

WIN
INVENTOR SERVICES PROGRAM
PIES-IX INNOVATION EVALUATION REPORT

December 6, 2000

Randy Rose
1112 Montana Ave.
Santa Monica, CA 90403

Dear Mr Rose::

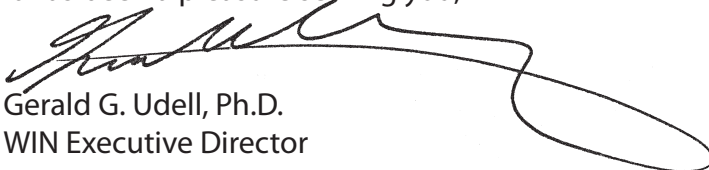
Your project is recommended for further development and commercialization. You have a right to be pleased with this news. Not many inventions reach this point. Earlier we did some experimenting in that we referred some inventions with "intermediate" evaluation scores. Without exception they came back the same way, thereby confirming our earlier standard. Less than 18% of the inventions we see receive SLR scores of .42 or more. Because of the intense battle for shelf space in the toy and game arena and the heavy domination of this product area by a few very large firms, it is uncommon for a game to receive an SLR of 42. Despite the unfavorable conditions of the T&G market, I am recommending further development/commercialization as your game is one of the better games of this type that I have seen.

EVALUATOR'S RECOMMENDATION

Risk is present in the development of every invention. Further investment should be made only after careful consideration of the risks involved. Our experience indicates that inventions receiving a Success Likelihood Rating (SLR) below thirty (30) have unacceptable risks and probably should be abandoned. Those with SLR scores between thirty and thirty-four (30-34) carry a high degree of risk, but may have sufficient (but limited) potential to warrant very limited and cautious investment. Ratings between thirty-five and thirty-nine (35-39) appear to have at least modest potential, but typically have some unknowns that need to be resolved. Inventions scoring an SLR of forty or forty-one (40-41) are considered to have an acceptable level of risk and sufficient potential to warrant further development, but have unknowns that need to be resolved. Ratings of forty-two (42) or more are considered to involve an acceptable level of risk and are recommended for further development. Accordingly, further investment in your invention:

IS NOT RECOMMENDED	(Under 30 SLR)
SHOULD BE VERY LIMITED AND CAUTIOUS	(Between 30-34 SLR)
SHOULD BE LIMITED AND CAUTIOUS	(Between 35-40 SLR)
IS RECOMMENDED BUT NEED TO RESOLVE UNKNOWNNS	(40-41 SLR)
IS RECOMMENDED FOR OTHER CHANNELS OF DISTRIBUTION	(42 and over SLR)
IS RECOMMENDED AND REFERRED TO WAL-MART — Local Purchase Program	(42 and over SLR)

It has been a pleasure serving you,



Gerald G. Udell, Ph.D.
WIN Executive Director