

ZONE SYSTEMS



Outdoor **ZONE SKIRMISH**



A business analysis
for investors

HOW DO I USE THIS DOCUMENT?

This document has been written to help any potential investor in the outdoor Zone Skirmish business and it is intended as a guide only. Its purpose is to provide investors with a good working background on all those aspects related to opening and operating an outdoor laser game business.

This document will help any investor to decide whether they have the financial ability, management skills and energy to operate this kind of business profitably. Before you read on, you need to ask yourself some fundamental questions:

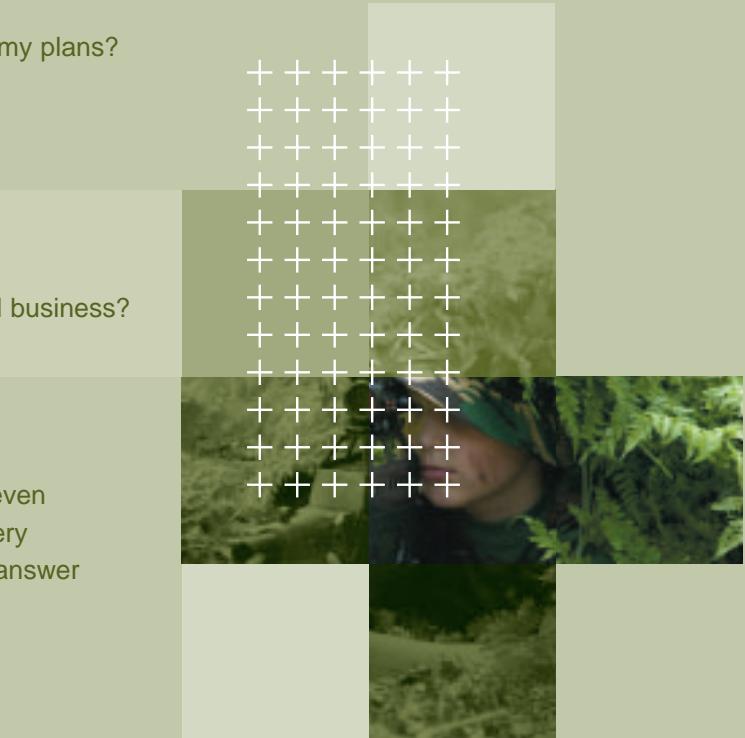
Is an outdoor Zone Skirmish business right for me?

- 1) Am I convinced that I have a market?
- 2) The leisure industry involves working unsociable hours - have I allowed for this in my plans?
- 3) Have I researched the permissions required from local government organizations?
- 4) Do I have the ability to get financing?
- 5) Do I have a suitable property and location?

Do I have the appropriate attributes or skills to run a laser game facility?

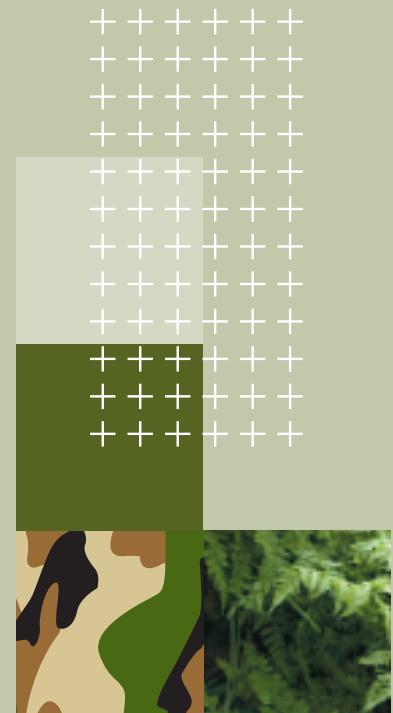
- 1) Do I have a reasonable understanding of business skills as appropriate for a small business?
- 2) Do I have the ability to understand and learn a range of different skills?
- 3) Do I have enthusiasm?
- 4) Do I have energy?

Not all of these questions may be relevant to you or your circumstances. You might even decide to employ a manager to do all the work once you open, but you need to be very clear that this business requires hard work to be successful. If you feel that you can answer yes to the above questions then please read on!



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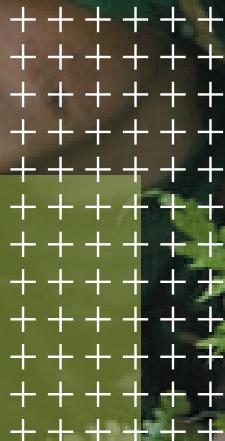
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1.0

AN INTRODUCTION TO ZONE SYSTEMS AND THE ZONE EMPIRE



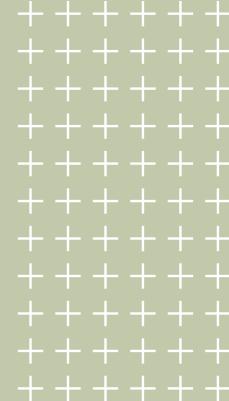
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Over the course of the last two years, outdoor Zone Skirmish has swept across the globe at an explosive pace. There are already over 40 outdoor Zone Skirmish sites currently in operation throughout the world with dozens of new fields in the planning stages. This simple concept has captured the imagination of the leisure industry and the paying public.

WHO IS ZONE SYSTEMS?

Zone Systems, Inc. is the North American Sales and Support company based in Dover, DE. We are a wholly owned subsidiary of P&C Micro's, an Australian company responsible for the R&D, design, manufacture and global distribution of Zone Laser Game and Zone Skirmish products. Zone Systems and P&C Micro's form part of a global group of companies known as The Zone Empire. We are a network of 300 operating attractions and numerous support companies worldwide. From the USA we support 80 attractions around North America. Zone is by far the largest supplier of this kind of equipment in the world, with nearly a 30% market share.





THE ZONE EMPIRE WORLDWIDE

P&C Micro's

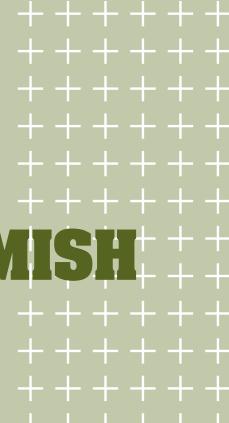
P&C Micro's is one of the principal companies credited with developing laser game technology from its initial, rudimentary form, to the highest worldwide industry standard. Established in 1988, they now support nearly 300 Zone Laser Game/Combat operations globally, known as The Zone Empire.

A Worldwide Family

As each new enhancement is developed, the benefits are immediately available not only to Zone Systems' current 80+ North American sites, but 300 operating Zone sites worldwide, including those supported by our European counterpart, Megazone. Zone operations are active in 40 countries worldwide trading under local Zone names, including Megazone, Ultrazone, Darkzone, Lazerzone, Laserdome, Zone 3, Zone 4, Pursuit Zone, Laser Combat and Zone Skirmish, among many other names. One of our greatest strengths is our ability to deliver high quality localized service helping our operators to achieve maximum return on their investment.

In line with P&C's philosophy of knowing your business first hand, every Master Licensee has set up a flagship site that serves as a test-bed for every aspect of the laser game business - from operational procedures and site design, to marketing and service support. We also offer potential operators the chance to assess their own requirements before committing to their investment.

With a software platform designed to take this product into the year 2010 and beyond, and a worldwide network of nearly 300 Zone sites, The Zone Empire is firmly placed to help new operators like you to set up a great new business generating excellent bottom line profits.



WHAT DOES AN OUTDOOR ZONE SKIRMISH GAME INVOLVE?

Outdoor Zone Skirmish is a team oriented combat simulation game that is played in a variety of different locations such as urban, forest, bush land or on custom built battlefields.

Unlike the indoor style laser game arenas, outdoor Zone Skirmish is, as the name implies, played outdoors. Each team is equipped with infrared weapons and sensors, with players shooting an invisible and harmless infrared beam. When hit, the guns scream out in pain "OUCH!" and a light in the sensor flashes three times. When the player runs out of lives (variable, depending on the mission) the gun screams "ARRRRGH!" and the word DEAD appears on the display. The gun is now unable to fire, thus eliminating many of the operational problems that paintball suffers from - mainly players shooting when dead.

With outdoor Zone Skirmish your customers can play stand alone missions like "Capture the Flag," "base assault" or more advanced missions like the "VIP escort." We can provide a more comprehensive list of missions, among other things, once you've decided that this business is right for you and you want to move to the next stage.

With our equipment you are able to adjust every game parameter and characteristic of each gun using our industry leading software "ACACIA," unavailable from any other manufacturer. You can change the number of lives, shots, reloads, even the sounds the guns make. It all leads to great functionality and practical operation for owners and lots of fun for players. Our arsenal of weaponry has extensive market potential worldwide in both corporate team building and recreation/leisure markets.

Equipped with state of the art infrared hardware, players stalk each other using stealth and cunning, strategy and skill. The objective: maximum scores possible and ultimately survival! Points are gained by shooting the opposition and their base station. Electronic scatter burst mines, programmed to shoot or activated by enemies, are strategically deployed throughout the field to increase the element of danger. When the game is over, scores can be downloaded to the field laptop.

Players receive a computerized score sheet giving a detailed breakdown of team and clan scoring. This provides a satisfying conclusion to the action.

The Zone Empire provides the world's ultimate combat game with the ultimate gear. Do not be under any misconception about the many different systems available from an assortment of different manufacturers and suppliers. If you take a closer look at the whole investment opportunity you will see that **all outdoor combat products are not the same!**

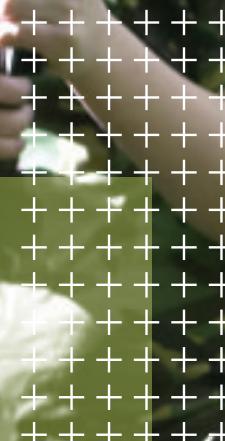
Don't be fooled by half price imitations or companies claiming to offer equivalent technical and operational support. Ask yourself questions as you review this document. Why do prices vary so much? Where will support come from? What language will it be in? How long will I have to wait for spare parts? Which companies have been around in this industry the longest? Who's equipment has the best features?

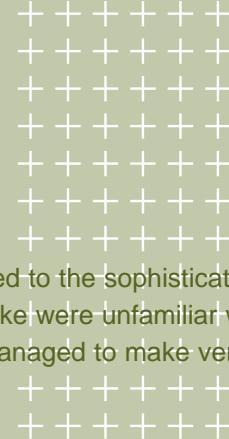
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2.0

THE OUTDOOR ZONE SKIRMISH MARKET





IT STARTED IN AMERICA...

The first laser games, known as laser tag, were developed in the USA in the mid 1980's. Compared to the sophisticated games we know today, they were incredibly heavy, bulky and unreliable. Players and operators alike were unfamiliar with the concept of laser games and the product was sold prematurely to an unprepared market but still managed to make very good money even in those days.

ZONE SYSTEMS EXPERIENCE...

Zone Systems originated in Australia where nearly 20 years experience has brought it to the forefront of the laser game industry. Our management team have a unique insight into the industry and a commitment to its long-term future. Their combined experience in the design, development, operation, licensing and sales of laser games ensures the best possible package for the customer.

INVESTMENT IN R & D...

Zone Systems' investment in technology has resulted in the world's most advanced laser hardware, which through our strategy of continual improvement is developed at a faster pace than any other manufacturer worldwide. Our support strategy has raised service standards to new heights and our outstanding business opportunity is available anywhere in the world.

MARKET LEADER IN NORTH AMERICA...

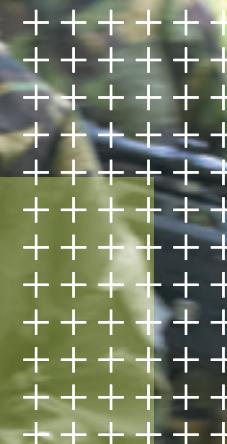
Currently, there are nearly 700 laser game attractions in operation in North America, of which Zone Systems directly supports over 80 sites from its head office in Dover, DE.

MARKET LEADER WORLDWIDE...

Worldwide, although no organization has exact figures, it is believed that there are in the region of 1100 laser game attractions in operation. The Zone Empire is directly supporting 300+ sites, which is a phenomenal accomplishment.



3.0
THE EQUIPMENT





WHY CHOOSE ZONE SYSTEMS EQUIPMENT?

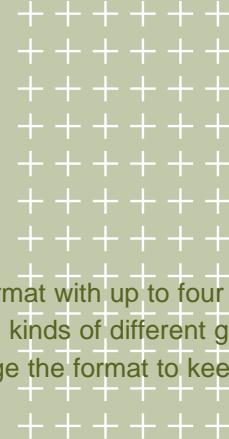
Player satisfaction, repeat custom and profitability are generated by ensuring that players get the greatest possible satisfaction out of playing a laser game. Zone Systems is successful because our equipment has been designed with the operator as well as the player in mind. Features are designed to assist in the operation, reliability and profitability of the system. Here are some of the main reasons why Zone Systems is chosen ahead of other suppliers:

I. WE GET THE BASICS RIGHT!

By this we mean the basic components of the game and the equipment. Before you even look at system features, technical support, marketing ideas, etc., you must be sure that the basic components of the game are present. Here are some of the features that we know make our equipment the best in the market place today:

- a) Our equipment is extremely rugged and durable.
- b) The guns have polyurethane on alloy exoskeleton so there are no sharp or hard edges – great for safety!
- c) **Anti-cheating technology** comes as standard! No keys – just remote control start by a field marshal.
- d) Games can be started in a tenth of the time it takes other manufacturers to start their equipment – important on busy days!
- e) Swaptronics® technology for super fast component replacement in the event of failure.
- f) Can be used safely in all weather conditions – snow, rain and heat – no problem!

Zone Systems equipment gives customers immediate and continual feedback during the game via flashing LEDs (light emitting diodes) fitted to the player and his equipment. The first player to shoot accurately hits every time instead of having to fire a volley of shots to make a hit but a good aim is crucial. From years of experience of running our own attractions we have come up with the perfect balance of accuracy and game play. The player must aim but doesn't have to be a trained marksman to make a hit. Each player knows when they've been hit or when they've hit another i.e. there is clear hit recognition and the three separate hit zones prevent cheating or covering of sensors, a feature that is incredibly important in ensuring customer satisfaction.



2. MULTI TEAM FORMATS

The equipment has been designed with flexibility in mind. The guns can be used in a two team format with up to four clans per team. All the weapons are totally independent of one another and teams can be loaded up with all kinds of different game parameters that you choose to set up in the software. This allows the operator to constantly change the format to keep players coming back for more.

Team format games with bases active (i.e. teams having to protect their bases) make players work together. This keeps teams competing almost indefinitely, building repeat play. There is no real benefit in having any more than a two team format as most fields would struggle to accommodate three base stations or more.

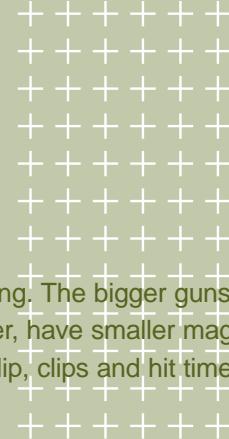
3. THERE ARE UNLIMITED GAME FORMATS

The wide variety of game options means that Megazone equipment is adaptable to the needs of all your customers, from the "one-off" player who requires a simple game, to sophisticated games for the regular player and advanced team building games for corporate groups. Game formats are easily customized and thousands of variations can be achieved.

This variety of different game options provides players with a series of progressive challenges. The game options are easily selected and edited through our Windows XP based software. Game options are simply and quite literally changed at the click of a mouse - there is no complicated gun reconfiguration to slow you down.

4. PLAYERS ENJOY AN INTERACTIVE GAME ENVIRONMENT

Base stations, reload stations (also known as ammo dumps or respawns), and scatter burst mines, are all designed to add excitement to the experience and ensure that even the most regular players are continually challenged with interactive field devices. The totally interactive base flags with sirens, lights, alarms, mercury switches have to be experienced to be fully appreciated



5. EACH STYLE OF GUN IS UNIQUE

The guns have been designed to complement each other and provide balanced and enjoyable gaming. The bigger guns have more ammunition and take longer to reload and, of course, shoot further. The smaller guns are lighter, have smaller magazines, reload quicker and don't shoot as far. Each gun has different rates of fire, reload times, rounds per clip, clips and hit times, and can be custom programmed by the end user as necessary.

6. DURABILITY AND RELIABILITY WHEN YOU NEED IT MOST

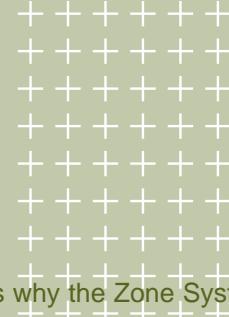
And that generally means in the middle of your busiest day when you can't afford to lose business. With the most reliable equipment available in the marketplace, Zone Systems has taken away any of the fears that operators once had about guns not working, computers crashing and so on. Zone Systems systems are designed to be rugged and to last through years of hard treatment. In the event that any component should fail, our technicians are on hand to make sure that the problem can be diagnosed and rectified with minimal downtime. This is achieved through a high level of service competence, our highly acclaimed swaptronics technology, i.e. components that you simply swap in the event of a problem, and the dependable supply of spare parts. With comprehensive training for site technicians and a full complement of spares it is our objective to have operators running at full capacity, all the time.

7. SAFETY IN OPERATION FOR EVERYONE

Having the ability to take the game experience to the highest possible level of enjoyment and sophistication, while maintaining the highest levels of safety, is a primary objective for Zone Systems. We will not compromise the safety of our players or operators under any circumstances, which is why our equipment will meet all the necessary safety legislation in your country. We are happy to supply details on any aspect of safety if required.

8. 12 MONTHS WARRANTY ON ALL NEW EQUIPMENT

Zone Systems was the first in the industry to offer equipment supported by a 12 month warranty and a comprehensive service and support program. Skilled technicians provide installation, technical training, service (if necessary) and a swap-by-mail service for module replacement.



9. GAME CONTROL AND AUDIT FACILITY FOR THE OPERATOR

As with any cash based business, there is an inevitable risk of theft by staff or customers. which is why the Zone Systems Point of Sale (POS) incorporates a PC auditing system.

The PC audit facility provides information on game time, game length, number of guns in each team per game and date of game, which can then be checked against point of sale records to ensure all cash has been properly accounted for. We even have our own point of sale and booking system, which can run on the same platform as your game software. Just ask your Zone Systems representative for more information.

10. MAXIMUM TURNAROUND TIME AND MINIMUM DOWNTIME

The ability to upload and download information to and from each gun with no "key turn" starts mean that time and profits are not wasted between games because your guns will work as fast as you can. Also, batteries that will run all day on one overnight charge means not having to worry whether a gun will start or if it will "crash" mid game.

11. PRESENTATION

Not only does the equipment look good in the field but Zone Systems also helps provide artwork for your promotional literature and local advertising. We have our own very extensive library of artwork for use by all our operators.

- TV scoring – players' scores are displayed on a large TV/monitor with excellent graphics in multi-lingual format (coming soon).
- Members' terminal – a PC in the main holding area, which allows members to track their most recent games history (coming soon).



- Scorecards - which have attractive designs and provide players with accurate information that they really want to see so they can compare scores with friends. We have the most detailed and in fact the ONLY scorecards in the industry!
- High quality retail marketing point of sale materials.

It is not just the game experience that keeps players coming back but also the feeling of belonging and loyalty to the outdoor Zoen Skirmish brand, which can be created as much in the reception/holding area as in the field itself.

12. WHY IS MEMBERSHIP IMPORTANT AND WHY SHOULD YOU CARE?

As with any competitive game, once you have played outdoor Zone Skirmish you want to get better at it. You want to have a record of how your score has improved and see your expertise reflected in player privileges. A simple smart button gives each player this ability.

Once you become a member you receive a "Smart button" and all your player statistics are "logged on" to the system. This enables players to personalize their scorecards simply by touching the button to the gun while getting "suited-up" to play the game. Their name will automatically appear on the scorecard they receive at the end of the game. (coming soon)

Touching the button to a button reader in the reception/briefing area also enables players to call up their performance levels on a special interactive Member's Terminal, which gives a full game history for each member. (coming soon)

Each button sale encourages repeat business because players not only enjoy privileges each time they play, they can also see their scores improving over time and can compare their score with those of their friends.

These "high tech" features and the stylish appearance of the membership card make it a big hit with the main target market. It also offers a uniquely simple way for operators to keep an expanding and versatile membership database from which to mail-shot members (via our mailing label program) with follow-up marketing or to regain "lapsed" players with special offers.

Revenue from membership sales will eventually be a significant part of your overall income once all these new features come on line.

OVERVIEW OF EQUIPMENT PACKAGES

Outdoor Zone Skirmish equipment is developed by a team of specialists who are themselves avid laser game players. For this reason, each piece of Zone Skirmish equipment has to meet three crucial criteria:

The modular nature of the Zone Systems equipment means that equipment packages can be tailored to meet your needs in terms of budget, target market and field size. Future expansion is simple - extra guns can be added without additional hardware installation costs.

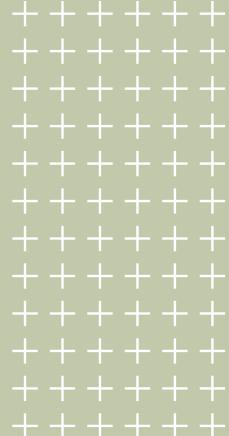
Zone Systems currently offers five different gun styles and various interactive field devices all operating in either a stand-alone (mobile) style or operating in a Windows XP compatible software environment with the following features:

- On screen "context sensitive" help – easy to learn and explore.
- Flexible game parameters – unlimited fun for all types of customer.
- Fast game change and start facility.
- Detailed game log to reconcile with cash taken – also monitors staff efficiency.
- Re-download and re-print score facility for lost scorecards.

GUNS

Features of the new outdoor Zone Skirmish guns include:

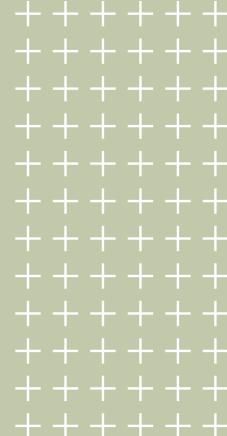
- Guns have clear speech and sound from speakers – great for kids and first timers.
- All round infrared vulnerability due to three separate hit zones!
- Quick change, super durable cables between gun and IR sensors to increase reliability.
- Variety of guns suit children and adults alike.
- Swaptronics parts replacement for quick changes during your busiest times.
- IR data transmission for more fun.
- Audio speech processor for WOW effect.
- Advanced team and solo formats, plus standard game options.
- Three separate scoring zones per gun, including 360 degree vulnerability.
- Safe polyurethane design.
- Intelligent battery cells and charging system for long lasting operation on each charge.
- Multiple charging options (in-gun/bench/mobile).
- Management hand-held mission controller for easy game control with terminate and remove features.



HK-I6 SNIPER RIFLE

- ★ Polyurethane on alloy exoskeleton.
- ★ Telescopic Scope - 3-9 x 40 illuminated.
- ★ Operation range 500 feet in full sunlight.
- ★ Optional - laser IR 500+ feet plus.
- ★ Graphical LCD.
- ★ In-built thermal charger.
- ★ Fully variable configuration,
software selected in mission parameter.
- ★ Carry strap.

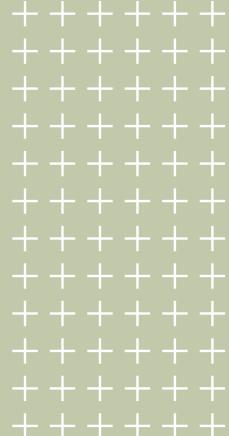




AR-I2 ASSAULT RIFLE

- ★ Polyurethane on alloy "adjustable" exoskeleton.
- ★ Scope - Red Dot.
- ★ Operation range 300 feet in full sunlight.
- ★ Graphical LCD.
- ★ In-built thermal charger.
- ★ Fully variable configuration, software selected in mission parameter (to change attributes of gun for different games).
- ★ Carry strap.

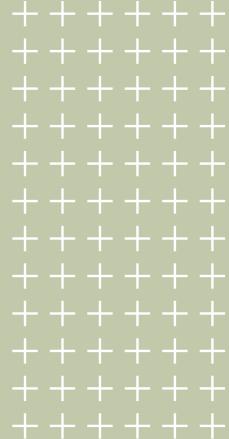




SMG - 9 SUB MACHINE GUN

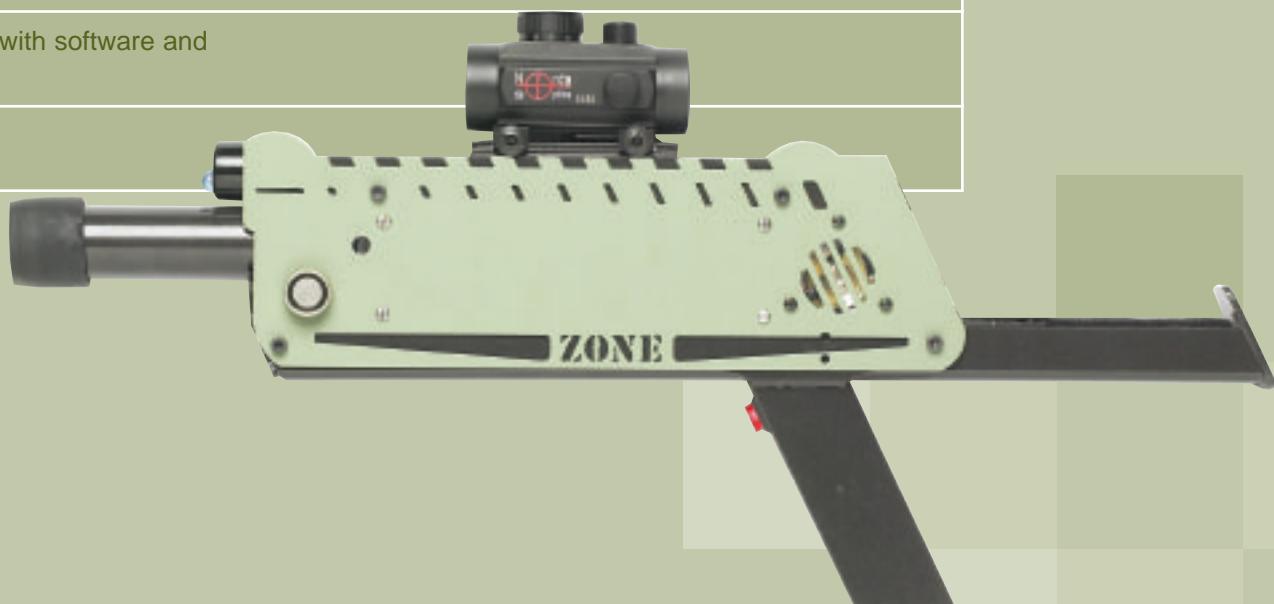
- ★ Polyurethane on alloy exoskeleton.
- ★ Scope - Red Dot.
- ★ Operation range 250 feet in full sunlight.
- ★ Graphical LCD.
- ★ In-built thermal charger.
- ★ Fully variable configuration,
software selected in mission parameter.
- ★ Carry strap.

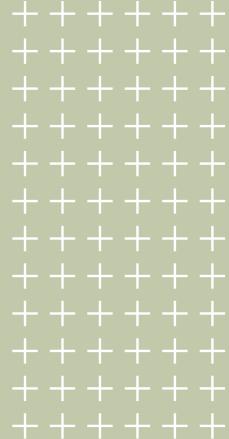




MP4 - MACHINE PISTOL

- ★ Supplied in packages of six guns.
- ★ In-built thermal charger.
- ★ Scope - Red Dot.
- ★ Range of 200 feet.
- ★ Default set up with 5 clips of 30 shots.
- ★ 100% reconfigurable with software and mission controller.
- ★ Ideal for kids





DBGG - GATLIN GUN

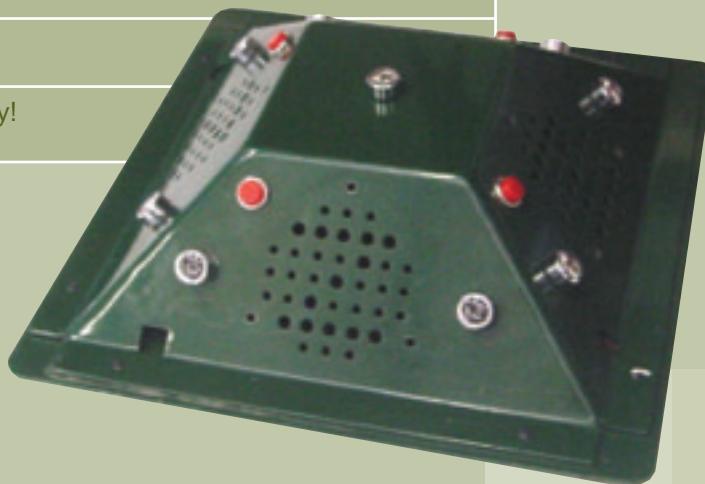
- ★ Black powder coated alloy.
- ★ 5 Ultra bright rotating pattern LEDs.
- ★ Super power IR.
- ★ Two button operation using Thumb Triggers.
- ★ External 12 volt power ammo pack, has to be removed and re-inserted for reloading.
- ★ Separate tripod.
- ★ 17 watt RMS power amp and sound system.
- ★ 350 rpm, 400 rounds per clip, 10 clips per load.



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SCATTER BURST MINE

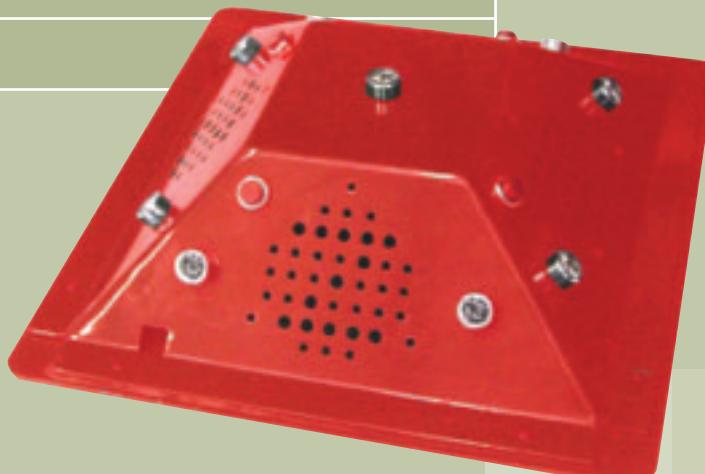
- ★ Steel upper on alloy base.
- ★ Green or tan color.
- ★ 360 X 180 degree kill pattern.
- ★ Super duty tough.
- ★ Pull cord/trip wire or hit code activation.
- ★ Team shot codes.
- ★ Can be disarmed if you're feeling lucky!



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AMMO DUMP

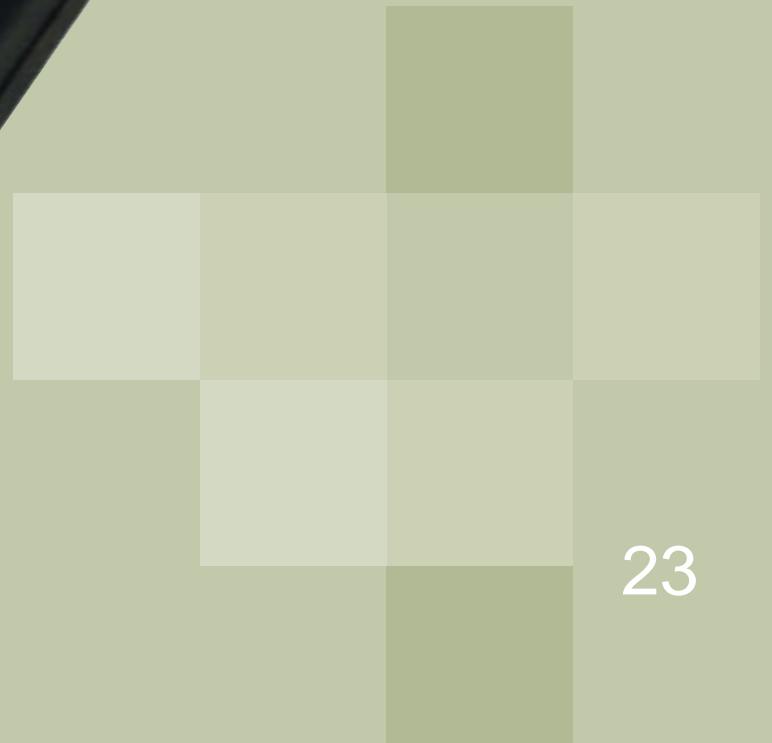
- ★ Steel upper on alloy base.
- ★ Fire red in color.
- ★ 180 degree pattern.
- ★ Super duty tough.
- ★ Team codes.
- ★ Ammo or re-spawn modes.



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MISSION CONTROLLER

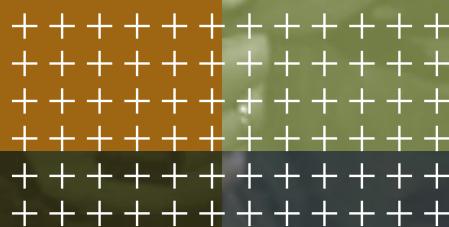
- ★ Hand held portable controller.
- ★ Rugged and compact in design.
- ★ Allows easy upload of game formats.
- ★ Referee mode to deal with problem customers.
- ★ Numerous game selections available.

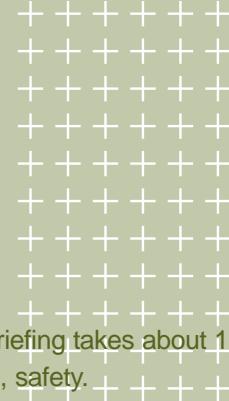


A close-up photograph of a woman wearing camouflage clothing and a helmet. She is looking through the scope of a rifle, which has a red dot sight. The background is blurred green foliage.

4.0

WHAT IS INVOLVED IN RUNNING AN OUTDOOR ZONE SKIRMISH BATTLEFIELD





GETTING A SESSION UNDERWAY

Outdoor Zone Skirmish games are easy to run and take seconds to start. A standard mission/safety briefing takes about 10 minutes. This typically covers how the guns work, the rules of the game, the objectives and, of course, safety.

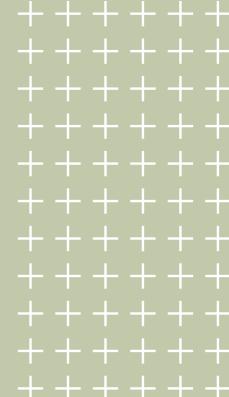
The guns come with many features and one of them is the speed in which a game can be started. All you have to do in order to start a game, with each player having the default settings, is point the remote control at the gun and push a button! It is that easy! If you wish to run a game with varied hit points, it takes only a couple of steps/seconds to configure it.

Typically a normal session starts off with what we call a "death match." This is a very simple format - all players split up into two reasonably even teams. The teams are then sent to different parts of the playing field, have their guns turned on and then start to battle. Each team's mission is to simply "kill" as many members of the other team as possible in the given game time. Most fields run 30 minute missions in two hour sessions. They start off with a "death match," which acts as a warm up and introduction, and follow that up with two base assaults. Each team gets a chance to defend and attack and all that is needed for a base is a flag or a landmark. There are thousands of other games that can be played. This equipment is also great for role-playing.

SUGGESTED STRUCTURE FOR A DAY SESSION

This really varies from field to field, and operator to operator. Most operators make booking compulsory and it is done much the same as a restaurant does. This encourages people to plan and commit, and also gives the operator a heads up when there is a busy day. It ensures that for under 14's and beginners every player plays every game and gives you a marketing edge over paintball, as it is perceived as better value. In paintball once you take a hit you are out. It is possible to be there at the paintball field for several hours and actually only play for several minutes. Also in using this format you push the fact that there are no hidden costs like buying more paint or gas, while running your sessions in this way gives you another marketing edge over indoor laser tag, as games there tend to last about 15 minutes.

Most operators run their sessions in the following format. On the weekend they have their general public sessions.



UNDER 14 BIRTHDAY PARTIES

- 11:45am Under 14 birthday party groups register and suit up.
- 12:00pm Under 14 birthday parties commence briefing.
- 1:00pm Under 14 session finishes.

This U/14 session is designed to cater mainly for 10, 11 and 12 year old birthday parties. In this age group the parent of the birthday boy/girl normally pays for the whole group. As you can imagine, this can get quite expensive, so they provide this cheaper package. They charge £10 per person and supply camouflage (cammo) shirts only. The game is a 1 x 30 minute team game with scores.

BEGINNERS

- 1:15pm Beginners registration and suit up.
- 1:45pm Commence briefing.
- 2:00pm Beginners commence.
- 4:00pm Beginners finish.

The beginner's session is for people who are either playing for the first time or have only played a couple of times previously. Regular players are not admitted into this session. They run 3 x 30 minute missions with a 10 minute break in between each mission. The first is always a death match and the second and third are a series of base assaults. This way each team gets a chance at attacking and defending. They charge £25 per student and £35 per adult, and they supply a full cammo outfit for each player.

THE OPEN

- 4:00pm Open registration.
- 4:30pm Open commences.
- 6:30pm Open finishes.

The open is for regular players who wish to experience some more detailed missions (Clan Wars) and would like more of a challenge. This is normally an older age group and will grow over time.



PRIVATE GROUPS

The mornings (9am – 11:30am) are left free for two reasons. The first is so private and corporate groups can book in for some weekend action and the second is to allow space for a second beginner's session as they quite often book up.

Midweek is kept open for the very profitable private and corporate groups.

There are many ways to structure your sessions and in fact several operators have gone for a different strategy. Some do it in hourly blocks where the players just turn up and play. Another way is to charge for extra lives or ammo, much like paintball. In order to do this you just give the players a number of tokens when they first pay. This token gets them an extra life or more ammo. Once the player runs out of tokens they have to purchase some more in order to keep playing.

We are more than happy to talk through the different options that you are considering.

CORPORATE GROUPS

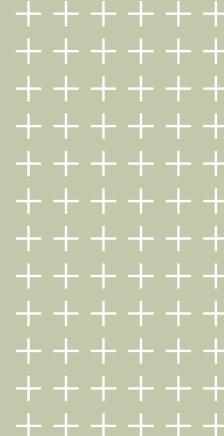
When running a corporate group it is important to know exactly what the group is hoping to get out of their Zone Skirmish experience. The best way is to ask the person who is organizing the group. Find out if they are after pure fun, a mixture of fun and a little bit of team building or is it a major team building exercise? It is vital to ask these questions.

If they are purely after some fun, you run the session the same as the beginners. If it is both they are after, it is important to encourage teamwork and before the start of each mission you can help them with tactics and give advice. The VIP Escort mission is great for this. One team has a VIP that they must safely get from point A to point B, while the other team has set an ambush up somewhere inside the battlefield.

We also have a program we call "Results Squad" which is like a boot camp for companies. Zone Skirmish has developed an advanced team building program that is uniquely exciting, challenging yet inclusive of the entire corporate team. The program is designed as a structured, very hands on and practical learning activity that stimulates the work group to work together towards a clear common goal. The seminar is structured into two parts. In the morning, participants are provided with an ice-breaker and a series of short missions. The afternoon session sees the group working together in a challenging, multi-phased mission that will see the team challenged in a wide variety of ways so that they have to implement the lessons learned in the morning to achieve a major objective.

WHY CORPORATE GROUPS CHOOSE OUTDOOR ZONE SKIRMISH

- To focus on communication, team work and leadership.
- To reward their team for achieving milestones, or having a successful year/quarter/month, or simply to launch a new year.
- To boost morale.
- To focus the team on new product launches, marketing campaigns or change incentives.
- To develop an "esprit de corps," a common spirit of comradeship, enthusiasm and devotion to a cause among the members of a group.
- To bring various people together into a goal orientated unit and promote teamwork between divisions or even entire organizations.
- But most importantly - **TO HAVE FUN!!!**





5.0

HELPING TO GET YOU ESTABLISHED AND PROVIDING YOU WITH CONTINUAL SUPPORT



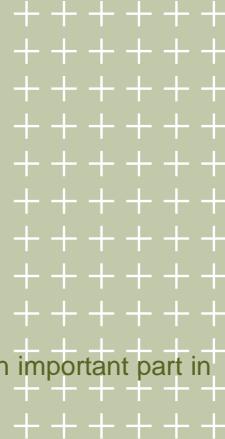
We offer investors the highest of standards and an international reputation for fun and safe family oriented entertainment. We offer immediate access to an established and proven market plus all the equipment, software, technology, business systems and management support needed to get into this phenomenal industry.

CAN I OPERATE AS A MOBILE BUSINESS?

The Zone Skirmish equipment was designed with this mind. It is completely mobile and can be used safely anywhere any time, day or night.

There is no software or computer needed, so all you need is some bush, buildings or anything else to hide behind. This gives you the ability to chase the work in the quieter periods and cater to large groups in a more flexible manner. Several fields operate without owning any land. Some lease land on a full time basis, while others rent only when required. This allows you to be one side of town one day and the other the next. It also helps keep your overhead down.

What a lot of operators try to do is to establish working relationships with several conference centers. This provides you with an amazing source of corporate work and gives the conference center the benefit of offering a team building activity on site. A big concern of conference centers is watching groups go off site and spend money at somebody else's premises. This is a great source of income, so utilize it.



LOCATION/SITE CONSIDERATIONS

SITE GUIDELINES

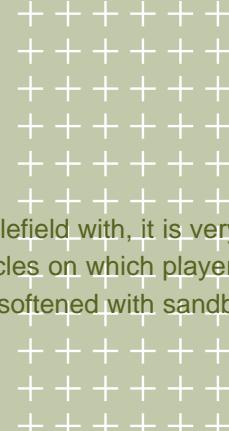
Location, Location, Location!!! As with all retailing concepts, selection of the correct site will play an important part in determining the profitability of your business.

The size of the land you need will depend very much on the size of the system you purchase. Zone Skirmish is unique in that it can offer a complete range of systems from the very small and simple to the large and extremely sophisticated. The type of system that you buy will depend primarily on the type of player that you are seeking to attract, the location of your site and your budget.

Outdoor Zone Skirmish is suitable for a wide variety of land types and even buildings. Prime retail space is expensive and unnecessary. Experience has shown that the following criteria are important in choosing your site:

- A population of at least 20,000 people within 45 minutes travel time.
- Space to have a playing area of sufficient size (see below).
- Easily accessible to younger players who are unlikely to have their own transport.
- The amount of land required will vary according to the density of the bush and the amount of cover used.

SYSTEM SIZE	MINIMUM BATTLEFIELD SPACE REQUIREMENT
20 guns	4500m ² / 1 Acre
30 guns	8500m ² / 2 Acres
50 guns	12500m ² / 3 Acres
100 guns	16500m ² / 4 Acres

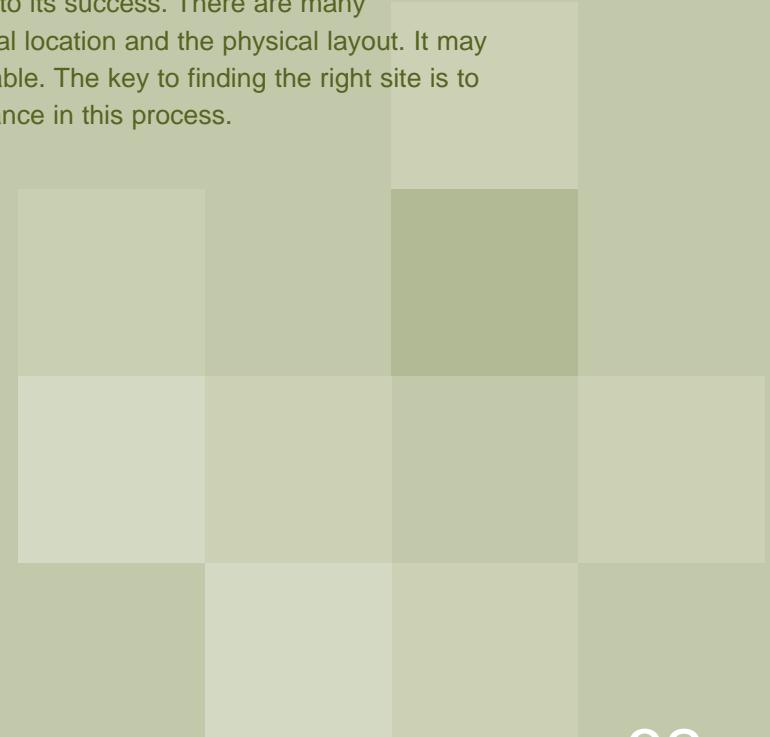


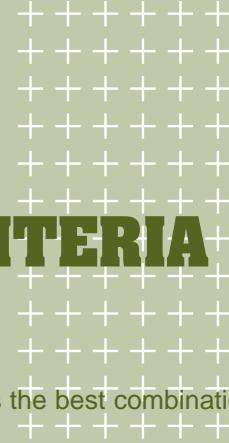
SAFETY IS NECESSARY - whatever building materials you choose to construct your battlefield with, it is very important that you consider safety at all times. There must be no sharp or jagged edges, or obstacles on which players could injure themselves. Any potentially dangerous spots (such as corners or steep bunkers) should be softened with sandbags, etc., or non-slip strips.

EXPENSE SHOULD BE REALISTIC - we strongly recommend that you do not spend "too much" money on battlefield construction by using expensive building materials. Exciting additions to the field can be found very cheaply by using your imagination and making natural trails.

SITE SELECTION CRITERIA

The proper or appropriate physical location of your Zone Skirmish facility is crucial to its success. There are many considerations to bear in mind when selecting a site, regarding both its geographical location and the physical layout. It may not be possible to meet all the criteria listed below and some compromise is inevitable. The key to finding the right site is to consider the relative importance of the criteria and Zone Systems can be of assistance in this process.





GEOGRAPHICAL SITE SELECTION CRITERIA

THE BATTLEFIELD STRUCTURE

The best locations for Zone Skirmish sites are out of town. The challenge is finding one that offers the best combination of customer traffic, accessibility and monthly rental payments.

Another possibility is a site within a semi-industrial area. If a semi-industrial site does meet some of the criteria for traffic flow, demographics and visibility, the comparatively lower rent may warrant consideration.

NEIGHBORING BUSINESSES

Other businesses in the vicinity should also be considered when looking at sites. Locating a site in close proximity to other entertainment facilities actually improves the potential for success, due to the increase in traffic volume. An example of a good site would be one out of town but quite close to a karting facility.

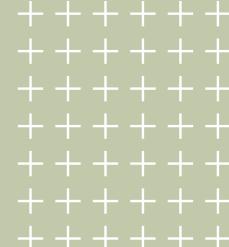
The only neighbors to avoid would be adult-oriented businesses. So for example, when considering a site near to a nightclub or pub, consider whether it detracts from the overall "family atmosphere" you are trying to present in the immediate area. The issue to keep in mind when selecting a site is to ask yourself whether parents would feel comfortable dropping off their children at the site for a day, afternoon or evening?

GENERAL AREA

The most important aspect as far as selecting one area over another is concerned is that of safety. Again, consider the comfort level of parents dropping off their children for a birthday party. Is there plenty of parking nearby?

PLANNING RESTRICTIONS

Some restrictions on signage may exist. These can vary in different areas, and from one landlord to another. Locations with signage restrictions should be considered with caution.



POPULATION DEMOGRAPHICS

The most important demographic criteria for a Zone Skirmish facility is population density. As a rule, there should be at least 20,000 residents within a 45-minute travel time from the site, and excellent locations can offer significantly more. Travel time refers not only to driving, but also time on public transportation or riding a bicycle, because many of the customers are under driving age. So if the bulk of the population base is more than a few miles from the site in question, even if driving time is short, it will be difficult to attract large numbers.



The second most important consideration with regard to demographics is the population distribution by age. A high percentage between the ages of 12 and 40 years old is desirable. Your real estate broker or even local library should be able to provide you with detailed demographics on the vicinity surrounding any site you are considering. You should be avoiding areas with a high proportion of retired or pension aged adults.

TRAFFIC DEMOGRAPHICS AND SITE VISIBILITY

Foot traffic statistics are very important in the selection process. Sometimes an ideal site must be removed from consideration due to insufficient traffic. The most successful centers are on main roads and these properties should generally be the first to be considered. Your real estate broker should be able to provide you with information regarding traffic.

The site should also be very visible if it is to take advantage of the surrounding traffic. It is strongly recommended that the location be either on a major road or clearly visible from one and have signage facilities facing in the correct direction.

PROXIMITY TO SCHOOLS, COLLEGES AND UNIVERSITIES

Proximity to high schools and colleges is an extremely important consideration. Your real estate broker should be able to point out nearby schools to you when inspecting sites. Public transportation, especially on a route to a high school or college, is also something to consider.

PHYSICAL SITE SELECTION CRITERIA

SPACE

The recommended total space for a Zone Skirmish site with a 30-gun system is around 2 acres. It may be desirable to open a facility somewhat larger than 2 acres, although many of the opening and ongoing expenses will rise accordingly. A site under 2 acres would detract significantly from the player experience for a 30-gun system and must therefore be avoided. However, this will be more appropriate for smaller systems. Please refer to the earlier section on site guidelines for size to gun ratios or contact Zone Systems.

PARKING

Unlike many other retail outlets, it does not require significant parking facilities for a site to be successful. This is due largely to the fact that customers tend to come in groups and much of the target market may be too young to drive. You may want to emphasize this point if needed to get planning permission, etc. However, parking should be recognized as being beneficial, particularly if you expect to focus on birthday parties for 8 to 12 year olds who will be dropped off by parents. Parking will also be required for your corporate and social groups.

OUTDOOR ZONE SKIRMISH AS AN ADD-ON ATTRACTION

Many leisure businesses have successfully added this to their existing venue – good examples are paintball fields, theme parks, adventure parks, farm parks and camping grounds. Outdoor Zone Skirmish will add a lot to an existing business and will certainly attract more people to your venue, opening up many new opportunities to add significantly to your income streams and ultimately your profits. For instance if you are currently running a paintball field you could (depending on the laws in your country) be missing out on a lot of the younger market. Not only are there no legal age restrictions for outdoor Zone Skirmish, but parents will be a lot more comfortable taking their children to this. It is proven that a lot more females play outdoor Zone Skirmish than paintball. This is a huge market that paintball fields have been missing out on for years.



6.0 OTHER THINGS TO CONSIDER



OPERATING COSTS

Operating costs for Zone Skirmish centers are low, consisting primarily of rent, rates, staff costs, utilities and insurance. Typically you would be using predominantly undeveloped land which will be much cheaper than rent for other businesses.

SERVICE AND BACK-UP

Fundamental to the Zone Systems and Zone Skirmish concept is a high level of service and support for our customers, before as well as after the sale of equipment. Whatever you need to know, incorporate, change, fix or understand – we are at your disposal.

TRAINING

Equally crucial to the smooth running of your center is having expertly trained staff who are always up to date with the latest technical and marketing developments. In addition to running complete staff training courses as part of our set-up package, Zone Systems also holds regular seminars at our corporate offices or one of our many sites dealing with all aspects of site operation, from marketing and operations for management to first line maintenance and basic operations for staff.

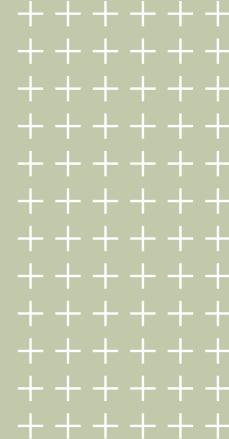
BRAND IMAGE – “COMBAT WITHOUT THE BRUISES”

From the start, Zone Systems has taken the view that a carefully developed brand image is an integral part of the package/operation, not only for the success of each individual field, but for our worldwide network of sites as a whole. The distinctive image based on the Tag-line "combat without the bruises" has helped to establish and reinforce the brand identity globally.

Outdoor Zone Skirmish marketing can be expanded by utilizing:

- Exterior signage designs.
- Merchandizing.
- Scorecards.
- Promotional materials.
- Membership cards.
- Staff uniforms.

All of the above have been designed in-house and our help is always available when you need advice on enhancing your operation.



PRE-SALE

We offer the following free services to Zone Systems customers:

- Business planning advice.
- Site feasibility.
- Preliminary design advice.

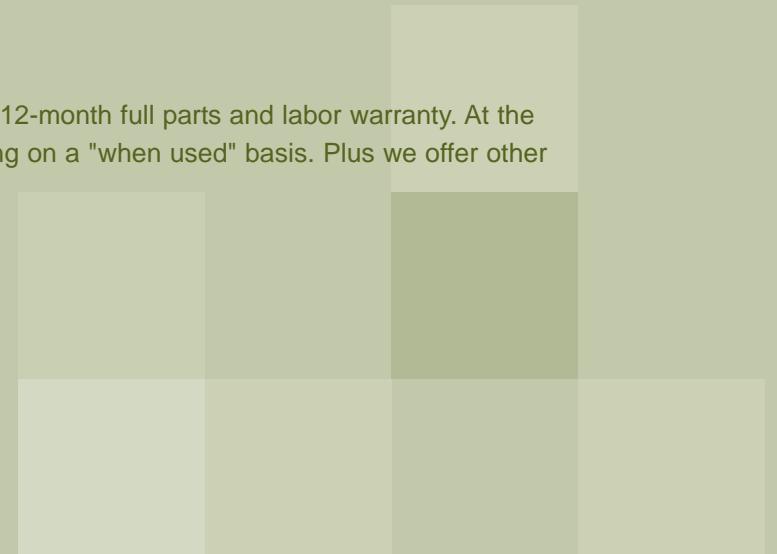
POST SALE - PRE-OPENING

Once you have made the decision to purchase outdoor Zone Skirmish equipment, we can be on hand to help at all the stages of opening your center. Specific assistance provided includes a comprehensive training program for your operational and technical staff.

POST OPENING - AFTER SALE

Our staff will assist with any problems that you might have. Zone Systems offers a 12-month full parts and labor warranty. At the end of your warranty period, we still will repair your equipment for you, only charging on a "when used" basis. Plus we offer other services such as:

- Technical support on call 363 days a year.
- Supply of consumable items i.e. merchandise.
- Access to upgrades and new software.
- Marketing and general business advice.





7.0 WHAT TO DO NEXT

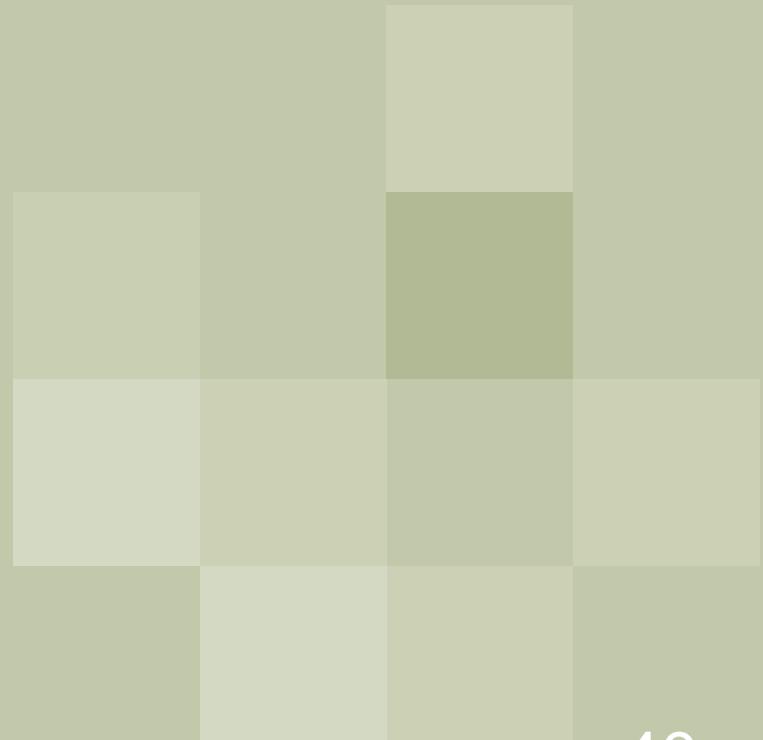


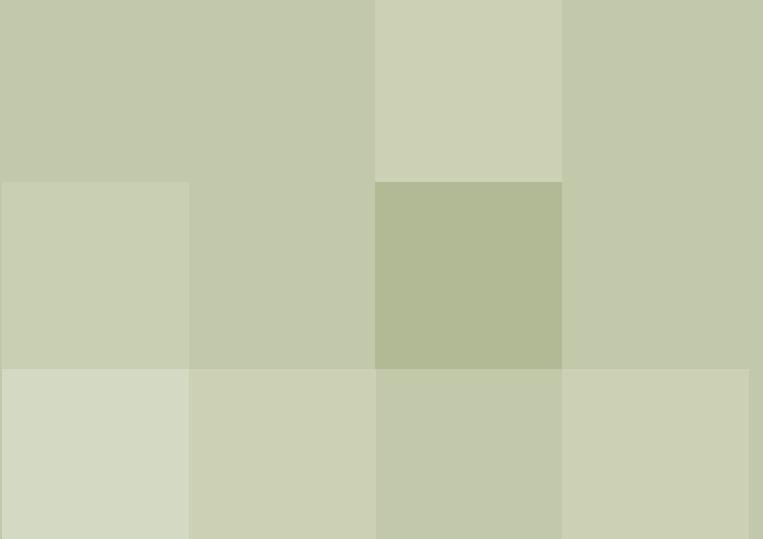


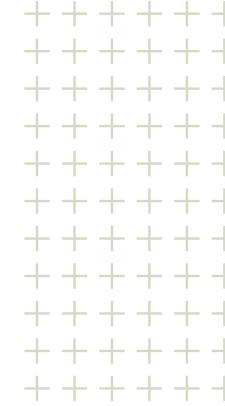
STEPS IN OPENING A ZONE SKIRMISH LOCATION - JUST TO GET YOU THINKING!

There are a number of required and optional steps involved in opening a Zone Skirmish facility. They are described briefly in the section that follows, but here is an outline of the most important steps. N.B. The requirements for opening your own site may vary slightly from the ones listed below.

- 1) Develop a business plan and timetable.
- 2) Enlist the assistance of appropriate professional advisers, such as:
 - A Real Estate agent.
 - A financial adviser.
- 3) Begin site selection.
- 4) Form the business entity.
- 5) Investigate local regulations.
- 6) Submit property specifications to your real estate agent.
- 7) Begin lease negotiations.
- 8) Sign lease.
- 9) Establish banking and financial services -
 - Open bank accounts.
 - Obtain credit card approval services and order data transfer machine.
 - Obtain payroll and/or accounting services.
- 10) Apply for local licenses and permits (see listing [5] above).



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| <p>11) Investigate telephone directory listing deadlines and place adverts.</p> <p>12) Call your sales representative and go over your program.</p> <p>13) Obtain insurance.</p> <p>14) Begin construction and/or leasehold improvements.</p> <p>15) Obtain utility and other services, such as:</p> <ul style="list-style-type: none"> - Electrical. - Telephone. - Sanitary, cleaning and hygiene services. - Recycling service. <p>16) Order equipment, such as:</p> <ul style="list-style-type: none"> - Exterior signage. - Zone Skirmish equipment and software. - Camouflage clothing and hats (several sets of assorted sizes). - Computer equipment (if Zone Systems is not supplying it). - Initial game supply package. - Opening inventory. <p>17) Recruit, hire and train personnel.</p> <p>18) Order and plan advertising and grand opening package.</p> <p>19) Develop vendor lists.</p> <p>20) Clean and prepare facility for opening.</p> |  |
|--|--|



If you would like more information, or have any questions regarding the information that you have just read, then please contact us on any of the following numbers and we will be pleased to help you in any way we can.

Tel: 1-877-484-9621

Fax: 1-303-805-2787

Email: ezpetes@comcast.net

Web: www.zoneskirmish.com

www.zonelasertag.com

www.pursuitzone.com

www.ewownow.com

ZONE SYSTEMS

Your partner for a successful business...



ZONE SKIRMISH - Price list March 2006

ITEM	UNIT PRICE
HK-16 Sniper Rifle (including battery)	\$1,650
AR-12 Assault Rifle (including battery)	\$1,350
SMG-9 – Sub Machine Gun (including battery)	\$1,150
MP4 – Small Machine Pistol (Package of 6 guns, red dot scope, incl. battery)	\$4,250
DBG – Gatling Gun	\$2,950
Scatter Burst Mine x 2	\$1,100
Ammo (Respawn) Dump x 2	\$900
Base Flag unit x 2	\$3,500
Handheld Mission Controller	\$350
Mission Control Software	\$1,400
Charger Unit (can charge up to 10 guns at a time)	\$350
Additional batteries	\$45
Acacia Point of Sale and Booking System Software	\$3,000
Laptop, PC & Printer package	\$2,000

All kinds of Zone Skirmish system combinations from 12 guns upwards are available.
Please ask for a quotation on your exact requirements.