

Digital Entertainment Rewards



- **Music Download Cards** – Customers select from 3.5+ million songs for their iPod / digital player or ringtones for their cell phone.
- **Custom Electronic Skins** – Customers create their own design (by uploading a picture or utilizing the on-line design tools) for a custom look to their iPod, cell phone, or laptop. Skins are custom printed, cut to fit the contours of each device, and shipped to the customer.



- **Personalized Luggage Tags** – Customers upload their photo and contact information. Two luggage tags (with straps) are custom printed, with the brand's logo and then mailed to the customer.
- **On-Line Sweepstakes Cards** – Prize pool tailored to maximize customer excitement, based on target demographics and promotion budget.

- **Digital Photo Card** – Customers upload their digital photos and enter their shipping information. Their digital photos (4"x6" glossy prints) are professionally printed and mailed to the customer.
- **Plant-a-Tree Cards** – A tree will be planted in the enrollee's honor in a USA reforestation program. Enrollee receives electronic certificate acknowledging their contribution. (Jan. 2011)

Find Out What You Have Won!

Simply fill out the prize fulfillment form below and click "Submit." Your prize will be instantly revealed via pop up screen and email.

First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Company	<input type="text"/>
Email Address*	<input type="text"/>
Home Address (No P.O. Boxes, please!)	<input type="text"/>
Phone Number (including area code)	<input type="text"/>
PID number (on scratch-off card)	<input type="text"/>

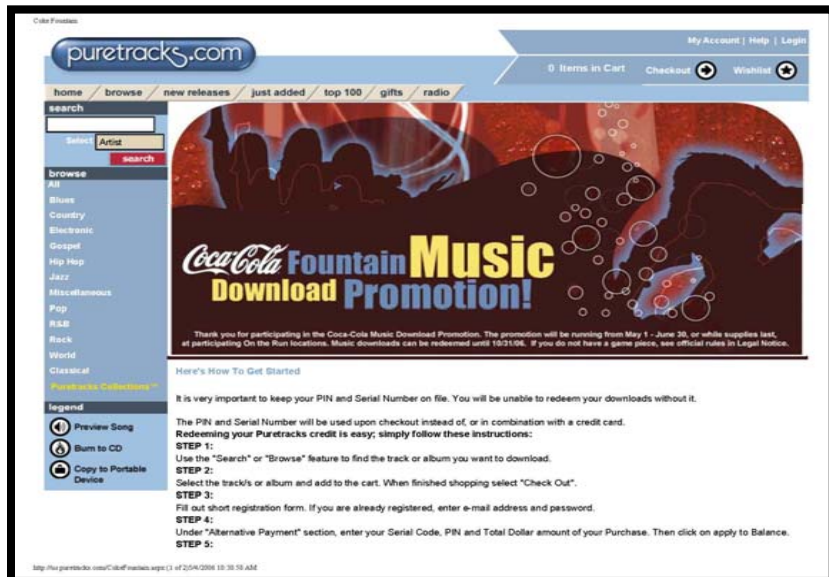
* Indicates required field

SUBMIT

Demographically Targeted Rewards

Music & Ringtone Downloads

- Customer choice of either music downloads or cellular ringtones
- All MP3 Library – same format as iTunes
- 3.5+ Million songs - all labels and thousands of independent artists
- No Software or Music Player download required
- Live Customer Service



On-Line Sweepstakes

- Customers must complete the registration / survey, to find out the prize they have won.
 - Customize the registration fields to capture data for future marketing initiatives.
- Combine with any of the digital reward products or a unique prize pool.
 - Mix in iPods, Gift Cards, or a Trip to add excitement and increase customer participation.
- **Everyone is a winner!**

A screenshot of a prize fulfillment form titled "Find Out What You Have Won!". The form is set against a dark background with a starburst effect. At the top right, there is a small image of a woman with her hands on her head, looking excited, with the text "YOU'RE A WINNER! COMPLIMENTS OF:" above her. The form itself contains several input fields: "First Name*", "Last Name*", "Company", "E-mail Address*", "Home Address (No P.O. boxes, please)*", "Phone Number (including area code)", and "PIN number from scratch-off card*". A "SUBMIT" button is located at the bottom right of the form. A small asterisk at the bottom left indicates that fields with an asterisk are required.

Free Music Downloads,
\$20 Starbucks Gift Card,
or an iPod Nano.
See back for details.

Scalable to Fit Any Budget

Custom Electronic Skins

- Customer choice of either stock designs or uploading their own picture
- Brand's logo strategically placed on every skin
- 1000s of devices supported
- Custom printed, cut to fit, and shipped to the customer



Personalized Luggage Tags

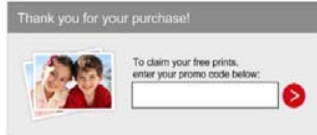
- Customer Picture + Brand's Logo = Promotion Success
- Brand's logo strategically placed on every tag
- Custom printed, and shipped to the customer



High-Value, Low-Cost Rewards

Digital Photo Prints

RITZPIX
The #1 Camera Imaging Site

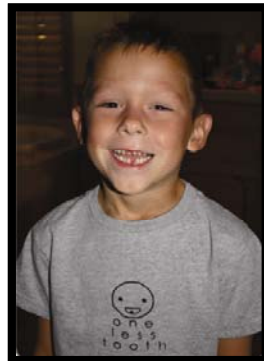


Customer Redeems
On-Line

4" x 6" Glossy Prints
Mailed to Customer



Customer Uploads
Photos



Plant-a-Tree

Customer goes on line
and completes the
tree donation
registration page.



Customer receives
electronic certificate
acknowledging their
contribution.



A tree will be planted
in the enrollee's honor
in a USA reforestation
program.

