



Digital Entertainment Promotional Opportunities

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ABOUT PROMOTIONAL CURRENCY

Promotional Currency (PC) is a marketing strategies firm that merges digital technology, licensing and promotional risk underwriting to deliver high-tech, fixed-price turnkey solutions for the promotional marketplace.

The leading aggregator of digital content for promotional marketing purposes, Promotional Currency brings a powerful combination of music, ringtones, wallpaper, games, text services and artist licensing – offering our brand partners the first one-stop source for all online and wireless digital content promotions.

Our integrated approach incorporates cutting-edge promotional strategies and the latest digital currency with a complete backend management system that includes delivery, hosting, co-branding and fulfillment. Our turnkey solution also features our proprietary risk underwriting service, enabling us to offer brands the budget certainty they require.

HISTORY

Promotional Currency is the brainchild of President Barry Schaffer, who in the 1990s built the Telecard division for SCA, the world's largest provider of prize coverage for contests, games and promotions.

Prepaid phone cards represented the first digital currency in the promotional marketplace. Unlike other promotional products, which required the physical production and delivery of a product, phone time was delivered via a 10-digit promotional code that represented a certain number of phone minutes. These codes could be printed in-pack, on-pack or delivered via a custom-branded card that served as a mini-billboard for promotion sponsors. They eliminated costs associated with producing, storing and delivering product and revolutionized the promotional industry.

Schaffer, who launched the first tele-card promotion with Gillette razors and paved the way for phone time promotions, recognized the power of the emerging digital media space and launched Promotional Currency in the fall of 2004 to focus on the development and delivery of these new promotional currencies.

PC OFFERS:

Interactive, Cutting-Edge Promotions

- Digital Music
- Cell Phone Entertainment
- Mobile Marketing
- Large Money Sweepstakes

Comprehensive Solutions

- In-Pack/On-Pack
- Customer Acquisition/Retention
- Event Marketing
- Customer Incentives
- Rewards Programs
- Thank You Gifts
- Employee Programs



COMPETITIVE ADVANTAGE

While several players have entered the digital media promotions space, Promotional Currency brings a unique mix of promotional strategy and risk underwriting expertise that sets us apart from the competition.

Development of New Digital Currencies: We have positioned ourselves as both a leading aggregator of digital music and mobile content, and a developer of new promotional currencies utilizing live entertainment, big money prizes, and exclusive artist content (including images, voice, and interactive communications). This gives us the ability to offer brand sponsors innovative, one-of-a-kind promotions that can be delivered through a promotional code and URL.

Promotional Risk Underwriting: With our proprietary risk underwriting service, we are able to calculate the odds of usage for a given promotion and underwrite the risk with a re-insurer. This enables us to provide promotion sponsors with a fix-cost promotion that is guaranteed not to exceed their promotional budget. By underwriting the promotion, we also help promotion sponsors to leverage their promotional dollars because they pay only for the estimated usage of the product being delivered and the cost of the policy—enabling them to deliver a promotional product for a fraction of the retail value. At the same time, our risk underwriting program ensures that our content partners are fully paid for any content that is redeemed, and are adequately compensated for their participation in the promotion.

Extensive Promotions Background: We bring a combined 50 years of high-level experience in the promotions industry. We understand how the promotions industry works and have teamed with numerous brand partners and retailers to develop innovative promotions that drive the results they need.

Agency Partnership: Promotional Currency partners with Fuse Marketing Group, a leading agency headquartered in Toronto, Canada. FUSE is a part owner/investor in Promotional Currency and assists with the creative elements required in the promotional programs Promotional Currency designs for brands.

CONTENT PARTNERS

Promotional Currency has partnered with the top providers in the digital content and promotional entertainment space. These providers include:

Puretracks: Puretracks, headquartered in Toronto, Canada, is a leading provider of digital music with licensing rights in both the U.S. and Canada. Promotional Currency handles all U.S. based digital music promotions for Puretracks and has exclusive rights to the U.S. promotional market.

RealNetworks™: Promotional Currency works with the Seattle-based digital media giant to market its Real Rhapsody monthly music subscription program.

PlayPhone™: PlayPhone is a leading provider of mobile content (ringtones, wallpaper, games) in the U.S. market. In addition to marketing PlayPhone content through our promotional sales channels, Promotional Currency has a preferred-partner relationship with PlayPhone, and serves as the backend promotional solution for promotional opportunities that come to PlayPhone.

Live Nation/House of Blues: Global events organizer Live Nation owns and manages booking rights to 153 venues around the world, and recently acquired House of Blues (HOB), a nationwide chain of blues-focused music halls and restaurants. Promotional Currency works with Live Nation to develop unique promotional currency utilizing Live Nation artist licensing, concert tickets, House of Blues content, etc. Promotional Currency underwrites the promotional risk for Live Nation and is partnering on several promotional initiatives.

Blue Frog Media: Blue Frog Media provides a unique mix of mobile content (ringtones, wallpaper, text alerts) branded for specific vertical markets (Latino, Tween, Country, etc.). Blue Frog also offers a mobile marketing program that facilitates text-to-win and mobile IVR promotions.

SCA Promotions: SCA Promotions is the world's leading provider of promotional risk coverage for contests, games and events. Promotional Currency teams with SCA to provide promotion sponsors with a fixed-cost promotion that leverages their promotional dollars and guarantees that they never exceed their promotional budget.

PC DIGITAL CONTENT SOLUTIONS

Individuality and access are the buzzwords of today and digital entertainment answers the call. Whether its music, ringtones, pictures or games, you can instantly deliver something your customers want and offer them the personal touch they demand. With digital entertainment, you have a powerful, personalized marketing tool that transcends demographics and keeps working for your brand long after the promotion ends.

- **Increase Sales:** Set your product apart from the rest with a high-value incentive that engages customers and motivates them to purchase.
- **Enrich Customer Database:** Because consumers must go online to redeem their promotion, data collection is easy. Conduct surveys or capture customer contact information for ongoing CRM.
- **Drive Web Traffic:** Route consumers through your Web site first or feature hot links from the digital entertainment page back to your site, enabling you to cross-sell products and services.
- **Build Brand Awareness:** Our promotion codes can be delivered via a custom-designed card branded with your logo or company information, serving as a mini billboard for consumers. We can also customize the Internet page where the offer is redeemed.
- **Ensure Budget Certainty:** We offer turnkey, affordable fixed-cost promotional solutions that ensure you always stay within budget.
- **Enjoy Fast, Professional Program Execution:** We offer start-to-finish turnaround –including printing – in less than 30 days. Even faster delivery for email programs.
- **Offer Instant, User-Friendly Reward:** To redeem, consumers need only to log onto the designated Web site and enter their unique promotion code. Within seconds, digital content is downloaded to their computer, MP3 player or mobile phone.
- **Generate Repeat Traffic:** Drive consumers back to retail with an added-value coupon that can be automatically sent when promotional offer is redeemed.
- **Lower Your Delivery Costs:** Because digital entertainment requires only a promotion code and URL, delivery is easy and affordable.

HOW IT WORKS

Our digital entertainment promotions are delivered through a unique Promo Code and URL that directs consumers to the online digital content library. Each code can be good for as many free songs or cell phone entertainment credits as you desire, and can be distributed to consumers in-pack, on-pack, virtually or through custom-designed cards that reflect your brand. Just tell us about your promotion goals and we'll work with you to design a solution that meets your needs – from determining how many songs, or cell phone entertainment credits you want to deliver, to deciding how best to distribute them to consumers. Our innovative, turnkey solutions include generating codes, building custom-landing pages, printing and fulfillment. It also includes our proprietary risk underwriting service, enabling us to provide a low, fixed-cost promotion that works within your budget.

PC PRODUCT OVERVIEW

Digital Music: Make your next promotion sing by giving away music, a powerful incentive that transcends demographics and never loses its appeal.

- Music Solutions for Both U.S. and Canada
- Web-Based Service – No Software to Download
- Over 2 Million Tracks to Choose From
- Music from all 4 Major Labels; as well as 100s of indie labels

Cell Phone Entertainment: Get connected with your customers by dialing into the cell phone craze and the skyrocketing demand for cell phone entertainment.

- Download Ringtones, Graphics or Games with Single PIN
- Download from Web site or Directly from Phone
- Choose from Thousands of Top Mainstream and Indie Content
- Content Tailored to Specific Markets: Latino, Teen, Christian, Country
- Deliver to ALL Major Carriers

Mobile Marketing: With our Mobile Marketing program, you can deliver any prize you desire with the push of a button. It's as simple as providing unique text codes and a dial-in short code via an in-pack or on-pack promotion or even at a live event.

- Easy and affordable to deliver
- Instant gratification for customers
- Ideal for lotteries/large prize giveaways
- Data capture capabilities

View Some of Our Music Promotions at

www.us.puretracks.com/pcpromos

DELIVERY OPTIONS

Because we deliver promotional products through a promotion code and URL, we can distribute the promotion to consumers in a variety of ways based on the needs and preferences of the promotion sponsor.

In-Pack—We can print the Promo Code and URL inside a package or under a bottle cap.

On-Pack: We can print a unique code (see two-step code process) on packaging.

Cash Register Receipt—We can deliver the Promo Code and URL via a cash register receipt, along with the name of the promotion sponsor.

Custom Designed Cards—We can print the Promo Code and URL on the back of a custom-designed card that reflects the look and feel of the brand sponsor.

Tear Pad — We can print a unique code (see two-step code process) and URL on a tear pad that can be posted in strategic locations at retail.

Two-Step Code Process—To reduce redemption and lower program costs even further, we can deliver promotional programs in a two-step process. In the first step, a unique code and URL is printed in-pack/on-pack or delivered via receipt, tear pad or custom-designed card. This code correlates to the promotion but is not a promo code. To access the actual promo code, consumers are required to first register online and submit the code. The promo code and URL featuring the promo content is then emailed to the consumer or sent to the consumer via text message (depending on the type of promotional content used).

KEY BIOS

Barry Schaffer, President

Promotional Currency President Barry Schaffer, a seasoned veteran of the promotional industry, has spent the past 20 years working to elevate promotions through the use of interactive marketing tools and fixed priced strategies.

As Vice President/General Manager for SCA Promotions, the world's leading underwriter of promotional risk, Schaffer launched the company's prepaid phone card division and built it into a multi-million dollar enterprise by helping clients grow their businesses through the delivery of high-impact promotions at a fixed cost.

Though his focus was promotional risk underwriting, Schaffer spent much of his time helping his clients to develop their promotional programs and strategies and recognized that there was a broad based need for these combined services. After spending several years as a promotional consultant, Schaffer launched Promotional Currency to develop innovative, fixed-cost promotions utilizing digital media.

Cyndi Walker, Director of Operations

As director of operations, Cyndi Walker oversees both client and vendor relations and serves as project manager for all promotional programs handled by Promotional Currency. From point-of-sale to fulfillment, Walker works with clients to ensure the smooth, successful delivery and launch of their promotional programs. She also manages all back-end operations for the company including contracts, accounting and document development.

Walker brings to PC an extensive background in account management and operations, as well as a keen understanding of the promotional industry. Prior to joining Promotional Currency, she served as project manager and account coordinator for SCA Promotions, an industry leader in promotional risk underwriting, contests and direct mail promotions. While at SCA, Walker managed the Telecard Services division, where she was responsible for handling client and vendor relations, and for overseeing all promotional programs from sales contract to product delivery. Her background experience also includes positions in sales management, finance and corporate transactions.

KEY BIOS

Jace Wainwright, Director of Business Development

Jace Wainwright, Director of Business Development for Promotional Currency, is responsible for fostering relationships with prospective clients and developing key partner relationships for the company.

Wainwright brings to his position more than 15 years of sales and business development experience in the credit union industry. Prior to joining Promotional Currency, Wainwright served as business and product development manager for Institution Solutions, where he developed five new products for the credit union market and secured the third largest account in the company's history. Wainwright has also held top sales positions with Members Insurance Group and CUNA Mutual Group, and served as business development manager for SCA Telecard, a division of SCA Promotions, where he was instrumental in building a multi-million dollar business from the ground up.