



MSEG Partner Ryan Hass (L-R), MSEG Lgt Hwt. Champ Mike Van Meer, MSEG Partner John Halverson

MCC

MIDWEST CAGE CHAMPIONSHIP
A MIDWEST SPORTS ENTERTAINMENT GROUP, LLC COMPANY



MSEG Partner Scott Casber (L-R), MSEG Announcer T. Scott, UFC World Champ Rampage Jackson, MSEG Managing Partner Chris Arns

MISSION STATEMENT

Midwest Sports Entertainment Group is committed to delivering the best events possible by providing the highest level of professionalism, industry knowledge, and experience. We believe trust and fairness rises above all and guides our processes. We know we are ultimately judged by our attendees, viewers, fighters, and marketing partners. We are keenly focused on results and our ability to provide them. We have genuine enthusiasm for what we do and relentlessly pursue new ideas and ways to continually improve our events, company, and the communities we serve.

INTRO

Here is your invitation to join Iowa's largest fight promotion company in the nation's fastest growing sport! Each year, hundreds of thousands of people see our professional MMA (mixed martial arts) events in person, on television, and via live web casts. Our company was formed in August 2007 when two pre-existing organizations merged to become a single, dominating market leader. We offer a wide range of promotional opportunities that create millions of consumer impressions for companies ranging from local businesses to national brands.

Mixed Martial Arts (MMA) Overview

- ▶ Fastest growing professional sport in America
- ▶ Top grossing pay-per-view revenues compared to all categories
- ▶ Attracts highly desirable 18-34 year old, male demographic
- ▶ Reasonably priced tickets provide high entertainment value compared to concerts and other live entertainment
- ▶ Iowa is the heart of MMA country

Company Profile

- ▶ Largest MMA promotion company in Iowa
- ▶ Chosen by Elite Fighter Magazine as one of the top ten up and coming fight promotion companies in the US
- ▶ Produces over ten events per year at venues ranging from arenas to nightclubs, casinos, and other entertainment destinations
- ▶ Televised on Mediacom
- ▶ Live web casts on actionranch.com
- ▶ Years of combined experience from seasoned promoters, fighters, marketers, and managers
- ▶ Established relationships with key celebrities and industry icons
- ▶ Access to strong Midwest talent supply
- ▶ Featured in news articles on CBS/KCCI-TV, Fox/KDSM-TV, NBC/WHO-TV, ABC/WOI-TV, KXNO-AM, KGGO-FM, and in Des Moines Register, and Cityview

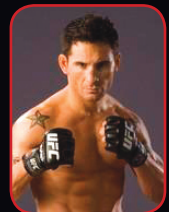
Partner Profiles

Chris Arns (Managing Partner) Having a 25 year management background in the motion picture business, Chris recently returned to his native Iowa to join MSEG and promote MMA and boxing. Chris has diverse experience with small, independent producers as well as the industries largest companies. His primary responsibilities include working with clients, vendors, and marketing partners.

Scott Casber (Partner) Scott provides a lifetime of experience in the broadcasting, promotions, publicity, and public relations fields. Scott's voice and face is well known in the Iowa media market and in the MMA and wrestling communities around the world. He is the founder of Title Fight Championship, TakeDown Radio, and has announced countless amateur and professional sporting events throughout the country.

John Halverson (Partner) John is a co-founder of Midwest Cage Championship (MCC), a professional MMA fighter, and a veteran of MMA's largest organization, the UFC. John divides his time between family, a management position with a leading financial company, and the fight game.

Ryan Hass (Partner) Ryan is a co-founder of Midwest Cage Championship and led the previous organizations marketing efforts from its conception. He is also a well respected professional MMA fighter and is considered a talented MMA bout matchmaker. Ryan has organized hundreds of well balanced fights and has competed in large arenas throughout the country and in televised events.



MSEG Partner and UFC Vet John "Hurricane" Halverson



MSEG Partner and pro MMA fighter Ryan Hass

VENUES

MSEG/MCC has delivered 15 productions, with 10 more currently planned for the upcoming year. Our venues range in size and location. MSEG/ MCC can also be contracted by outside companies to produce events at their own properties.



SPONSORSHIP OUTLINE

A wide range of sponsorship opportunities are provided to meet the individual and specific needs of our marketing partners. We create millions of advertising impressions each year on television and radio, the internet, in print, and via our live events. As we produce numerous events each year, we're constantly in the promotion mode. Our sponsors benefit from the pre-event promotions that are continually under way.

MSEG SPONSORS HAVE INCLUDED:



Here's what influential people have said about MSEG/MCC



MSEG Partner Scott Casber interviews Rampage Jackson during Bad Moon Rising

Quinton "Rampage" Jackson - UFC World Light Heavyweight Champion

"These guys have an eye for talent and provide opportunities for fighters to grow and move up the ladder. They supply the same dedication and work ethic they demand from their fighters. They also turned out a great show."

Tom Baldwin - Promoter/Owner of Crush, Drink, Vieux Carre, Wellman's nightclubs

"They've proved to be excellent partners. They built a strong, loyal following that share's an interest in what we do. We continually place them out in the front in terms of our promotions"

Randy Couture - MMA Hall of Fame member and former UFC title holder

"It was great to see the respect they received from their fans and fighters. Much like MMA, their link to wrestling, especially in Iowa, sets them apart from other promotions. I'm not surprised they've continued to grow and prosper."

Michael Stessman - General Manager of Des Moines in-Play

"Our in-store promotion with them was a home run. It was promoted well, organized, on-time, and put people in the store. They delivered what was promised."

Jaunito Ibarra - World renowned boxing and MMA trainer and manager

"I witnessed first hand their ability to deliver a top notch show. We immediately built rapport and we continue to enjoy a working relationship long after the show was over."

Scott Koch - Des Moines Convention and Visitors Bureau

"They've raised the level of MMA production to that of other professional sports. They're tireless in their promotion and have provided benefit to Des Moines and the business community here."

Here's what the press has said about MMA

Sports Illustrated cover story-May 22, 2007 **"It's (MMA) success is changing the sports game."**
<http://sportsillustrated.cnn.com/2007/more/05/22/ultimate0528/index.html>

Newsday-August 5, 2007 **"Mixed martial arts have a very loyal and faithful following."**
<http://www.newsday.com/sports/custom/boxing/ny-spbobby055321423aug05,0,7090622.story>

New York Times-May 16, 2007 **"Football used to be our only gladiator sport. Now we have MMA."**
<http://www.nytimes.com/2007/05/22/sports/othersports/22morton.html?ex=1337572800&en=37343dc9f1240288&ei=5124&partner=digg&exprod=digg>

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