

EXECUTIVE SUMMARY

Company

Red Juggernaut, Inc. (“Red Juggernaut” or the “Company”) is an entertainment company that specializes in producing fun games and integrated experiences of high value and outstanding social interaction. The Company was established to become the leading adventure game developer in North America.

Vision

Red Juggernaut’s vision is to become the leading developer of high quality games that offer a lifetime of playability for the adventure gaming industry. The Company intends to fulfill this vision through the integrated design and development of its games, extensive product testing, competitive pricing, superior workmanship and expandable playability.

The Business

The Company operates in the gaming market which itself is comprised of three broad markets - the Adventure Gaming market, the Specialty Gaming market, and the Mass market. According to data from GAMA (Game Manufacturer's Association) the annual Adventure Gaming and Specialty Gaming Markets are estimated to be in excess of \$1 billion with the Mass Gaming market making up another \$1.4 billion. Adventure board games represent approximately 8 – 10% of the combined markets and are growing at an annual rate of 20% in the Adventure Gaming and Specialty Gaming markets and approximately 18% in the Mass market. Game sales are relatively steady and only slightly subject to seasonal variation and growth is expected to continue at this pace for the foreseeable future.

Management Team

Red Juggernaut has assembled a highly qualified management team that has a successful track record with over 100 years of combined experience in the Gaming and Mass markets. The Company has both an experienced Board of Directors and Advisory Board to work with the management team in helping them drive the Company to success. The founders, Mr. James Long and Mr. Jon Leitheusser, have over thirty years combined experience in successfully designing, developing, marketing and selling adventure games. After the successful sale of their previous company, WizKids, LLC to Topps Cards in 2003, a company co-founded by Mr. Long , it was determined that an opportunity existed for a new games manufacturer to take the leading role in setting new industry standards through the integration of various product lines. The result of this effort is Red Juggernaut.

James D. Long – President & CEO: Mr. Long joined Red Juggernaut in July 2006 and is one of the co-founders of the Company. Mr. Long has been involved in the core gaming industry since 1987 and throughout his career, has demonstrated significant accomplishments in management and product development. Prior to founding Red Juggernaut, Mr. Long was the Executive Vice President, Product Development at WizKids Games, LLC where he worked from August 2000

until July 2005. At WizKids, Mr. Long was part of the executive team where he assisted in the development and implementation of strategic vision, planning and budgeting. Mr. Long was also responsible for all new product development including product strategy and concept evaluation, game design and development, production scheduling and final testing. Mr. Long has an excellent reputation throughout the industry, is an author of two novels and is the recipient and/or co-recipient of more than 40 international gaming awards including the highly acclaimed Vanguard Award, presented annually by the Academy of Adventure Gaming Arts and Design for outstanding work in the game industry. He has a history of success in project management, game design and development, product manufacturing, non-traditional marketing, and company growth.

Jon Leitheusser - Executive Vice President: Mr. Leitheusser is the co-founder of Red Juggernaut and joined the Company in July 2006. Mr. Leitheusser has been involved in the core gaming industry since 1994 and brings to Red Juggernaut extensive corporate experience. Mr. Leitheusser was the Senior Director of Research and Development at WizKids Games, LLC prior to joining Red Juggernaut. At WizKids, Mr. Leitheusser was a member of the executive team that determined corporate strategy and its implementation. At WizKids, Mr. Leitheusser was also active in the areas of new product design and development, budgeting and product roll-out. Prior to WizKids, Mr. Leitheusser worked on the publishing side of the gaming industry. During this time, Mr. Leitheusser worked initially as a writer and in 1997 founded a successful independent publishing company. Mr. Leitheusser has received 16 international awards for his work, including the prestigious Vanguard Award.

Products

Red Juggernaut is unique in the gaming industry because it is the only game design and development company that offers a line of *integrated* products. The Company's core products are games of strategy that cover a broad range of genres, ranging from war games, adventure games, fantasy games to role-playing games. While other companies also sell a variety of different games, Red Juggernaut offers the end user, or the "gamer", an *integrated* line of products ranging from strategy boards to card games to fantasy novels that are all connected by a common thread – the *World of Terris*.

The key elements to each Red Juggernaut product are:

- They are easy to understand and play;
- Each game plays in a short period of time (less than 1 hour);
- Each game is family-friendly and plays well with adults and children of different ages;
- Red Juggernaut games are easy to 'localize' into other languages;
- Each game has a high production value;
- Each game offers excellent value for the money, and;
- Each game is expandable.

The Company has approximately 20 products currently in development, four of which have a planned launch in 2007. The first four products are games of strategy where the *World of Terris*

is introduced to the gamer. The marketing of the first four products began in the first quarter of 2007.

Intellectual Property and the World of Terris

The Company has developed proprietary intellectual property (IP) that is unique to the gaming market. The IP is defined as the *World of Terris*, a world of magic and technology that links all of Red Juggernaut's products. The history of *Terris* is important because it helps in the understanding of the rules and strategic play of the Company's games. It also provides an air of 'natural' history to the Company's products, and it gives players an opportunity to explore an exciting and intriguing new world. The *World of Terris* offers many lucrative licensing opportunities to the Company, several of which are currently being explored.

The Markets

The markets initially served by Red Juggernaut are divided into two basic categories: the Adventure Gaming market and the Specialty Gaming market. According to data from GAMA (Game Manufacturer's Association), and competitor's annual financial statements, the annual Adventure Gaming and Specialty Gaming markets are estimated to be in excess of \$1 billion. The Mass market makes up another \$1.4 billion. Adventure board games represent approximately 8 – 10% of the combined markets and are growing at an annual rate of 20% in the Adventure Gaming market and approximately 18% in the Specialty Gaming and Mass markets. Growth is expected to continue at this pace for the foreseeable future and game sales are relatively steady and only slightly subject to seasonal variation.

Marketing

The three key marketing targets for Red Juggernaut are the retailer, the distributor and the end-consumer. The Company has developed a marketing strategy that incorporates many important elements including corporate vision and mission development; product positioning; new product development; exploitation of intellectual property; target marketing; sales and distribution channel development; advertising and media optimization, and; customer service.

Distribution

Red Juggernaut will rely heavily on established distributors to get its products to the market. To this end, the Company has secured agreements with key distributors covering North America and Europe to establish a distribution network, and to develop ongoing relationships in the Specialty and Mass market segments.

Manufacturing

The Company is currently working with three different agents on the manufacturing of its products. Each agent works with a number of other individuals and/or organization who in turn have direct access to multiple manufacturers and printers. This international network provides Red Juggernaut with a competitive edge in terms of sourcing, pricing, transportation and delivery of its products. This network also helps ensure a consistent quality control to its products due to the previous history they have with key suppliers.

Product Testing

The product testing procedure for the Company's products is atypical for the adventure game industry in that it completes extensive testing before any of its games are released. The testing procedure is unique and closely follows the successful software development testing model.

Future Products

Red Juggernaut is currently designing additional games, game lines and other related products. Some of these games include licensed products, geographic market-specific products (i.e. Germany), electronic versions of existing games or brand new electronic games. The Company also has the ability to expand into other categories by introducing games with themes and elements from other categories into new board games.

Financing Plans

The Company is seeking up to US\$1,000,000 of new financing so that it may complete the development of its first four products, initiate the first stage of its Marketing Plan, secure one or more distribution partnerships and provide sufficient working capital reserves to fund the Company's growth.

Pro Forma Projections

	Year 1	Year 2	Year 3
Sales	US\$2,922,000	US \$6,784,000	US \$9,384,000
EBITDA	US \$88,397	US \$2,223,447	US \$3,718,950

USE OF PROCEEDS

The following represents the Use of Proceeds of the planned \$1,000,000 Private Placement:

Offering expenses	\$ 100,000
Cost of goods	\$ 140,000
Marketing and sales (1)	\$ 360,000
General and administration	\$ 400,000
Total	\$1,000,000

For more information, contact:

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