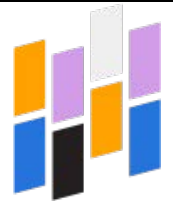


National Sweepstakes Value Proposition



- Alignment with our media company
- Annual engagement and ownership of these 'big campaigns' all year long
- Opportunity to gather consumer data with survey questions (2 questions per contest) - 8 questions you can ask throughout the year to understand buying intent, behavior, demographic information, and more
- Opt-ins for your business to grow YOUR database
- Robust promotions campaign to drive entries & keep your brand front and center
- Opportunity to include local prizes to promote your products and/or services
- Include coupons on the 'Thank You for Entering'