

Atlantic West Software

Product Applications And Software Packages – (07/15/2014)

Atlantic West Management Group, Inc. (AWMG) - Gaming Software and Website Packages:

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Introduction:

These Product Applications pages are divided into five sections, with each of the first four sections describing in detail how our products relate to the Major Markets that are available to them. While there are certainly other possible applications, this report attempts to outline the most popular uses of our software, and should simplify the reader's understanding as to where our software can be used. The fifth section outlines our actual current product specifications and pricing.

Some organizations fit into more than one category, and some types of organizations and businesses may require more than one incidence of our products.

In addition to our standard product line, Atlantic West offers complete custom game development and transaction processing software, and can offer a variety of games that can be created in any of the two master categories.

All sites, regardless of type, fit into one of two master categories:

1. **PUBLIC REGISTRATION:** This type of gaming site has a sign up (registration) page, and also may have On-Site transaction processing, where any qualifying player can sign up directly on the web site, pay for membership and other fees, and play the game.
2. **PRIVATE (Controlled) REGISTRATION:** With this type of gaming site, there are no on site sign up or transaction processing pages. The site owner or operator controls the registration, and if applicable, the payment process. This is normally accomplished by personal ticket sales, or by providing a proprietary CD.

Note: Both types of registration are available for all of the categories described below, however, Private Registration is strongly recommended for Non-Profit (501C3) sites, as any form of on-site transaction processing is strictly forbidden on Non-Profit Sites.

- Section One: For-Profit Sites / Private or Commercial Ownership.**
- Section Two: Non-Profit Sites / Non Profit Corporations.**
- Section Three: For Promotion Only Sites / Any Business or Organization**
- Section Four: Enterprise and Government Owned Sites / State Lotteries**
- Section Five: Product Specifications and Pricing**
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Section One:

FOR-PROFIT SITES are typically owned and operated by commercial businesses and organizations that operate on a for-profit basis themselves. The most likely operator of a for-profit site would be a Casino or a privately owned Poker Room, and some large Restaurants and Private Clubs that normally sponsor live poker games, and also for other types of Entertainment Related Business Establishments.

There are three types of For-Profit Sites;

1. Sites that allow a qualifying player to pay membership dues in order to play games and win prizes. Revenue on this type of site is generated by collecting player dues, however, additional revenue can be earned by promoting and selling advertisements and promotional (affiliate banner) links located throughout the site. Reference: <http://www.playatourclub.com> or <http://www.riveredacepoker.com>.

Operation of this type of site is restricted to the 32 U.S. States and 16 Foreign Jurisdictions that are listed later in this document.

2. Promotional Sites that allow a player to play games and win prizes, but do not charge the player any fees. The prizes are provided and distributed by the Sponsors, who both (a); establish tournament rules, and (b); advertise the tournament(s) themselves.

All profits come from fees paid to the site owner by the tournament sponsors, and no monies are collected from players, nor prizes paid directly to the players.

The Sponsor is responsible for Prize Distribution. These sites can also be used for "Strictly Promotional" purposes, and revenues can be derived from these sites by selling banner advertisements, video ads, and table graphic space. Reference: <http://www.atlanticwestpoker.com>.

Operation of this type of site is virtually unrestricted, but may have some compliance requirements, with local contest rules and regulations are required.

3. Sites that charge a fee for players to play, but offer only “Virtual Prizes”, and also may offer advertising and promotional items as prizes as well. Revenue on this type of site comes from player and advertiser fees. These sites are normally marketed in conjunction with a social media network like FACEBOOK. Reference <http://www.joinourgames.com> and <http://www.joinourgamespoker.com>.

Operation of this type of site is virtually unrestricted.

Section Two:

NON-PROFIT SITES are typically owned and operated by Charities, Churches, National Non-Profit Organizations such as Elks Clubs, Certain Educational Institutions and any entity that qualifies for Non-Profit (501C3) Status under U.S. IRS guidelines.

Non-Profit sites can contain any of our games, however, there cannot be any form of transaction processing on these sites, and any entrance fees or prizes are handled off site. For example: A Church or other Charitable Organization can sell a “Private Registration” ticket to its members, much the same way they would sell a raffle ticket to these organization members. Reference: <http://www.pokerforcharities.com>.

Section Three:

FOR PROMOTION ONLY SITES are typically owned and operated by commercial businesses and are designed to provide “Entertainment Only” to the player. These sites are strictly self serving to the proprietor and are designed to allow advertising specific to the site owner. Any and all of our games are acceptable in this mode, and no player restrictions apply. Reference: <http://www.atlanticwestpoker.com>.

Section Four:

ENTERPRISE AND GOVERNMENT OWNED SITES are typically owned and operated by either a major “For Profit” Casino or by a State Lottery. This type of site is almost always a “Custom Design” and AWMG will provide an individual quotation on such sites once AWMG is provided with the exact specifications. There cannot be any form of transaction processing on these sites, and any entrance fees or prize payments are handled off site, usually by ticket sales and redemption at Lottery Retailer Locations, or at the physical Casino Location.

Reference: <http://www.placeyourchips.com> and <http://www.statelotterypoker.com>

Section Five:

SOFTWARE PACKAGES LICENSING AND PRICING

The following packages are available as listed below, and all licensing prices quoted include customization of the various games, utilizing logos and other graphics that you provide. These products are legal everywhere when used for promotional purposes, and additionally, several of them comply with Fee Based / Membership Based operation in certain jurisdictions:

These Jurisdictions are as follows:

The States of:

Alaska, Arizona, California, Connecticut, Delaware, Florida, Hawaii, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Mississippi, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, Utah, Vermont, Virginia, West Virginia, Wisconsin, Wyoming, District of Columbia.

The Countries of:

Argentina, Australia, Brazil, Canada, Egypt, Finland, France, Germany, India, Mexico, Norway, South Africa, Spain, Sweden, Switzerland and the United Kingdom.

Our products are listed as individual modules as well as in Special Packages that combine features that are designed to satisfy the needs of various specific markets. All of our products can be additionally modified to suit your more specific needs, and our rates for these modifications are reasonable.

Before deciding on any product or service, please understand that the following rules apply:

YOU HAVE THE FOLLOWING RESPONSIBILITIES:

1. You must own or register your own Uniform Resource Locators (URLs), and these (URLs) must be in your own account. While we don't have an official position regarding registration, we recommend complete transparency by making your registration public. If you are not currently established, we further recommend that you register your new (URLs) with either <http://www.dotster.com>, or <http://www.godaddy.com>. Both of these companies provide excellent service, and both of their management consoles are easy to use.

2. You do not require your own hosting services, although we suggest that you obtain this for your website(s) in order to help to keep your operating costs at a minimum.
3. You are responsible for all promotional decisions and costs, as well as establishing your own contacts for Search Engine Optimization (SEO) work, Development of Meta Tags, Web and other Media Advertising, Promotion and Publicity.
4. You are responsible for any Transaction Processing connected with your web site, and for establishing any banking relationships connected with this processing.
5. You are responsible for compliance with all laws and regulations that exist within the Jurisdiction where you reside, and in the Jurisdictions that you offer your services in.
6. You are responsible for all ongoing licensing, service and maintenance fees as outlined in the final section of this document. These fees are invoiced monthly in advance, and payment must be received by us within 15 days of invoice date.

WE HAVE THE FOLLOWING RESPONSIBILITIES:

1. We will provide a fully customized Initial Website and Virtual Game utilizing logos and other graphics that you provide. We will provide the Games and other features which are also customized specifically for you.
2. We will warranty that the functionality of the site and the games will be exactly as specified in the descriptions below. We will also warranty the functionality of any custom work done by us.
3. We will warranty the functionality of the software & of any Transaction Processing API's, and the functionality of any advertising links provided and /or created by us.
4. We will provide complete Back-End Database Reporting, and further guarantee the accuracy of the databases and data provided within the site, and within the games.

OUR TERMS:

1. We require a 1/3 (one third) deposit before starting any project.
2. We require that 1/3 (one third) be paid upon completion of a working site with working games or any product ordered by you.
3. We require that the entire balance due be paid upon your acceptance of the Web Site and / or Game(s), or any other products ordered, and upon receipt of that balance, Atlantic West will relinquish control of the supporting database and database back-end functions to you.

OUR PRODUCTS AND SERVICES

All of our products and services listed below are available under our standard terms, and all of them are available for delivery within 30 days of receipt of payment.

BASIC MULTI-PLAYER POKER SCHOOL (LEARNING SITE):

Please Reference <http://www.americanschoolofpoker.com>, as this site is an example of how this type of “Free-To-The-Player” site works. You will receive a complete website, all of the games and tournaments as shown on this site, a complete player back-end, and a complete advertising promotion package that enables you to sell advertising based tournaments that require the player to watch a commercial or advertisement before being seated at a tournament table. In addition, the tournament sponsor’s logo will appear on the game table of their sponsored tournaments.

A web based “Instant” game is included with this product.

PRICE: **\$ 7,995.00 USD**

MEMBERSHIP (FEE) BASED MULTI-PLAYER POKER (LEGAL IN 32 STATES):

Please Reference <http://www.playatourclub.com>, as this site is an example of how a membership based site works. You will receive a complete website, all of the games and tournaments as shown on this site, a complete player back-end, and one (1) Transaction Processing API integrated with the transaction processor or E-Wallet of your choosing.

A web based “Instant” game is included with this product.

PRICE: **\$ 7,995.00 USD**

PROMOTIONAL PLAY FOR FREE MULTI-PLAYER TOURNAMENT BINGO:

Please Reference <http://www.atlanticwestbingo.com>, as this site is an example of this product’s functionality. You will receive a complete promotional Bingo website, with all of the games and tournaments fully supported with complete database functions and back-end reporting. Included is a complete advertising promotion package that enables you to sell advertising based tournaments that require the player to watch a commercial or view an advertisement before beginning each game. In addition, the tournament sponsor’s logo will appear on the bingo game cards, on their sponsored tournaments.

A web based “Instant” game is included with this product.

PRICE: **\$ 6,995.00 USD**

ADDITIONAL MODULES & PROMOTIONAL PRODUCTS

TV & RADIO SPOT:

This 30 second spot uses the same graphics and story line as shown on the home page of this site. We insert your logos in the ad, and your site name, in the voiceover.

PRICE: **\$ 1,900.00 USD**

SMART PHONE AND TABLET APPLICATIONS (APPS):

These applications (APPS) are compatible with all of our games and sites, and are sold individually for each of the following devices:

I Phone / I Pad:	* \$ 7,995.00 USD
Android Compatible Phones and Tablets:	* \$ 5,995.00 USD
Google Pads and Net Books:	* \$ 5,995.00 USD
Microsoft Phones and Pads:	* \$ 5,995.00 USD

Multiple APP Discount: (per additional APP) **\$ 1,995.00 USD**

* Note: If ordered along with any Computer Based Game. If Ordered as a Stand-Alone APP there will be an additional charge of \$ 3,995.00 for the required Game Server / Player Database. Each Game Server / Database can support up to 12 Client APPS.

A separate application is required for each individual game site and we recommend that you register the .MOBI extension for each site that you plan to utilize these applications with. It is the obligation of the licensee to establish compliance with the iTunes Store, the Google Play Store, and all other vendor's sites that the above Applications are posted on.

ADDITIONAL TRANSACTION PROCESSING API's: **\$ 2,500.00 USD each**

PROMOTIONAL APPLICATIONS:

This application can be added to the MEMBERSHIP BASED SITE package and enables you to sell advertising based tournaments that require the player to watch a commercial or view an advertisement before being seated at a tournament table. In addition, the tournament sponsor's logo will appear on the game table of their sponsored tournaments.

PRICE:	(When ordered along with any game)	\$ 1,995.00 USD
PRICE:	(When ordered as an addition to an existing game)	\$ 2,995.00 USD

POP-UP (Drop-Down) GAMES:

Pop-Up (Drop-Down) games are available with all versions of the Poker Games, and these games are fully integrated with the Player Database, enabling the player to use their play chips to enter the game, and any winnings will add play chips to the player account and of course any losses will be subtracted from the player account.

These optional add on games increase site income by creating another method for the player to spend their free or purchased play chips. The action takes place in "Real Time" and Players are given instant access to their winnings.

Each Game requires two elements; The Back Office API (one per game engine and database), and the Game Client (one per Web Based game and one per Mobile Client.

BACK OFFICE API:

Connects Game Client(s) to Poker Player Database and interfaces with Player Account.

PRICE: \$ 995.00 USD

SLOT MACHINE GAME CLIENT:

The Pop-Up Slot Machine is always available and offers a Drop-Down (4 x 3) slot machine with two play buttons; Bet 5 and Bet Max. Each button spins the wheels, and the result is displayed instantly, and the result(s) (Play Chips) are either added or subtracted from the Player Account, and are usable instantly.

PRICE: Per Web Based Game \$ 495.00 USD

PRICE: Per Mobil Game APP \$ 595.00 USD

ROULETTE GAME CLIENT:

The PopUp Roulette game is always available and offers a conventional Roulette Wheel and a Drop Down Betting Table and a single spin button. This is a single player game. The spin button spins the wheel and the result is displayed instantly, and the result(s) (Play Chips) are either added or subtracted from the Player Account, and are usable instantly.

PRICE: Per Web Based Game \$ 795.00 USD

PRICE: Per Mobil Game APP \$ 695.00 USD

SPECIAL PACKAGE DEALS

MULTI-PLAYER POKER TOURNAMENT PACKAGE:

This package includes Two Poker Sites (one school site and one membership site). The package includes two smart phone / smart tablet applications and additionally includes one TV & Radio spot for the school site. Also included is an additional promotional application for the membership based site.

Two Web based “Instant” games and two mobile APPs are included with this product.

PRICE: \$ 18,995.00 USD

MULTI-PLAYER POKER / BINGO PROMOTIONAL PACKAGE:

This package includes One Poker Promotional Site and One Bingo Promotional Site. The package also includes two smart phone / smart tablet applications.

Two Web based “Instant” games and two mobile APPs are included with this product.

PRICE: \$ 19,495.00 USD

SOCIAL MEDIA POKER OR BINGO SITE:

This type of site offers the ability to allow the player to purchase either additional Poker Chips and or Bingo Cards and win Additional Points. These Points accumulate in the player account and can be redeemed for “Virtual Prizes” that are then stored in the player’s “Virtual Vault”. Please reference: <http://www.joinourgames.com>, and <http://www.joinourgamespoker.com>. These sites include Social Media Integration, one Transaction API, and a special “Virtual Shopping Cart” where players can redeem their points. You are provided with a special Back-End that allows you to manipulate the Virtual Prizes, which range from a Virtual Slice of Pizza to a Virtual Vacation to virtually anywhere.

Note: Each package stands on its own. For example; the FACEBOOK package will not work or allow logins from Twitter, Google+, and an additional instance of this product is required for each Social Network that you wish to serve.

A web based “Instant” game is included with this product.

PRICE PER SITE PER (Either Poker or Bingo) \$ 18,000.00 USD

*** RESERVE A TABLEGAME OPTION:**

This option allows a registered player the ability to reserve a "Private Table" as the Game Host, and they can invite as many as 9 additional players to this Exclusive Game. This additional license provides a complete Transaction Processor API, Shopping Cart, and an automated back end that automatically sends an end of game report to each player participating in the game, and also automatically monitors all games, as the players do pay an hourly fee for the use of the game table.

A web based "Instant" game is included with this product.

PRICE:	(When ordered as a "Stand Alone" game)	\$ 9,995.00 USD
PRICE:	(When ordered along with any game)	\$ 6,995.00 USD
PRICE:	(When ordered as an addition to an existing game)	\$ 7,995.00 USD
PRICE:	(When ordered as an a Affiliate Game)	* \$ 5,995.00 USD

* Note: This Game Requires A Full Time 24 / 7 / 365 Attendant, and will not function properly without operator supervision. In addition, once the player base exceeds 10,000 the reserve a table game will require an Enhanced Database that could incur monthly charges of up to \$ 3,000.00 per game site. Therefore, the Affiliate version is offered whereby Atlantic West will serve and manage the game, the transaction processing, and retain 1/3 of the revenue generated by this unique product.

ADVANCED OPTIONS AND ADDITIONS

These products are for the enterprise user who wishes to market, offer and deliver down-line ("Splash Page") sites to others. They allow you to sell down-line sites that play off of your master database, and require that you purchase your own servers or virtual servers to support this activity. The master package also includes a complete affiliate support program which is also available as a Stand-Alone Module.

MASTER PACKAGE:

This Package offers the Gaming Site Licensee to offer Down-Line Services ("Splash Page Games") to Sub-Licensees, and can handle up to 100 such Sub-Licenses with the understanding that although each sub-license will have its own player database, all of the players from all of the sub-licensees will be playing under one "Gaming Engine"

PRICE: **\$ 85,995.00 USD**

INDIVIDUAL SPLASH PAGE GAMES - FOR THE MASTER PACKAGE:

These Splash Pages (Down-Line) include one Game, One Transaction Processing API, or One Promotional Module, and include the complete integration of the Back-Office, and complete integration of the Splash Page into the Master Package Database. All of Atlantic West's other options are available for these Splash Page games.

A web based “Instant” game is included with this product.

PRICE: **\$ 4,995.00 USD**

AFFILIATE MODULE:

This module allows for Affiliate Banners to be offered by the Licensee, and allows for up to four tiers of Down-Line Affiliate Accounting.

PRICE: **\$ 9,995.00 USD**

After Market Custom Programming and Graphic Additions are available on all of our products @ \$ 80.00 USD per hour, and estimates are furnished upon request. Please allow up to 10 working days for special work, and please provide as specific a description of this work, to help minimize your cost.

All of the products described above require the payment of ongoing Service, License and maintenance fees that are described in the next section. These fees are based on certain minimums as outlined below, and fees incurred in excess of the minimum are invoiced at the end of each month.

A VERY IMPORTANT UNDERSTANDING

All of the prices above are the start-up costs affiliated with the creation of the Game, Options ordered and the basic Website associated with the game. All of the gaming software is Licensed to the user, and All of the software involved is protected by U.S. Copyright and Patent(s), and remains the property of Atlantic West Management Group, Inc, and Atlantic West Management S.A. and the following Logo (shown below) will appear on all game Log-In Pages. All Software Licenses require an executed Signed and Notarized License Agreement along with an initialed copy of this document before any deposits for new licenses will be accepted or any work is initiated.

A copy of this agreement is available upon request. Contact info@atlanticwestsoftware.com



SERVICE FEES

MONTHLY FEES CHARGED DURING THE DEVELOPMENT PERIOD:

During the period that your site is under development and during the “Beta Test” period there will be a license & service charge of \$ 450.00 USD per month, per site, for Bandwidth Use and Help Desk Chat Room Support. This fee will also include set-up fees for test tournaments and any training that you may require for gaming site and back-end use.

ONGOING MONTHLY FEES THAT APPLY TO AN OPERATING SITE:

The monthly minimum fee is \$ 800.00 USD + \$ 25.00 USD monthly per Mobile APP, and includes up to 10 hours of Help Desk Chat Room Support, the Chat Room Software Charge, and \$ 100.00 USD worth of bandwidth on our servers. You will be charged an additional \$ 150.00 USD for each additional 10 hours of Help Desk Chat Room Support that your site requires, and any additional bandwidth consumed by your site will be invoiced at actual cost to us. This basic fee includes complete site maintenance, licensing, and also includes all software updates and upgrade fees for the current version of your site software.

You will be responsible for your own back-end (back-office) operation as well as establishing your own tournaments through your back-office. We will establish tournaments for you at a fixed fee of \$ 35.00 USD per tournament.

CUSTOM MODIFICATIONS AND ADDITIONS:

Custom Modifications and additions will be invoiced at the rate of \$ 80.00 USD per hour

SOME OPTIONS THAT CAN MINIMIZE YOUR OPERATING & SERVICE COSTS:

If you wish to provide your own Chat Room Support, we will license the Chat Room Support Software to you for up to 10 operators for a monthly fee of \$ 45.00 USD. You will save \$ 100.00 USD per month if you opt to provide this support yourself. If you decide to arrange for your own website bandwidth, on your own server, or on server space somewhere else, your monthly service charge will be reduced by \$ 100.00 USD.

SPECIAL NOTE:

We highly recommend that you consider having your Game served on either your own server, or with an ISP capable of serving it. We have provided the specifications required for doing this, and as our gaming bandwidth charges are not competitive when your site gets busy, this option will save a lot of money. The complete specifications for the equipment and bandwidth requirements follow below. If you decide on this option, Atlantic West will require full administrative access to these servers.

GAME SERVER SPECIFICATIONS

AWMG POKER / BINGO SOFTWARE HARDWARE SPECIFICATION SHEET

DATABASE SERVER	
Processor	2 GHz Dual Core
HD	500 GB (minimum)
Nic Card	Internal 1GB
OS	Win 2003 or Later
Additional Software	SQL 2005 or Later

GAME SERVER	
Processor	2 GHz Dual Core
HD	250 GB (minimum)
Nic Card	1 GB for external IP
OS	Fedora Core 9 or higher

WEB SERVER	
Processor	2 GHz Dual Core
HD	250 GB (minimum)
Nic Card	1 GB for external IP
OS	Win 2003 or Later
Additional Software	IIS – Apache Tomcat

Bandwidth Requirement
Minimum bandwidth to start 10Mb