

# Cell Phone Entertainment Cards

Promotion Overview



# Why Cell Phone Entertainment

- Consumer chooses from ringtones, college fight songs, games, and wallpapers
  - 270 million U.S. cell phone customers makes cell phone entertainment a unique gift that transcends demographics and has universal appeal.
  - New ringtones, wallpapers and games are constantly being offered in the marketplace -- keeping it fresh for continued promotional use
- Digital Medium
  - Quick promotion execution
  - Allows for immediate consumer gratification
  - Data collection capabilities

# Our Cell Phone Content Partner



PlayPhone® supports all major carriers and has full  
Licensing Rights for the USA



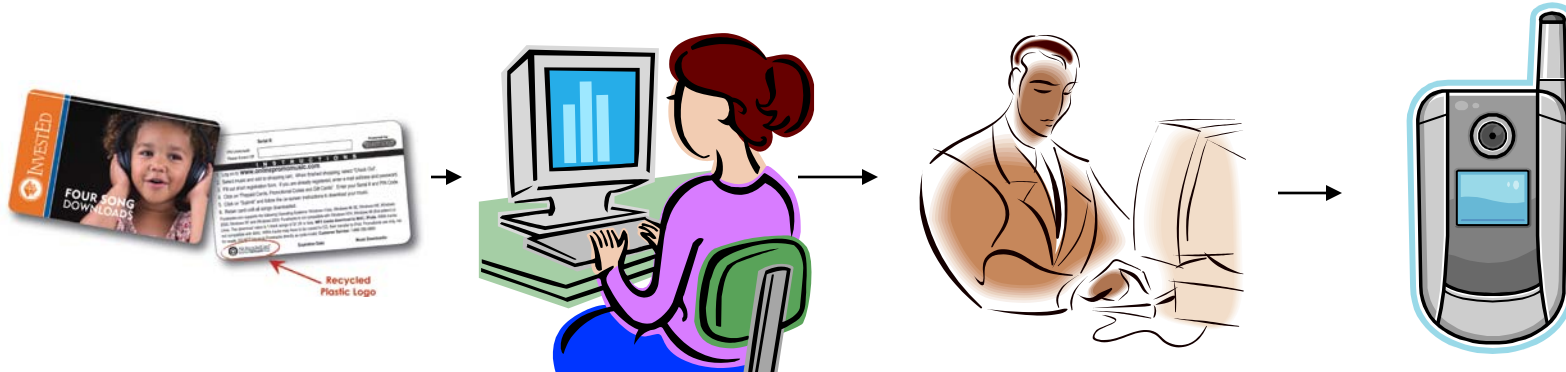
Alltel, Virgin Mobile

# The PlayPhone Advantage

## Giving Customers the Ringtones they Want!

- Music Tones—Actual 15-20 second snippet from the song in the artists voice. Choose from over 13,200 music tones.
- Polyphonic Ringtones— Only the musical notes from a song. Choose from over 4,350 ringtones
- College Fight Songs—Choose from over 500 popular fight songs in both polyphonic and music tone formats.
- Wallpapers—Images for your cell phone screen saver.
- Games—Video games for your cell phone.
- **Exclusive ringtone provider for Wal-Mart and all Wal-Mart in-store ringtone promotions.**

# How it Works



1: Customer receives a 12-digit Ringtones Code.

Ringtones code can be:

- Delivered on a traditional plastic card.
- Delivered electronically via email.
- Ink jet inside packaging.
- Ask about other options, such as key-tags, die-cuts, combo cards.

2: Customer goes to the designated website.

- Link off brand's existing website or freestanding jump page.
- Data capture – optional
- Age verification - optional

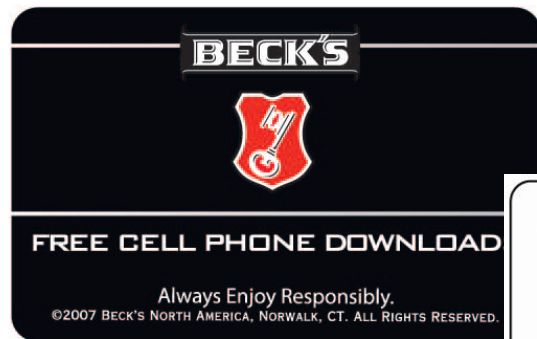
3: Customer selects from ringtones, college fight songs, wall papers, or games and redeems their ringtones code.

4: Ringtones is downloaded to the customer's phone via text message.

- Web enabled phone required.

# How it Works

Custom Branded Cards Serve as Mini-Billboard for Promotion Sponsor



# Survey Capabilities

If desired, promotion recipients can first be routed to custom survey page

Collect actual data pertaining to your customers – demographics, preferences, feedback, contact info!

3-6 questions is appropriate

The screenshot shows a survey form for Dr. Scholl's Original shoes. The header features the Dr. Scholl's logo and the slogan "feel crazy good" in a cursive font. The form includes fields for First Name (filled with "mark"), Last Name (filled with "bruk"), Email Address (filled with "mbruk@corporatefs"), and Zip Code (filled with "60089"). A checkbox for "I would like to join Original Dr. Scholl's Preferred Customer Program" is checked. The survey contains three questions:

- question 1:** "Age" with radio button options: 13-17, 18-24, 25-34, 35-44 (selected), 45-54, and 55+.
- question 2:** "What motivates you to shop for shoes?" with radio button options: "Who needs motivation? I love shopping!", "New season. Have to have the newest fashions and shoes.", "A special occasion" (selected), "A great sale", "An in-store event/giveaway", and "My old ones need to be replaced."
- question 3:** "Where do you purchase your shoes? (Check all that apply)" with checkbox options: "Catalogs/Online", "Department Stores", "Specialty Boutiques", and "Mail Stores".

At the bottom of the form, there is a URL: <http://www.drsholl.com/brands/original/goodbye.htm> and a date: 11/12/08 11:12:36 AM.

# Key Advantages

- Turnkey, low-cost solutions
- Cell phone ringtone codes delivered on custom branded plastic cards, stickers on cups, email, etc
- Drive traffic to your Web site
- Conduct surveys / capture customer data
- Customized landing pages
- Deliver ringtones, college fight songs, games, and wallpaper via a single code
- User-friendly consumer experience