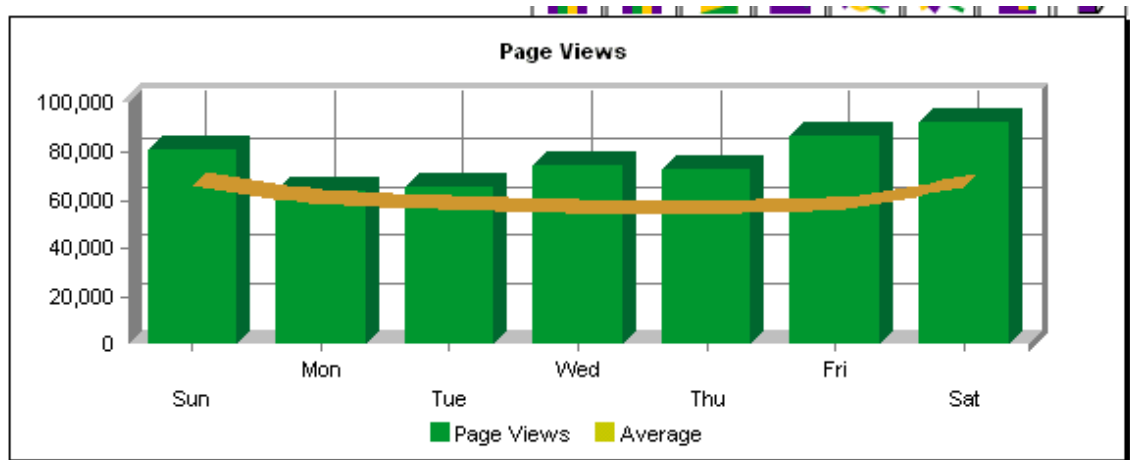
Contact Information

Now that you seen what we can do for you, Please Contact Me Immediately So we can get started!

Michael Hahn
mhahn@clannetwork.com
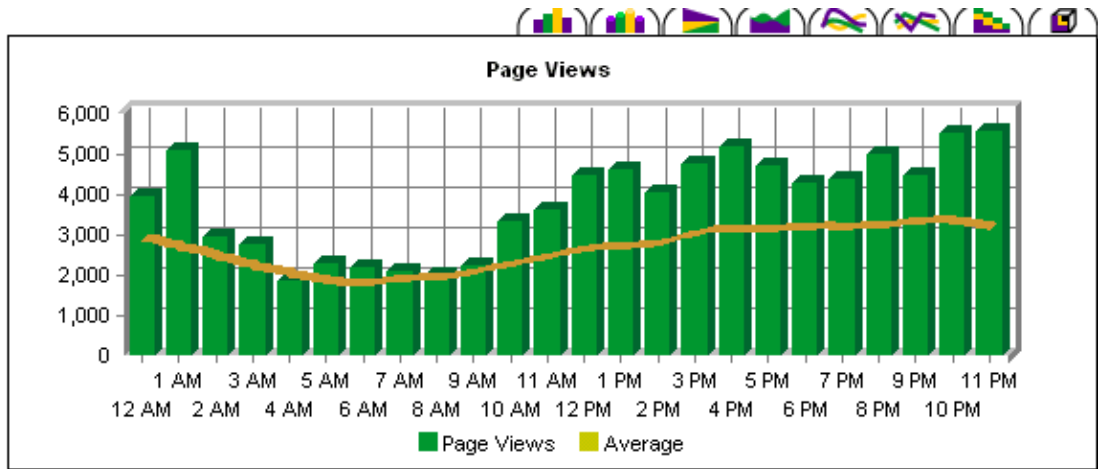
Clan World Network Statistics

Below are the statistics of the Entire Clan World Network. We use Webtrends Live as our program that measures our hits. The Clan World Network is constantly growing each week.

Page Views

Sunday, November 18, 2001 to Saturday, November 24, 2001 (1 Week)

Day	Average	Page Views
Sunday	65,653	80,808
Monday	57,967	64,049
Tuesday	55,973	65,613
Wednesday	53,665	74,248
Thursday	53,888	72,922
Friday	55,737	86,916
Saturday	65,523	91,931
Total	**408,407**	**536,487**

This report was created on Sun Nov 25 20:06:30 2001

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Page Views

Saturday, November 24, 2001 (1 Day)

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Hour	Average	Page Views
12 AM	2,873	3,983
1 AM	2,639	5,098
2 AM	2,406	2,964
3 AM	2,181	2,804
4 AM	1,955	1,896
5 AM	1,784	2,298
6 AM	1,753	2,205
7 AM	1,818	2,113
8 AM	1,873	2,018
9 AM	2,040	2,279
10 AM	2,215	3,334
11 AM	2,417	3,624
12 PM	2,578	4,479
1 PM	2,645	4,639
2 PM	2,735	4,068
3 PM	2,965	4,774
4 PM	3,067	5,216
5 PM	3,067	4,736
6 PM	3,119	4,317
7 PM	3,128	4,402
8 PM	3,179	5,009
9 PM	3,257	4,515
10 PM	3,273	5,564
11 PM	3,119	5,596
Total	**62,086**	**91,931**

Hourly Unique Visitors
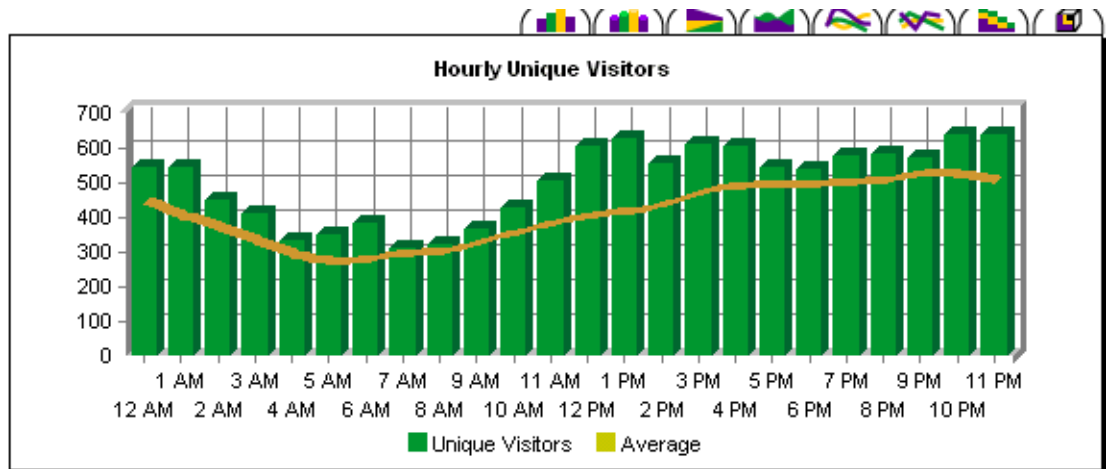
Saturday, November 24, 2001 (1 Day)

Hour	Average	Unique Visitors
12 AM	444	546
1 AM	399	547
2 AM	362	454
3 AM	322	412
4 AM	289	338
5 AM	264	351
6 AM	269	386
7 AM	286	316
8 AM	290	327
9 AM	318	370
10 AM	349	431
11 AM	373	506
12 PM	399	608
1 PM	408	631
2 PM	429	556
3 PM	465	615
4 PM	480	606
5 PM	487	549
6 PM	487	542
7 PM	493	580
8 PM	496	587
9 PM	518	573
10 PM	514	644
11 PM	495	640
Total	**9,637**	**12,115**

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