



Property Overview

ABOUT TEAM SEXY SLANG.



Christi & Ted Scofield are the dynamic duo behind the **Sexy Slang** brand. One crazy night in a ski house with friends, Christi suggested they liven up the traditional “bored games” with some fun and sexy terms. And that’s where it all began...

After 13 years in technology sales Christi decided to take the leap and founded **PFF Entertainment, LLC** (PFF stands for “Project Financial Freedom”) and launched her first product, the Sexy Slang board game. She signed up her securities attorney / business adviser / amazing salesman boyfriend (and now husband) to be her partner in this adventure.



A few years and a lot of laughs later, Sexy Slang-branded products are projected to do **\$5 million in sales in 2010**. Christi & Ted are also busy building their new family-friendly brand, **Sporty Slang**, and are pursuing TV and film interest in both brands.

Christi is originally from Treasure Island, FL and Ted is still the consummate Louisville, KY Southern gentleman. They currently reside on the Upper East Side of Manhattan with their palm tree, Spike, and, if Christi gets her way, their soon-to-be adopted Boston Terrier. ☺

SEXY SLANG MEDIA ATTENTION

Sexy Slang has been covered in a variety of media from TV, Radio, National Magazines, local newspapers and blogs. In the Fall of 2010, Sexy Slang will embark on a **50 city media tour** promoting the **new Sexy Slang book** and all **existing products**.



\$EXY \$LANG & \$PORTY \$LANG LOTTERY TICKETS!

The \$EXY \$LANG and \$PORTY SLANG brands are perfect fits for the lottery industry. Visual and fun, these popular images and sayings have great mass market appeal, and lend themselves to fresh new lottery ticket designs. In addition, the images and words themselves are easily combined into the ticket game play, creating simple yet unique new play styles.

The \$EXY \$LANG and \$PORTY SLANG franchise has taken off like a rocket. Their products are flying off the shelves, and sales are expected to surpass the 5 million dollar mark this year! The fun, flirty and flattering products, range from apparel, board games, electronic games, accessories, gifts and the new Sexy Slang book, now to laughable and scratchable lottery tickets. Most importantly the images themselves are sure to make you smile—always an added bonus in the lottery industry!



The **SEXY SLANG** concept and existing line of Nice & Naughty products are sure to make you smile. Ranging from fun, flirty and flattering apparel, to board games, electronic games, accessories, gifts, a hot new Sexy Slang book, and now LOTTERY TICKETS!

FYI: If the term “*Sexy Slang*” feels too risqué for your lottery, “*Sassy Slang*” and “*Silly Slang*” may be used instead as they are also part of the Sexy Slang Franchise!

The **SPORTY SLANG** concept is the new family friendly line of apparel and games based on sports slang from all over the world. Sporty Slang is perfect for lottery players and enthusiasts of any sport.



SEXY SLANG: \$2, 4x4

Rules Read: Match any of 'Your Words' to the 'Winning Word' win prize shown. Bonus Play: Reveal 3 'Winning Words' and win an extra \$100.

<p>\$EXY \$LANG</p> <p>stud</p> <p>Win up to \$30,000</p> <p>Match any of 'Your Words' to the 'Winning Word' win prize shown. Bonus Play: Reveal 3 'Winning Words' and win an extra \$100.</p>	<p>Winning Word: \$2 MUFFIN</p> <p>Your Words</p> <table border="1"> <tbody> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> </tbody> </table>	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	<p>\$EXY \$LANG</p> <p>cutie</p> <p>Win up to \$30,000</p> <p>Match any of 'Your Words' to the 'Winning Word' win prize shown. Bonus Play: Reveal 3 'Winning Words' and win an extra \$100.</p>	<p>Winning Word: \$2 PIE</p> <p>Your Words</p> <table border="1"> <tbody> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> </tbody> </table>	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize										
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SEXY SLANG: \$5, 4x6

Rules Read: Within each game 1 to 10: Reveal the words "CHICK" & "MAGNET" in either order and win prize shown, or a CHICK symbol with either word and win double the prize shown. Within each game 11 to 20: Reveal the words "LOVE" & "MUFFIN" in either order and win prize shown or a LOVE symbol with either word and win double the prize shown.

\$EXY \$LANG
 Win up to \$30,000
\$5

Winning Words

"CHICK MAGNET"

 Your Words

"LOVE MUFFIN"

 Your Words

20 ways to win!

1			\$ PRIZE \$			11
2			\$ PRIZE \$			12
3			\$ PRIZE \$			13
4			\$ PRIZE \$			14
5			\$ PRIZE \$			15
6			\$ PRIZE \$			16
7			\$ PRIZE \$			17
8			\$ PRIZE \$			18
9			\$ PRIZE \$			19
10			\$ PRIZE \$			20

Within each game 1 to 10: Reveal the words "CHICK" & "MAGNET" in either order and win prize shown, or a (chick) symbol with either word and win double the prize shown. Within each game 11 to 20: Reveal the words "LOVE" & "MUFFIN" in either order and win prize shown or a (love) symbol with either word and win double the prize shown.

\$EXY \$LANG
 Win up to \$30,000
\$5

Winning Words

"CHICK MAGNET"

 Your Words

"LOVE MUFFIN"

 Your Words

20 ways to win!

1	CHICK	MOUTH	\$20,000 <small>Twenty Thous</small>	MUFFIN	LAUGH	11
2		CHOKE	\$5,000 <small>Five Thous</small>	LOVE	MUNCH	12
3	CHEEK	FUEL	\$250 <small>Two Hund Fifty</small>	MUFFIN	FUEL	13
4	CHICK	MOGUL	\$10,000 <small>Ten Thous</small>		MUSIC	14
5	CHICK		\$100 <small>One Hund</small>	MUFFIN	CRAVE	15
6	MAGNET	CHEEK	\$50 <small>Fifty</small>	LOVE	MUFFIN	16
7	CHICK	MARKET	\$2,000 <small>Two Thous</small>	LOVE	MARCH	17
8	MAGNET	FEED	\$25,000 <small>Twenty Five Thous</small>	LOVE	MOUSE	18
9	CHICK	MAGNET	\$200 <small>Two Hund</small>	MUFFIN	LUGGER	19
10	CHICK	FUR	\$500 <small>Five Hund</small>		MUTT	20

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FROST
PRODUCTIONS, LLC

CONTACT: Cate Frost • Ph: 323-874-5300 • Cell: 213-880-2184 • E-mail: catefrost@aol.com • web: www.AboutFrostProductions.com

SPORTY SLANG: \$2, 4x4

Rules Read: Match any of 'Your Words' to the 'Winning Words', win prize shown. Reveal a (ball) symbol and the 'Winning Words' and win double the prize shown!

  <p>Win up to \$30,000</p> <p>Match any of 'Your Words' to the 'Winning Words', win prize shown. Reveal a ' (ball) ' symbol and the 'Winning Words' and win double the prize shown!</p>	<p>Winning Words "Feel the Heat"</p> <p>Your Words</p> <table border="1"> <tbody> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> <tr><td>Prize</td><td>Prize</td></tr> </tbody> </table> <p>\$2</p>	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	Prize	  <p>Win up to \$30,000</p> <p>Match any of 'Your Words' to the 'Winning Words', win prize shown. Reveal a ' (ball) ' symbol and the 'Winning Words' and win double the prize shown!</p>	<p>Winning Words "Feel the Heat"</p> <p>Your Words</p> <table border="1"> <tbody> <tr> <td>Feel the Love \$100 one hund</td> <td>Feel the Beat \$20,000 twnty thou</td> </tr> <tr> <td>Feel the Muscle \$25 twnty five</td> <td>Feel the Music \$8,000 eight thou</td> </tr> <tr> <td>Feel the Cold \$10,000 ten thou</td> <td>Feel the Heat \$50 fifty</td> </tr> <tr> <td>Feel the Wealth \$2,500 two thou five hund</td> <td>Feel the Energy \$500 five hund</td> </tr> <tr> <td>Feel the Spirit \$25 twnty five</td> <td>Feel the Joy \$3,000 three thou</td> </tr> </tbody> </table> <p>\$2</p>	Feel the Love \$100 one hund	Feel the Beat \$20,000 twnty thou	Feel the Muscle \$25 twnty five	Feel the Music \$8,000 eight thou	Feel the Cold \$10,000 ten thou	Feel the Heat \$50 fifty	Feel the Wealth \$2,500 two thou five hund	Feel the Energy \$500 five hund	Feel the Spirit \$25 twnty five	Feel the Joy \$3,000 three thou
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SPORTY SLANG RETRO: \$2, 4x4

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SEXY SLANG IMAGES IN FILM!

Sexy Slang's Cameo Appearance
in the Movie *She's Out Of My League*!

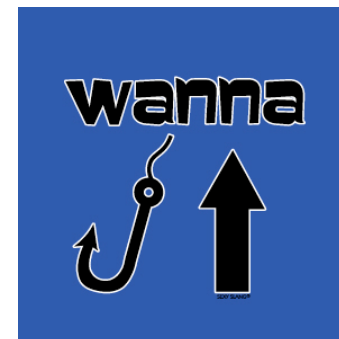


Sexy Slang's **Stud Muffin** t-shirt, available on Yerzies.com and in Kohl's stores nationwide, was featured in the new movie *She's Out Of My League*, worn by actor T.J. Miller.



SEXY SLANG IMAGES

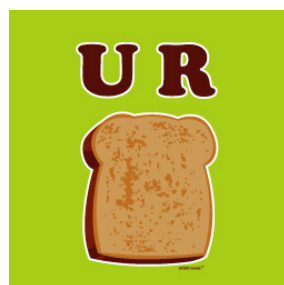
Here are just a few examples of some of the Sexy Slang images. For a more complete look at the growing line of existing images, please download the SEXY SLANG IMAGES PDF found on the Frost Productions web site!





SPORTY SLANG IMAGES

Here are just a few examples of some of the Sporty Slang images. For a more complete look at the growing line of existing images, please download the SPORTY SLANG IMAGES PDF found on the Frost Productions web site!





Merchandise!

Specialty Bathrobes by Wrap Up!

Consider the beautiful high end designer bath robes that will incorporate the flirty and fun images of the Sexy Slang license (Sporty Slang available as well). These robes, made in the USA, will be specifically designed just for the lottery industry, and will be uniquely detailed with the dazzling studded and printed design the Wrap Up label has come to be known for.



Wrap Up Robes are currently sold in exclusive high end stores and hotels the likes of FRED SEGAL, HARRAHS, CEASER'S PALACE, MONTAGE, the PALMS and more. Just some of the celebrities that own these snuggly treasures include Ivana Trump, Tori Spelling, Steven Tyler, Joe Perry, and Adrienne Maloof!



Specialty Bathrobes by Wrap Up... continued.

Below are just some examples of the existing **Wrap Up** collection.



Two unique 'his and her' robe sets are presently being designed for the **Sexy Slang** license:
 A STUD MUFFIN (his) & LOVE MUFFIN (hers) set, and a CHICK MAGNET (his) & HOT CHICK (hers) set. The *his* robe will be full length, and the *hers* robe mid length. Both robes will come in one gift pack.
 Just a little something wonderful for everyone!





Cate Frost

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E-mail: catefrost@aol.com

web site:

www.AboutFrostProductions.com

For more information on
\$EXY \$LANG®
please contact
Frost Productions LLC
&

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