

POPSTAR

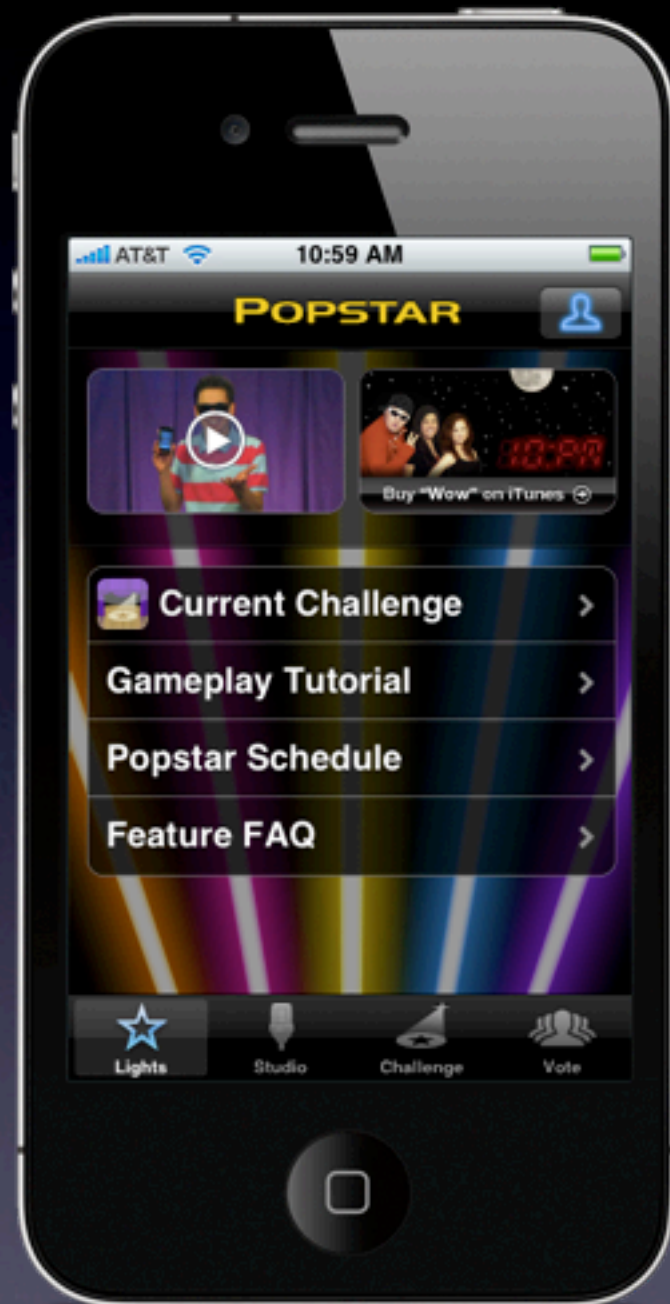


Popstar is an interactive, reality-show-like talent competition that allows aspiring singers to be “The Star” by participating in professional song recordings, improving their singing, growing a fan base, engaging with their fans and other singers, and winning prizes as they compete to win the grand prize, all from their mobile device.

Popstar is like American Idol in your pocket, and everyone can play.

Popstar puts
Superstardom in the Palm of Your Hand

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Popstar is updated daily with dynamic, game related news and advertising content pushed from the server.

The Popstar competition is hosted by a television-style host who interacts with players and delivers instructions through short videos streamed to the App.

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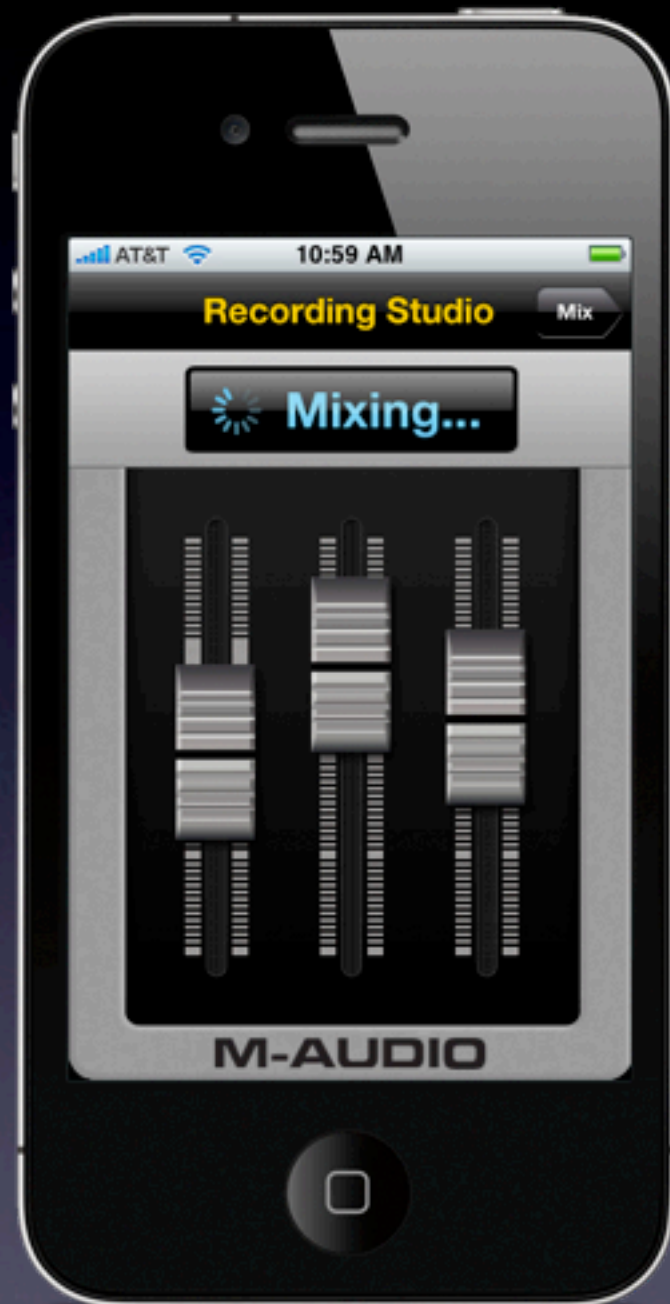
Weekly Challenges with prizes and giveaways keep users engaged long-term.

Having structured, persistent content updates in Popstar while allowing users to play casually during a weekly contest period incentivizes users to continue to play long-term and promotes user loyalty. This differentiates Popstar from unstructured games that are played heavily immediately after download, and then rarely used again.

“Popstar Featured” song content drives music sales through links to the original track in iTunes.

Popstar has opportunities for product placement branding on User Interface elements that are modeled after real world objects in addition to dynamic ad content.

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Popstar's voting system is designed to inherently keep voting honest and accurate.

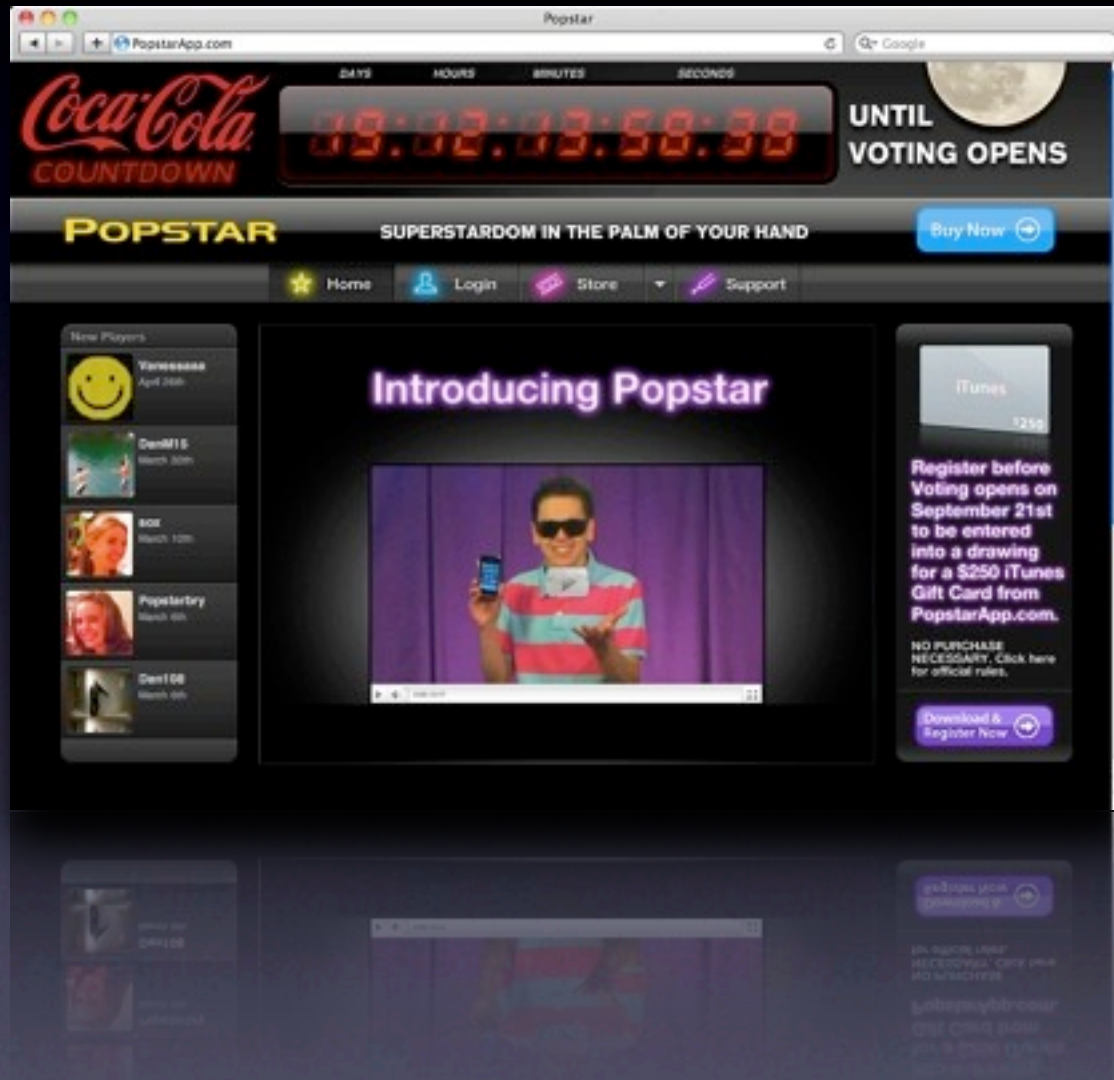
Voting makes it easy to keep track of players you like, by becoming "a Fan."

Players are strongly encouraged to use Facebook and Twitter integration which promotes both the App and the player using the integration.

Complementary PopFan App allows users to vote on Popstar players if they would rather passively participate than participate in performing. PopFan also emphasizes Social Media integration and encourages users to purchase and participate in Popstar.

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PopstarApp.com



On PopstarApp.com, players can check and compare their statistics, buy branded merchandise, interact with other players, download ringtones of their performances and improve their singing using tools exclusive to Popstar.

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