



FUTURE FIGHTERS: MEDIA KIT

WELCOME TO FUTURE FIGHTERS™ AND THE NEW WORLD OF “GAMING WITH PURPOSE”

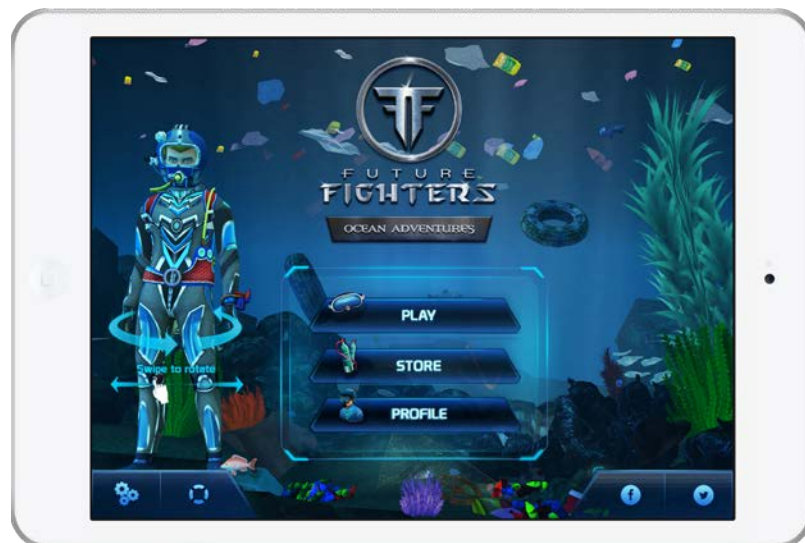
Future Fighters is an app-based gaming platform set out to create an alternative in the way gaming can be viewed, played and integrated into one's life. It began as a way to reach the masses through social media and mobile gaming that will not only educate but also inspire and be the start of a real *movement*.

Future Fighters will take a player on a journey through stunning real-world environments with 3D visuals. Manta, the underwater guide, will inform and educate as the player explores deep into the unknown and sees the many pollution issues in our oceans, waterways, air and on land.

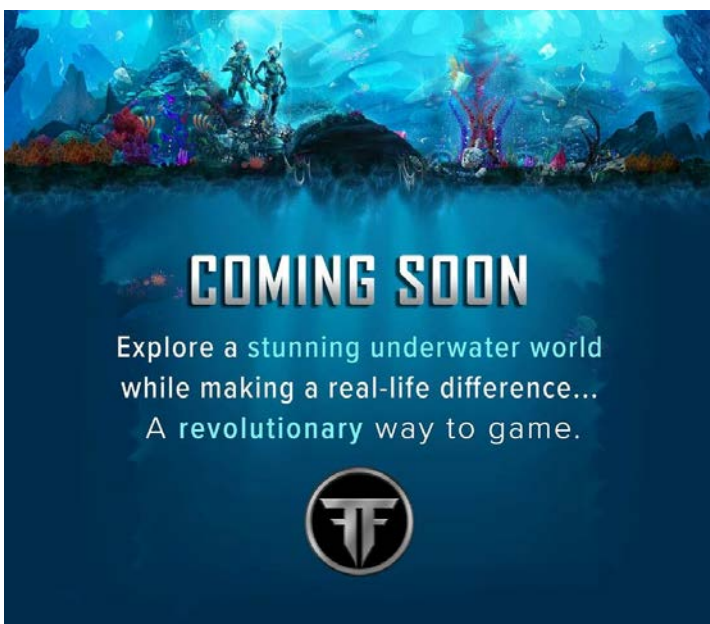
WHAT IS “GAMING WITH PURPOSE?”

Future Fighters will be donating 25% of revenue generated from the game to organizations that are assisting in eradicating the real-life issues threatening the welfare of this planet. This was the inspiration that we hope will transcend all of our lives, and is the essence and purpose of Future Fighters. To educate and inspire through a medium like gaming that can attempt to have a true viable impact in our world, to cross barriers and reach millions of people in our attempt to not just bring awareness surrounding environmental issues but for each and every one of us to take action against these issues.

This is more than a game; it's a lifestyle and a progression to create change. We invite everyone to join the adventure that will have real life results in one of the most unique gaming ideas to date.



FUTURE FIGHTERS: IMAGERY



Access videos & images at
<http://bit.ly/2iovBOs>

FUTURE FIGHTERS: TEAM



ASHLEY DAY – CEO

Ashley has 25 years of deep technology and broad based business leadership and early-stage investment and management experience. He has lead several entrepreneurial start-ups in the sustainable technology development arenas ranging from material and resource recycling and ocean oil spill reclamation to sustainable energy production and educational gaming applications. Ashley is a true visionary and an innovation catalyst as he has masterminded company reinventions across the entire spectrum of business, leaving organizations and people firmly grounded for sustainable growth well into the future. Ashley has been listed on 3 patents and featured in several book publications and documentaries.



KASEY STEWART – DIGITAL PR / CREATIVE DIRECTOR

With over 12 years experience in defining overarching creative vision and strategy, Kasey's passion is connecting brands with people through authentic, relevant stories across connected media channels. Having worked across industries, Kasey has been doing extensive work in the consumer electronics industry and emerging technologies, including 360° and VR. Kasey has steered the creative delivery and vision on many global brands including Samsung, Adidas, Nokia, THQ, Netflix, Flip Video, IBM, BlackBerry, Home Depot and Lowe's. Latest endeavors as a VP and Group Creative Director that oversees all creative design at Rosetta for Samsung retail nationwide, where creative teams produce digital content through photo shoots, video shoots, mobile apps, sizzle reels, web, social and interactive experiences.



DOUG WOODRING – BUSINESS DEVELOPMENT / OUTREACH PROGRAMS

Doug is the Co-Founder of Ocean Recovery Alliance, a non-profit organization which is focused on bringing innovative solutions, technology, collaborations and policy together to impact positive improvements for the health of the ocean. Two of its global programs were launched at the Clinton Global Initiative in 2010, including the Global Alert platform for reporting trash hotspots around the world. He is a United Nations Environment (UNEP) Climate Hero, and Google Earth Hero for his efforts, and has been on the advisory board of the XPrize, and The Economist's World Oceans Summit. In 2011, he co-authored the UNEP Yearbook chapter on the danger of plastic in the ocean, and Ocean Recovery Alliance is the first NGO in the world to be working with both UNEP and the World Bank on plastic pollution and ocean issues. He is the founder of the Plasticity Forum which focuses on plastic innovation, design, materials recycling and solutions, without the waste footprint, and is on the Advisory Committee of Wharton's Institute for Global Environmental Leadership.



GREG CONSIGLIO – BUSINESS DEVELOPMENT / PR

Greg holds broad operational and business development experience from both private and public companies in the US and abroad having held executive roles at Beatport, LLC. (President & CEO), SFX Entertainment (President and COO), Viggie Inc. (President and COO), Ticketmaster Entertainment (Executive VP, Business Development), and AOL (Senior VP, International Operations). His experience has included over half a billion dollars worth of private and public equity transactions through M/A, investment and joint venture activity in the US and internationally.



TED LILLY – CO-FOUNDER

Retired Major League Baseball player, investor and environmental activist.

FUTURE FIGHTERS: INFO

AVAILABILITY

Future Fighters will be available for download in the App Store and Google Play. The anticipated launch date is December 2017.

THE MISSION

You are tasked with using your skills, ideas and technological know-how to help eradicate the dangers caused by humanity that threaten our planet. Develop your own Future Fighter character that best represents you, give him/her a name and a face so we can track your progress among the legion of others that have come before you in trying to make a difference. Your mission is to establish Future Fighter status by collecting all the pollutants, fixing the problems, and completing each level. With your help, and by playing Future Fighters, you are helping to change the world to be a cleaner, more sustainable place for the future.

In real life, your legacy is created by the stories others tell about you and the inspirations they find in your life and in the life of others. In Future Fighters, your Legacy is determined by which "Tides" you manipulate the most in the attempt to create a meaningful future. Do you use your wisdom to help others? Do you seek power for the greater good? Take whatever action is necessary to aid those around you and the environment that surrounds you! Perhaps you're just in it for the prestige of being a Future Fighter, your passion for the planet or the money. Whichever it is, your choices will move the Tides and your Legacy will soon be revealed.

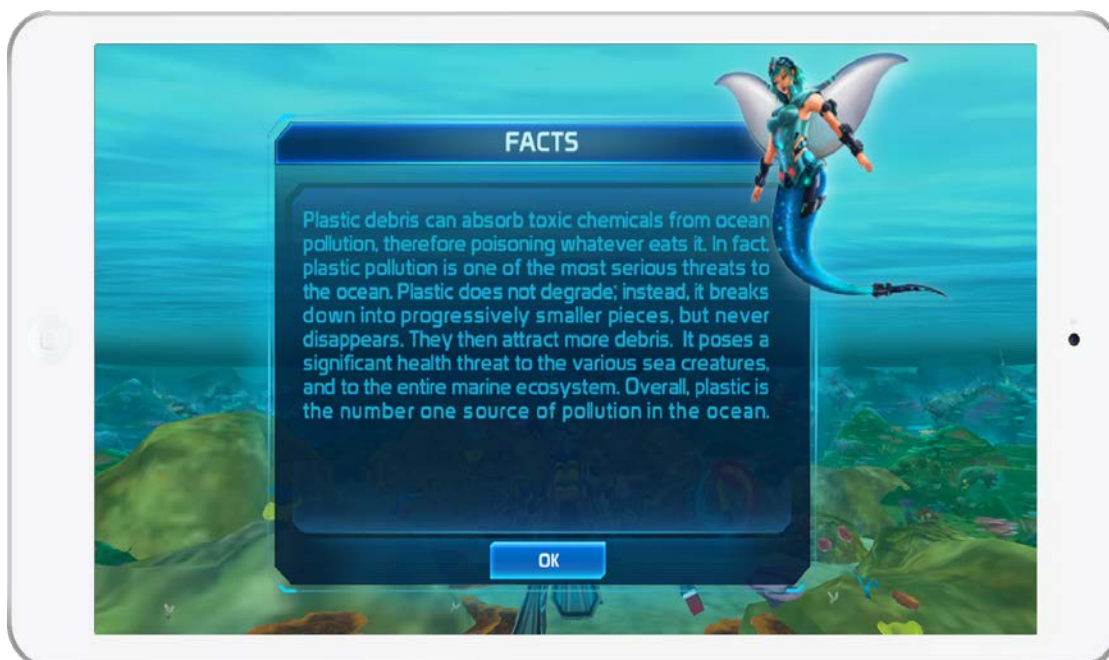
GAME FUNCTIONALITY

We've created stunning underwater 3D environments for you to go on epic adventures through the deep seas and shallow waters of our ocean. Create your customized character to navigate through a labyrinth of underwater rocks and sea life as you collect marine debris, stop oil spills, free entangled sea life and shoot pollutants that don't belong. Listen and watch, as Manta will be your guiding light to assist you in accomplishing and becoming a Future Fighter.

NON-PROFIT PARTNERS

Future Fighters is partnering with the top non-profit organizations in the world who have a vision and passion for ocean cleanup and preservation. These organizations have an already captivated audience for environmental cleanup that we will have access to. Non-profits will include Future Fighters in their websites, newsletters, mailing list and partner for fund raising events.

- Ocean Recovery Alliance
- Share the Stoke
- World Wildlife Fund
- Plastic Pollution Coalition
- Surfrider Foundation
- WildAid
- Deep Sea Conservation International
- The Black Fish
- Antarctic Southern Ocean Coalition
- Blue Ocean Institute
- Blue Frontier Campaign
- Conservation International



EDUTAINMENT

The future of education is gaming and Future Fighters is on the leading edge. What better way to educate students about the impacts of litter on our environment than through gaming?

In-game messaging will teach students about the pollutions that exist, and how they are helping to solve the problem.

We plan to partner with educational systems around the US to implement an "Edutainment" period where students will play the game and become the next generation of Future Fighters while at school.

FUTURE FIGHTERS: PRESS RELEASE

For Immediate Release

TBD

Contact:

Ashley Day, ashley@futurefighters.org

FREE MOBILE GAME RAISES AWARENESS OF OCEAN POLLUTION, DONATING A PERCENTAGE OF REVENUE TO MARINE CLEAN UP EFFORTS

Future Fighters launches Indiegogo campaign to crowdsource its development effort and build momentum from the community.

SAN LUIS OBISPO, Calif. – A team of passionate ocean entrepreneurs have joined forces to create a revolutionary new gaming experience that turns entertaining gameplay into an opportunity to “do good.”

An app-based gaming platform, Future Fighters takes players on an underwater adventure where they are tasked with collecting marine litter, stopping oil spills and freeing entangled sea life, all while navigating treacherous undersea environments. Additionally, to progress, players will have to complete trivia that will educate players about the importance of ocean activism.

“We are all from diverse backgrounds but we have one major common thread, and that’s a passion for our planet,” Kasey Stewart, Future Fighters Creative Director. “We can now come together in a unique way, sharing our mutual interest for adventure... on our new gaming platform. You can play, share and be involved in this experience that can have a real impact on the planet, starting with ocean clean up.”

To take things a step further, Future Fighters offers real-life impact opportunities from gameplay. The more players eradicate pollutants and dangers in the game’s underwater labyrinth, the more money that is donated to a select group of non-profit organizations dedicated to ocean cleanup and preservation.

“We’re going to donate a portion of all profits that Future Fighters generates to select nonprofit, boots on the ground organizations,” says Ashley Day, Future Fighters CEO. “So, we encourage you to spread the word and be a part of this mission. Change for the better could just be a download away.”

Future Fighters is changing the way people view the environment through an incredible movement where social media and gaming are merged together with real-world scenarios, and where the activities then actually lead to help real world problems, create excitement, momentum, empowerment and knowledge that players will be proud to be part of. Through this medium, people will feel they can have a voice to larger issues in our environment, all while adventuring underwater in the Future Fighter world.

“This game really transcends the gaming and entertainment space with real world issues that we have been working on for years via Ocean Recovery Alliance,” says Doug Woodring, Co-Founder of Ocean Recovery Alliance. “The ocean faces so many issues, many of which are solvable, but they need momentum, focus and ‘all hands on deck,’ and Future Fighters will allow NGOs that are working on the frontlines to gain resources to expand their work, simply from those playing the game.”

Currently, the Future Fighter’s team is working hard to wrap up the app’s development and is looking to the community for support and additional funding resources before the game can be launched. An Indiegogo campaign for Future Fighters has been created, which offers donors a variety of “thank you” prizes including social media shout outs, t-shirts, hats, in-game power ups and much more. Visit the website to learn more about Future Fighters and how you can help be a part of a revolutionary gaming experience.

For more information, visit futurefighters.org.

To support the game, visit the Indiegogo campaign [here](#).

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About Future Fighters

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FUTURE FIGHTERS: CONTACT

FOR MEDIA INQUIRIES CONTACT:

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