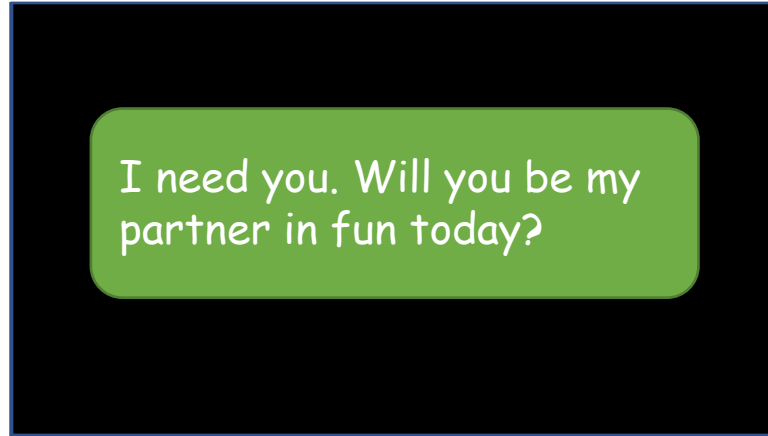


Pickleball, Inc. Storyboard: "We Started the Game. Let's Go Play."



The Concept: A man gets a text message. "I need you." His favorite person has his attention. "Will you be my partner in fun today?" "Yes." He will.

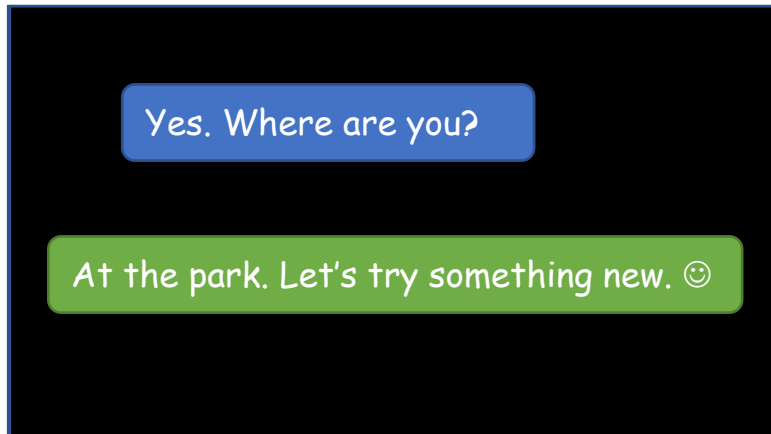
Jessie waits in the park. Someone throws our hero a strange looking ball. "What's this?" A woman comes into view. It's Daisy. She loves to challenge Jessie. "Pickleball. "Let's go play!" (In the words of Adam Ant, they're "desperate but not serious.") Like Jessie and Daisy, we all need connection, someone we trust, our go-to person for unexpected adventures, our partner in fun. Allow your inner child to come out and play. Bring your Go-Bag of gear and a friend. Discover the best kept sport that's been hiding in plain sight. Maybe you've never even heard of the fastest growing game in the country that's been around since 1965. That's ok. You're in good company. "Pickleball Inc. We started the game. Let's go play."



Shot 1. CU: *Opening music begins and plays intermittently throughout the ad. A cell phone pings. There is a new text message. "I need you. Will you be my partner in fun today?"*



Shot 2. CU: *Jessie smiles at the message. He starts to type.*



Shot 3. CU: *Jessie exchanges text messages with his favorite person. "Yes. Where are you?" "At the park. Let's try something new. 😊"*



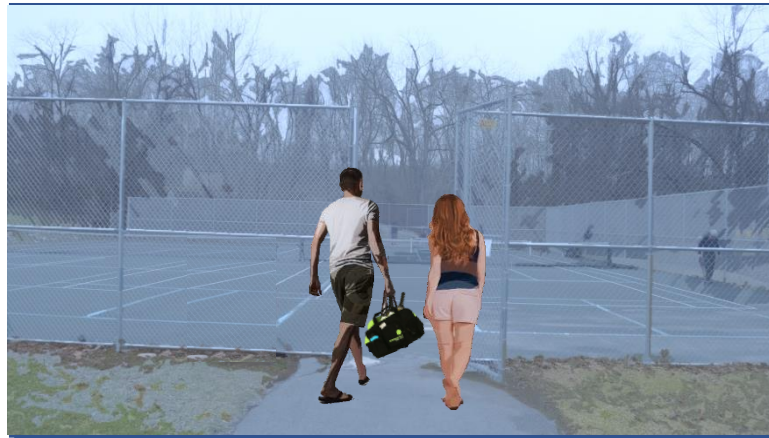
Shot 4. MS: *Cut to Jessie waiting at the park. Offscreen, someone tosses a ball to Jessie.*



Shot 5. MS: *Jessie catches the ball and asks, "What's this?"*



Shot 6. MS: Daisy turns another ball in her hand. Smiling, she replies, "Pickleball. Let's go play!"



Shot 7. WS: B-roll of Jessie and Daisy. They head to the court, carrying the Pickleball Inc., Go-Bag.

The narrator says, "Discover the best kept sport that's been hiding in plain sight since 1965. Maybe you've never even heard of the fastest growing game in the country. That's ok. You're in good company."

Grab your Go-Bag of essentials. Beyond the net, you'll need your Pickleball paddles and balls. Oh, and bring a friend."



Shot 8. WS: A ball flies toward the viewer. The narrator says, "Pickleball, Inc. We started the game. Let's go play."