



**Below is a synopsis of what the Faceoff Games project is delivering and will deliver:**

1. A service allowing video game players to securely play tournament and wager based matches against one another on top game titles such as Electronic Art's FIFA 10 or Madden NFL 10. The clients pay an entry fee into bracket styled tournaments for cash or product prizes. Head to head wager based matches are also enabled meaning players can directly challenge another player for money in a game they both participate in. All video gaming platforms will be supported in time - meaning you will be able to play games on your mobile phone or your PlayStation 3 console for example. Our system currently allows players to deposit money and arrange monetary based matches through our website and then to play these matches on their consoles. The results are automatically reported back to Faceoffgames.com and the clients' accounts are accordingly debited or credited like an online banking facility - we take a percentage fee of 10% for this service. Ultimately, we will embed this system directly on consoles and mobile devices, we have already carried out research on how this may be done. We are also currently preparing to support well known massively multi-player online games for the PC platform. This service can be offered globally. Where appropriate we can license this technology to third parties.
2. An online store where consumers can purchase physical goods, such as video games and home electronics at very competitive prices. Atamia has developed a system for wholesale and manufacturer price comparisons, this forms part of our enterprise resource planning system. Our business model will allow us to batch client orders from our website sending them directly to our wholesale and manufacturer suppliers. These orders are then delivered to our logistics partners such as DHL who ultimately deliver the products to the consumers. This allows us to take advantage of the infrastructure of our partners. It also leads to competitive pricing and a convenient online shopping experience for the website user. As we market Faceoffgames.com our online users will increase. We aim introduce this service in the UK at the end August, 2010. Please

note, this service can be offered globally in time as we can match our wholesale product providers, manufacturers and logistics companies geographically to our users. Where appropriate we can license this technology to third parties.

3. A video games on demand application, allowing consumers to purchase video games in a downloadable format over the Internet. Thus our website Faceoffgames.com will also offer companies a secure way to distribute their gaming products. We expect to deliver this service in May 2011.

It is important to note that the above services are all supported through a highly developed social networking system which is based on the best practices in this area. We intend to develop this system into a cross platform social network, allowing communication between different devices - PC to console for example.

Faceoffgames.com delivers information and entertainment pertaining to the video games world. To do this we have developed a content management system.

Beyond this Faceoffgames.com delivers multiple advertising opportunities. Our demographic of users is made up of 18 -36 year old males predominantly.

Our goal is to make Atamia Limited a leading internet media and services provider. Through the Faceoff Games project we are targeting video game enthusiasts, companies and industry professionals. We will achieve our goal by developing the services listed above - introducing innovative technologies and products to the marketplace. In doing this, we will generate value for shareholders, vendors and employees. Through the application of our skills and the delivery of high level services to clients we hope to elicit an emotional response to Faceoffgames.com from our customers because we want them to care as much about what we do as we do about them and our business.