

snapNwin™

The Winning Solution

PRESS RELEASE

Six to Eight Times Higher On-Line Response Rate with snapNwin™

TORONTO, August 9, 2010 -The Periodical Publishers Association (PPA) recently partnered with SnapNwin to demonstrate cross-media marketing results at its annual conference, Inspiration & Innovation: Publishing 2010, held in London, England. Delegates were provided a snapNwin contest card with their registration kits. When all the results were counted, 40% had entered the contest online to see if they had won a prize of a £250 gift certificate. This is 6 to 8 times higher than the norm with competitive contest methods.

snapNwin is the powerful, innovative marketing solution that is redefining how marketers promote their brands and attract new customers. snapNwin combines a magnetic promotional card with a secure, snap-out magnet section that can reveal a variety of instant win messages (e.g., unique PIN and URL, text message and code, discounts, prize code, music downloads, etc) that drives customers to a range of web-based sites and interactivity. These durable cards can be used in lotteries, contests, promotional campaigns and form an important part of an integrated campaign.

"We were truly impressed with the results from using snapNwin as a marketing tool", says Sara Orozco, PPA's Commercial Development Director. "The delegates were intrigued by these novel, high-quality cards and the mystery provided by snapping out the magnet. The magnet revealed a PIN and URL and became a unique keepsake reminder of the conference's theme of Inspiration and Innovation. It was a big success for us and seeing 40% of our conference delegates going online to enter the contest, shows the power of the snapNwin product as a medium for cross-media marketing." The conversion rate was tracked by the unique PIN's entered on the micro-site set up for the contest, with 67% of responses entered online within first 48 hours, and 97% of responses being received within 15 days.

"We have been extremely pleased with the market adoption of snapNwin and how it combines traditional marketing with web marketing to create long-term brand loyalty and customer retention," said Malcolm Stagg, President of SnapNwin Inc. "Our customers achieve dramatically higher conversion rates with snapNwin, than other products, and this example from PPA demonstrates this once again."



SnapNwin at 2010 PPA Conference

On its market introduction, snapNwin won the Canadian Marketing Association award for Best in Show for Product Promotion, and has been used by national and worldwide corporations including market leaders in automotive, retail, hospitality, gaming, and telecommunications. These companies credit snapNwin with impressive results in attracting new consumers, building brand recognition, increasing conversion rates and in collecting valuable data on prospects and customers. The product is patented and licensed worldwide, and distributed in the UK by 5050 Gaming Corporation Ltd.

About SnapNwin Inc.

SnapNwin Inc., is headquartered near Toronto, Canada, and is the licensor of snapNwin. The snapNwin system is a customized marketing solution for organizations that are looking for integrated marketing campaigns that interact with consumers and engage them in bidirectional “dialog”. Since its introduction in North America in 2009, it has been used successfully by many internationally recognized retailers and brands. snapNwin is protected by worldwide patents and patents pending. Visit www.snapnwin.com.

About 5050 Gaming Corporation Ltd. .

5050Gaming Ltd is a gaming marketing company headquartered in the Isle of Man, perfectly situated to attend to the needs of clients in both the Republic of Ireland and Great Britain for both online and offline products and services. Visit www.5050gaming.co.uk

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