

Press Release

Little Yim develops “Direct Impact Economics”

San Francisco, CA – March 10, 2008 – Little Yim’s stock market of people is changing the dynamics of professional sports through a new development in economics.

The term “direct impact economics” best describes the path that we are paving in economics.

Direct impact economics refers to the ability of an individual, unrestricted by geographical boundaries, to join a group of people whereby no prior relationship exists among the group members, to collectively make a significant impact on a single individual immediately, in a process that creates wealth to all individuals involved.

Participants in Little Yim’s Jock Market most likely have never met each other or the athletes that they are purchasing stock in. While it is possible that relationships among investors, and between investors and athletes exist, this is not a prerequisite and may not be common.

Investors are united by a passion for sports, the opportunity for financial reward, and an interest in contributing to the development of talented athletes seeking to make their dreams come true through determination, perseverance, and a relentless work ethic.

The magnitude of the internet’s role in business and society empowers an individual to make a positive impact on another individual’s life nearly instantaneously. Gaining access to relevant information about individuals and their funding needs plays a crucial role in the individual-to-individual connection. This has been accomplished through the internet, which makes the search for information quick and costless. In daily life, people use the internet to obtain information on a subject for a variety of reasons and purposes.

Direct impact economics has resulted from the free flow of information that occurs rapidly over the internet. The expansive breadth and depth of information available allows individuals to become aware of opportunities they previously did not know existed, and to make informed decisions regarding matters that require more research.

Our Jock Market embodies the fundamental elements of direct impact economics. It provides an information service by selecting high potential athletes to be listed on the stock market, and offering detailed information about the athletes in terms of their background, interests, training, past performance and goals.

Athletes can gain access to millions of people worldwide at a single entry point, given that all prospective investors converge on our site to learn more about young athletes. Without a centralized location to obtain funds, athletes would be limited to seeking financing from only close contacts and individuals in a local area.

As for investors, we created a new market to provide them with a source of wealth as they pursue their passion for sports. Watching sports on television and following a sport's development throughout a season undoubtedly brings enjoyment to fans. But what if sports fans could make a difference in the professional athletes they follow and in the sport itself? We constructed a market that enables sports fans to do exactly that, and even better, to earn money doing it.

The Jock Market, as a form of direct impact economics, allows sports fans to become active participants in their sports rather than only passive viewers. In essence, our stock market of people eliminates the distance between fans and athletes. Investors take on the role of talent scout by choosing the athletes they believe in, and the role of sponsor by providing funds to athletes through the purchase of shares.

What makes the Jock Market different from other online markets or sites that allow individuals to connect with other individuals to conduct a transaction? Online markets bring individuals together in one marketplace. These markets provide a central place where an individual can buy goods from another individual located in a different region. Buyers and sellers in these markets engage in a transaction to exchange goods.

The Jock Market remains distinct from other online markets in that it does not facilitate the exchange of goods. Instead, it facilitates the exchange of sponsorship contracts. Investors buying stock in athletes and the total investor base receiving 10% of the athletes' prize money from a specific tournament can lead to wealth creation. Little Yim's stock market of people represents direct impact economics. Direct impact economics describes the ability of an individual to join others in forming a collective entity that makes a positive impact on an individual. By using the term "impact," we refer to the resulting progress in an individual's endeavor or a significant improvement in an individual's ability to accomplish a goal.

Wealth creation for all participants and the direct impact from individual to individual in the Jock Market separate the Jock Market from other markets that provide economic transactions between individuals. The potential for both investors and athletes to experience increased wealth, and the likelihood for stronger tournament results attained by athletes, justify the Jock Market's classification as a form of direct impact economics.

Little Yim has built a reputation for innovation by being on the cutting edge in economics and technology to move professional sports in a new direction.

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.