

## Press Release

# Rise of French Open Champion Ana Ivanovic Shows Success of ‘People Investing’

**San Francisco, CA – June 30, 2008** – Ana Ivanovic won this year’s French Open at 20 years-old to become No. 1 in the world. Widely known for her elegance and graciousness, Ivanovic represents a high degree of sportsmanship that has come to define many tennis superstars.

Before clinching the top ranking on the Sony Ericsson WTA Tour, the new star had to train and persevere through tough conditions in Serbia that included the NATO air attacks on Belgrade in 1999. With no flights departing from Belgrade during that time, she and her mother had to take seven-hour bus trips to the Budapest airport to travel to tournaments.

The financial burden of intense training at an elite level posed another challenge. But when she was 14 years-old, Ivanovic was fortunate enough to receive funding from a businessman who invested in her career. A Serbian tennis instructor had introduced her as a promising junior to Dan Holzmann, a Swiss businessman residing in Basel.

Holzmann offered to cover Ivanovic’s training expenses in hopes that she would repay him once she achieved success on the pro tour. Holzmann spent a total of \$500,000 on her coaching and training in Switzerland. Upon signing a four-year, multimillion dollar endorsement contract with Adidas in 2006, Ivanovic immediately repaid the funds to Holzmann and made him her manager. She will likely earn at least \$10 million in 2008.

Ivanovic captured the French Open and No. 1 ranking last month, showing that promising young athletes can attain their dreams when given enough funding to fully develop their talents. Holzmann had gladly invested in her by purchasing a majority share in Ana, Inc. to fund her training. He practiced ‘people investing’ and it paid off.

People investing is emerging as a new development following microlending in a natural progression of using economics to fund the careers of individuals.

Little Yim provides the public with an opportunity to participate in people investing through the Jock Market. Ivanovic became a Grand Slam Champion and the highest ranked women tennis player in the world, and her investor recouped his investment only four years after choosing to support her. As an investor in Little Yim’s stock market of people, you can provide financial support to talented athletes with the aim of receiving a return on your investment.

### **About Little Yim**

Little Yim presents the world’s first stock market of people: The Jock Market. It is a financial investment company that raises funds for professional athletes through its stock market of people. Public investors buy stock in professional athletes listed on the Jock Market. Athletes receive the investment proceeds to improve the quality of their training and to cover the costs of travel, tournament fees and other expenses. The company removes the financial constraints to accelerate an athlete’s development.