

Connect With Millions of New Customers through the Wal-Mart Mobile Content Promotions Program

- **Partner with Wal-Mart to deliver exclusive new music tones and artist images to your customers!**
- **Expand your Wal-Mart customer base and build awareness for your brand!**

Wal-Mart has teamed with PlayPhone and Promotional Currency to roll out a new in-store promotions program that enables vendors to **launch in-store promotions featuring exclusive mobile content from new album releases, as well as thousands of the coolest ringtones, hottest games and best graphics around.** The content is all delivered through walmartmobile.com, Wal-Mart's new online mobile content store.

- Drive customers to a co-branded website
- Capture valuable market information through opt-in online surveys
- Motivate consumers to act by giving away exclusive new artist content, music tones, images and games
- Build awareness for your products and brand

How the Program Works

Wal-Mart Mobile Content Promotions are delivered through a unique Promo Code and URL that directs consumers to a landing page customized for your brand. Your custom page is the gateway to Wal-Mart's online mobile content library.

Each promo code features credits that can be used to redeem mobile content. Because the mobile content is digital, the promo codes can be **delivered to customers in-pack, on-pack or through tear off pads that can be featured throughout Wal-Mart stores.** Just tell us how many credits per code you want; how many codes you need; and how you want the promotion delivered. We'll do the rest – from code generation, to customized landing pages, to printing, to fulfillment. We will also underwrite the promotional risk, ensuring you a low, fixed-cost solution that will never exceed your budget.*

***All Promotions Subject to Final Approval by Wal-Mart**

The Right Call For Your Next Promotion

- ▶ Deliver Ring-tones, Music Tones, Graphics or Games with Single Promo Code
- ▶ Offer Exclusive Content Available Only through Walmartpromo.com
- ▶ Walmartmobile.com Library Features Broad Selection of Top Mainstream and Indie Content
- ▶ Consumers can Download from Web Site or Directly from Phone
- ▶ Works with all Major Carriers
- ▶ Turnkey, Customized, Fixed-Cost Solutions

Put Wal-Mart Mobile Content Promotions Program to work for your brand today. For more information, call 888-701-3873.

WAL★MART

playphone

PROMOTIONAL CURRENCY

