

Press Release

Little Yim Widens Fan Base for Athletes on the Jock Market through Facebook Pages

San Francisco, CA – March 24, 2008 – As interest in the Jock Market grows, Little Yim announced today that sports fans will be able to follow the progress of athletes listed on its Jock Market through Facebook.

Little Yim presents a Facebook Page for every athlete listed on the Jock Market. Sports fans can view an athlete's photos, news and important milestones in the athlete's career through the athlete's Facebook Page. Athletes can constantly update fans with their tournament results and write any notes to their supporters. In this way, investors can be informed about the developments of the athletes they sponsored.

By introducing this element to the Jock Market, the company makes it easier for its athletes to develop a wide fan base. Facebook Pages allow anyone to join as an athlete's fan. In contrast to Facebook profiles, no confirmation is required to become an athlete's fan. On the Facebook Page, fans can participate in discussions, make wall posts and upload their own photos to a special "fan photos" section.

Below the athlete profiles featured in the Jock Market section of the company's site will be a link to their Facebook Page. Their Facebook Page can also be accessed directly from Facebook by searching for "Little Yim: [Athlete's Name]" once fans have logged into Facebook. For instance, search for "Little Yim: Brittany Augustine" to reach Brittany Augustine's Facebook Page.

The Jock Market allows athletes and fans to interact with each other more directly. Little Yim provides the public with an unprecedented level of connection to professional athletes, creating an opportunity to bridge the gap between athletes and their supporters.

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.