



A GLOBAL MEDIA COMPANY IN GAMING'S FASTEST GROWING SECTOR



"Online and mobile gaming is set to be the gaming sectors fastest growing component, with revenues rising at a projected 10.4% Compound Annual Growth rate from US\$5.3 Billion in 2007 to US\$8.7 billion in 2012."

Robert Milburn, UK Leader, Hospitality and Leisure sector, PriceWaterhouseCoopers LLP



Snapshot

Play LA Inc. generates revenues through advertising from the biggest names in the online gaming industry, like Ladbrokes, William Hill, Stan James and Betfair. Play LA Inc. owns and operates a network of multi-language websites that reach hundreds of thousands of people across the UK and Europe, who are looking for the unique news, tournament information and promotions published daily on Play LA's websites for the Sports, Casino and Poker gaming industry. Play LA Inc. and it's advertisers operate only in markets where online gaming is regulated.



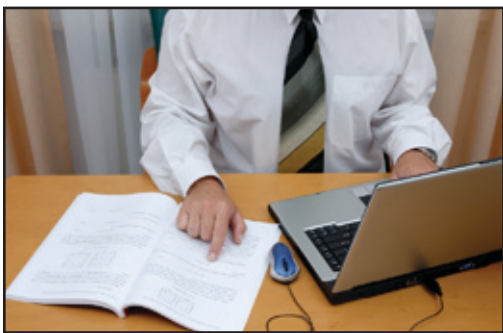
What We Do

Play LA publishes reviews, event coverage, player profiles, tournament play, tips and strategies specifically for UK and Western European readers who are interested in sports betting, poker and casino gambling online. The company works with writers who submit articles in English, French, Spanish, Italian and German languages for our ten websites. The company's websites attract the affluent demographics that gaming operators seek, and in turn, the company sells advertising space and 'traffic' to the gaming operators. Play LA's clients are the industry's largest, most respected gaming businesses in the UK and Europe.



Our Competitive Advantage

Play LA is one of very few companies that offer gaming operators targeted traffic in three specific sectors (Poker, Sports and Casino) from five different countries. As more European Union and Non-EU countries introduce igaming regulations, the company will develop new websites publishing localized sports news, tips and tournament information for those countries, thereby reaching larger audiences and generating greater advertising revenues.



Company Objectives

With past revenues of \$208,000 (2007) and \$543,696 (2008) the company plans to continue to expand it's network over the coming years by developing new websites for each country that introduces regulatory legislation for igaming. Following our clients as they enter each new regulated market, we will be positioned to capitalize on our established relationship with the clients to generate new revenues in emerging markets. The company plans to increase the network traffic to become the leading international publisher and traffic source for the gaming industry.



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The Online Gaming Industry

The Company only works in markets where online gaming is legal, or where regulatory legislation of online gaming is imminent. Online gaming is legal in the UK, and France, Italy and Spain are in various stages of introducing legislature to regulate online gaming. The Company believes that the remaining 23 European Union Countries will follow this pattern and legislate online gaming in order to avoid being in default of free trade rules, and to reap the tax benefits. Various Countries such as South Africa have already legalized online gaming, and other Latin and Pan-Asian countries are expected to announce similar intentions in the near future. The Company's development and expansion plans will follow the countries embracing online gaming regulation.

A recent PriceWaterhouse Coopers report estimated that the EMEA (Europe, Middle East and Asia) will continue to host the lion's share of the world's legal online gaming revenues, growing at an annual compound rate of 10.9% through to 2012, reaching US \$6.2 Billion. The UK alone had online gaming revenues of US\$2.3 billion in 2007, making it the world's largest legal market. Global online gaming revenues are expected to grow at a compound annual rate of 13.5% through to 2012.

Our Clients

The company's clients are the most well established, licensed operators in the UK and Europe. Many of these clients operate wagering outlets throughout the UK, and in recent years have expanded their businesses online. Many clients like Ladbrokes, William Hill and Party Poker are publicly listed companies with large market caps and collective revenues in excess of a billion pound sterling.



Our Team

Management is lead by David Hallonquist, CEO, a seasoned gaming industry marketing executive, who has been involved in the online gaming industry for eight years. Two of the company's directors also come from the gaming industry, experienced in marketing and the software development/licensing sectors. The company plans to establish an advisory board made up of established industry leaders from each of the sports, poker and casino sectors.

Share Structure

Company Name	Play LA Inc.
Exchange - NASDAQ OTC:BB	Stock Symbol - PLLAF
52 Week Range	\$0.25 - \$1.05
Issued Shares / outstanding	11,520,000
Options	1,200,000
Fully Diluted	12,720,000
Restricted Shares	10,740,000
Market Capitalization (@\$0.25)	\$3,180,000

Contact Information

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*The information contained herein, while obtained from sources believed to be reliable, is not guaranteed. All inquiries and requests for additional information should be directed to the Contact information above.

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