

2019-20 FOOTBALL
ATS LOCK CLUB

ONE

YOUR TAILORED BETTING PORTFOLIO

NETWORK OF EXPERTS

A PREMIUM

I get asked regularly about the secrets to being a consistent, winning sports bettor. Like there's this "Holy Grail" or magic formula that once you crack this mysterious code, winners will just pour out of a faucet. The truth is, there's nothing easy about winning. However, it is possible to win season after season consistently.

With over a quarter of a century in the industry, seeing all sides, we've developed a premium network of experts that I'm confident has the highest winning percentage of anyone out there.

Look, I'm not saying there's not someone out there who does better. I'm just saying that we monitor every pro sports bettor, handicapping service and media prognosticator out there, and our guys outperform them all. We love what we do. Some people in the industry have called us obsessive. Other critics have labeled us 'savants', like that's a bad thing. But what it boils down to is that we have an undying passion for what we do.

We've worked really hard to get here, but now we've taken over 27 years of

experience and cutting edge technology to give players the **ONE** advantage they've been looking for.

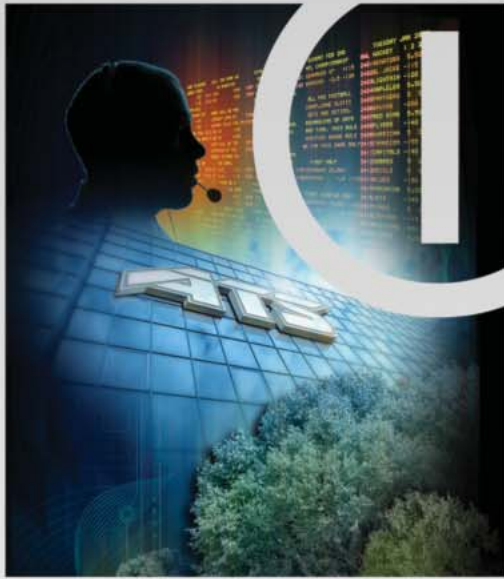
ATS ONE is it, if you're a serious player. If you're just playing around with your buddies on the weekends, then it probably isn't for you. I spoke with a client just the other day who said to me, *"I wish I could be on the front lines of what you do every day."* **ATS ONE** does just that and a lot more.

Let me tell you a bit about what goes into a project like **ATS ONE**, and see if you're ready for it. I guarantee you've never seen anything like this before.

The secret to beating the linesmakers, is to be a linesmaker.

After all, these are the people who set the parameters by which you will ultimately win or lose. **First, let's get one thing established:** I'm sure you've probably heard via major sports news outlets and articles from 'former linesmakers' that are now out in public domain and talking about their insider tips. You may have even seen other linesmakers "fronting" their own pick selling business.





But there's one thing to remember: these are "ex-linesmakers". If they were as good as they claim to be, they wouldn't be "ex" anything. They wouldn't charge for interviews or front for a consulting service. They'd still make opening odds and set lines. Trust me, a sportsbook won't let a guy that good go. A linesmaker worth his salt doesn't become an "ex" unless he's just not hitting his mark.

Think about it - would you take advice from an ex-physician? An ex-plumber? An ex-mechanic? Of course not, and your betting endeavors shouldn't be any different.

And even the oddsmakers who work at any given sportsbook are not the originators of the opening line anyway. These are just linesmakers who move the lines as the money comes in to balance the action for their book. That's it.

We've taken the only logical step: to secure a currently working, opening lines oddsmaker positioned at one of the key sportsbooks in the world. We're not talking the low-level-move-the-

line-as-the-money-comes-in linesmaker. We're talking about an originator. Nobody, and I repeat nobody, can make that claim. It gives us a huge advantage right out of the gate.

The linesmaker isn't setting bad lines on purpose either. What you need to understand is the originators don't set lines for what they think the margin of victory will be, they set lines for where the public money will be split. Most of the time they're pretty close, but sometimes there's a significant gap. And that's the type of value you want from the start.

CLASSIFIED INFORMATION MEETS CUTTING EDGE TECHNOLOGY

In these days of technological advancement, I'm sure you can guess it's an involved and complex scenario of data derived from analytics. There's sophisticated data collected about every player, injury, coaching tendencies and more that are then run through "sims," or simulations. These sims run the game with the data they're given and predict a probable outcome.

But they only work as good as the data one puts in. We've developed and acquired our own analytics team complete with a lot of the same systems the linesmakers use. But we've gone one revolutionary step further: **Social media data gathering and analysis.**

A HUGE
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Here's an example: You see a player go on a Twitter rant - everyone does it from time to time, but he's up until 2amET with a game later that day. Now I'm not saying he won't be at his best, but you can't guarantee what he was Tweeting about earlier that morning won't be on his mind.

It's important now, isn't it? That silly Facebook post or Tweet gives you insight into that player's psyche and ultimately their on-field performance. What they like and don't like, their general mood, what they're passionate about and what occupies their minds off the field.



With all that, you can build a personality profile that you can measure. With that information we can build models that outperform sportsbook data systems. We have a team that monitors every social media outlet, every player, coach and even owners - in every sport. That information is then given to the Analytics team who compare that data to projected game outcomes.

In many ways, we exceed the sportsbook's capabilities in the venue of

information gathering because we don't just focus on past results and player statistics. Sure, all that is invaluable, but we go deeper into actual team personnel profiles than anyone.

ITS ALL ABOUT THE RELATIONSHIPS

In this business, if you don't produce winners, you don't last. It's really that simple. For nearly three decades we've seen them come and go. We've put a lot of money back into the company as the years went on. That kind of dedication to vision is why we're the most successful in the industry. We recognized early on, that if we were going to survive, we'd have to bring clients success consistently.

Because of our long standing profile in the gaming industry, we've cultivated relationships with many people who can aid us in every aspect of the goal of our company.

How would you like to have information from a guy who is in the locker room regularly, sits in on team meetings, knows the coach, and sees the inner workings of the organization? The 68 year old beat writer from a local paper who's followed some team players since high school is just that kind of guy. He's turned down bigger writ-

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ing opportunities, because he's so devoted to his local team, but it's not just that. Most of his friends are team faculty or coaches, and he considers some of the team players like his own sons. He's in the inner sanctum of the team's daily goings on. This is not someone who has to sneak around the edge of practice or creep into a locker room without anyone seeing him. He's invited by the head coach. He's been around the team longer than some of the coaches, who are now asking *him* what he thinks of changing certain team strategies. Most team faculty is compartmentalized - but this guy has the run of the whole place. He sees and hears anything worth knowing about.

And being around for as long as we have, we forged relationships with many people just like him in venues nationwide.

There's a human aspect that cannot be ignored in this business. To be successful, you must build relationships. Longevity is key to getting more contacts, building more relationships, and assembling truly gifted teams of experts.

IT'S ALL ABOUT THE ROI

Ultimately, return on investment is the goal here. Classically speaking, a success rate in the upper 50 percentile would be pretty good,

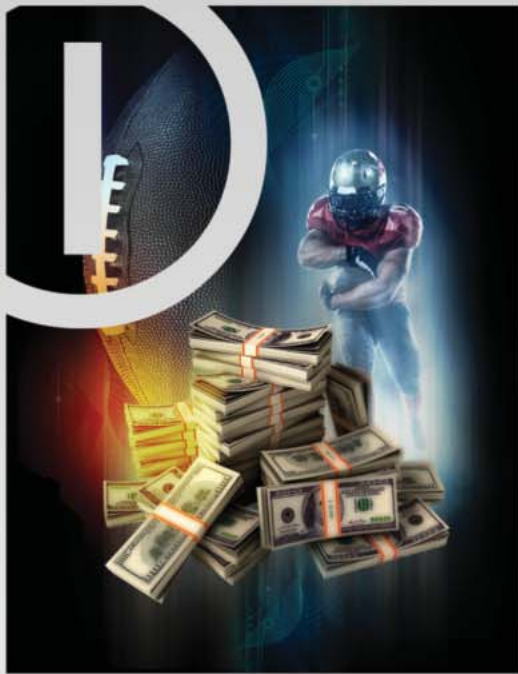
considering 52.34% is a break-even point. I mean, you really couldn't expect much more than that. But these days technology and instantaneous data access has changed the game. Mid to upper 50 percentiles just don't cut it anymore with inflated vig and far sharper lines than anytime in betting history.

The truth is, a mid to upper 60 percentile is where you have to be these days to actually make money. Even though that's the current norm, ATS has been **achieving that since day one.**

Ever heard of a service bragging about a 75-80 percent win rate? Here's the truth: that is an unequivocal impossibility. Everyone has winning weeks now and again - even winning seasons - but ask these services how they've performed over 5 years. 10 years? How about 20 years? You'll find they all fall short, plus one unsurprising fact: most haven't been around long enough to provide that kind of long-time history in the first place.

Verified documented results throughout our history have earned us the respect





of a lot of people, some of them our competitors. Many firms play the game of hyping winners while downplaying losses. You want the honest results, not just the highlights. Again, would you take advice from a financial adviser who only talked about his most prominent successes? You might think that's an off the wall comparison, but sports betting is the same as any other investment opportunity. You want verified documented results and an open-book policy from

day one, and if you're putting your trust in us, **you deserve that.**

MONEY MANAGEMENT

For a sports bettor, money management is equally important in making money as picking winners is. The basic idea of bankroll management is to define and follow a set of rules that determine how much to stake on any given wager. These rules should be based on your overall bankroll, total profit/loss for a given set of time, and your betting goals. We go into detail about how to establish these rules once you become a member.

First, though, we should point out that good bankroll management requires strong discipline. Managing your money correctly is one thing, but actually doing it is more challenging. There's little benefit in being disciplined 90% of the time if you lose self-control the other 10% of the time. Our job is to protect your bankroll by minimizing risk.

The **ATS ONE** program has the financial advisers who can devise that careful measured balance to your specific game play and financial situation. What that means is instead of short lived financial windfalls, you get larger scale winnings more consistently over your entire season. It's about the sharp guidance we give every **ONE** client regarding not only how much to bet, but how much more to lay on a game from your previous winnings to compound the next success into more profit.

Other firms are about impressing you once, just enough to draw you in. That short financial spike is followed by crushing losses that have you chasing the rest of the season. Without balanced financial guidance, a season can go south quickly. **ATS** is one of the only firms offering such experienced management of your portfolio to ensure steady, overwhelming success of financial growth over the long term.

EXPERIENCED MANAGEMENT OF YOUR PORTFOLIO

MORE THAN EVER BEFORE CONNECTED

PERSONALIZED SERVICE

The **ATS ONE** team wants to help you assemble a sports betting portfolio like you've never known. But this is so much more than a subscription to selections. **ATS ONE** is the direct line to your personal consultant who provides you with customized betting opportunities tailored to your specific financial goals.

You'll have access to every top-rated selection you could ask for, but you'll be plugged directly into the machine that is the **ATS ONE** team. Our revolutionary **ONE** app will not only give you your selections at lightning speed and ease, but it plugs you in, in real time, to the backbone of the **ONE** team with on-the-spot contact to your **ONE** portfolio agent 24/7. He's available to consult with you about last minute betting decisions or bankroll management.

Don't want to talk to your agent directly? No problem. You can access everything you need through the app, still in real time and at your convenience. You can be as hands-on or hands-off as you want. Either way you're getting the best there is. Don't use smartphones? We can text and/or email you the picks as well as being able to pick up

your selections on our web-site.

You're connected more than ever before with a team born of 27 plus years of success in the sports betting industry. You're connected to a revolutionary social media monitoring team, all the inside contacts, the opening lines-maker, and the money management/financial team.

In the end, you'll get the most solid selections available.

That's really what it all comes down to for us-knowing how all the pieces I've described are assembled and meticulously analyzed to give you the kind of selection you can lean on, time after time.

It's the people who matter when you get down to brass tacks. You can have all the technological advancement, the contacts, and the data you want, but if you're not passionate about what you do, it's all for naught. People passionate about what they do makes the difference. That's what has set us apart for over 27 years.

The One You've been searching for is here. ■



As a member of the **ATS ONE** service, there is no more to buy and no hidden costs, because you are getting the best we have to offer every single day.

Here's what you will receive:

- ▶ All the Locks of the Year - the College Lock of the Year, the Pro Lock of the Year, the Underdog Lock of the Year, the Bowl Lock of the Year, Early Lock of the Year, Pro Platinum, College Smash, Playoff Lock, etc.
- ▶ All the Locks of the Month.
- ▶ All the Locks of the Week.
- ▶ All the Parlays, Triple Crowns and Grand Slams.
- ▶ All Platinum and Smash Games
- ▶ All other Lock Games.
- ▶ All post-season selections.
- ▶ All Lock Club service games.
- ▶ All our Top Plays each weekday.

Complete money-management system on all plays released.

- ▶ A personal account representative to handle your account.
- ▶ Four easy ways to receive your selections. (see below)

2019-20 ATS ONE LOCK CLUB PROJECTIONS

\$50 BETTORS	\$13,550.00 PROFIT
\$100 BETTORS	\$27,100.00 PROFIT
\$500 BETTORS	\$135,500.00 PROFIT
\$1000 BETTORS	\$271,000.00 PROFIT

We know how valuable your time is, so we have made sure that we have put our resources into the latest advances in technology in order to enable our clients to receive their winning selections in five easy ways:

- 1) Traditional way (simply call toll free 1-800-772-1287 and speak with an account rep).
- 2) Online Through Our Secure Website: www.atswins.com.

3) SMS Text Messaging (your plays will be texted to your phone).

4) Email.

5) If you're interested in the cutting edge technology of all that **ATS ONE** has to offer, you can get all your picks plus all the late breaking information through the revolutionary and exclusive **ATS ONE** app.

Our business hours are from 10am (EST) to 7pm (EST) on weekdays and from 8am (EST) to 1pm (EST) on Saturdays and 9am (EST) to 1pm (EST) on Sundays.

We're always here to answer any questions you might have. Selections are always released at least four to five hours before the first game of the day starts, so you will never have a problem getting through. It is very important that you get your selections on a daily basis and utilize our Money Management System so that we can help you maximize your profits throughout the entire season.

Call **1-800-772-1287** or email **one@atswins.com** now to partake of the best we have to offer - bar none. Be quick though, space in **ATS ONE** is limited to the number of clients we can service. **For the next 7 days, special pricing is available.**

We Hope to Hear from You Soon,



Jordan Runco
President & CEO
ATSwins.com