

Press Release

Little Yim Bases its Jock Market on Compassion by Offering Two Tiers of Athletic Sponsorships

San Francisco, CA – March 18, 2008 – Little Yim provides a central marketplace for professional athletes to offer sponsorship contracts to prospective investors through its Jock Market.

The company brings the hardships of young, professional athletes to the public to encourage investors to sponsor athletes out of compassion. As a reward for their sponsorship, investors have the potential to earn a small return on their investment.

The purchase of shares in the Jock Market is the purchase of a share or a fraction of an athlete's sponsorship contract for a specific tournament. The sponsorship of athletes provides athletes with funds prior to a tournament to enhance their training and to mitigate the financial pressure that they are currently experiencing.

The Jock Market enables athletes to offer sponsorship contracts to the public through a central entity that seeks to provide information about their funding needs.

Little Yim has identified young, professional athletes as a group of individuals in serious need of funding. These professional athletes incur high expenses paying for training and travel as they compete in tournaments around the world. The difficulties that athletes endure reveal an entire group of individuals struggling financially that the public may have been previously unaware of.

“When you hear about athletes taking soda cans from the player locker room to sell them to fans to earn a bit of money, or that 18 year-old girls cannot afford to stay in a hotel during tournaments, you begin to realize the severity of these athletes' need for funding,” said Cindy Yim, founder and CEO of Little Yim Corp.

Investors interested in buying shares of an athlete's sponsorship contract will be able to contribute to an athlete's development with the potential for a small reward in the form of a percentage of the athlete's tournament prize money.

In recognition that some investors may want to sponsor an athlete without any potential for a reward, Little Yim offers a second type of athletic sponsorship that will serve as a donation. This is a way of providing more options to investors for the type of sponsorship they are interested in. It also grants the Jock Market an ability to raise more funds for athletes.

As a result, the Jock Market will be offering investors two tiers of athletic sponsorships.

Tier 1 athletic sponsorships will allow investors to sponsor an athlete for a tournament, in which athletes agree to issue 10% of their tournament prize money to their total investor base.

Tier 2 athletic sponsorships will allow investors to sponsor an athlete for a tournament, without the potential for a return in the form of a donation. These sponsors will not receive a return on their sponsorship.

Athletes receive 90% of total proceeds raised from both Tier 1 and Tier 2 athletic sponsorships to gain a critical boost in their careers.

Professional athletes incur high financial costs and personal sacrifice in their pursuit of achieving great things in their sport. The Jock Market provides a means for sponsors to reduce the financial burden that may be limiting athletes' ability to reach their full potential.

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.