

snapNwin™

The Winning Solution

PRESS RELEASE

Lagerman to Expand snapNwin™ Lottery and Contest Instant Win Cards U.S. Licensing Program

TORONTO, July 26, 2010/ - SnapNwin Inc. announced today the appointment of Lagerman IP Technology Ventures, Inc. to manage its licensing program for its snapNwin™ integrated marketing solution that drives customers to the web.

The snapNwin product 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 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.



Bruce Lagerman

We are very pleased to represent snapNwin because it's a product for these times when every dollar spent in marketing needs to make an impact and garner results", said Bruce K. Lagerman, President of Lagerman IP Technology Ventures Inc. "I immediately saw the proven value of this unique product to new licensees, including companies in the regulated gaming industry as well as companies looking for a new engaging sophisticated marketing tool to drive its customers to the web. It is impossible to resist snapping out the magnet to see what's inside. The track record of companies who have already used snapNwin is very impressive."

"We have been extremely pleased with the expanding commercial success 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 have achieved dramatically higher conversion rates with snapNwin and we are excited to bring Bruce Lagerman's unique expertise and services to the group."

On its market introduction, snapNwin won the Canadian Marketing Association award for Best in Show for Product Promotion, and has been used by recognized companies 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 customers.

About SnapNwin Inc.

SnapNwin Inc., founded by Malcolm Stagg, is based in the Toronto, Canada area 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 US and worldwide patents and patents pending. For more information, please visit www.snapnwin.com.

About Lagerman IP Technology Ventures, Inc.

Lagerman IP Technology Ventures, Inc. is a Reston, Virginia-based intellectual property commercialization and licensing consulting company. The principal, Bruce K. Lagerman, is an experienced intellectual property attorney and Certified Licensing Professional focused on commercializing new technologies primarily through licensing. He provides a wide range of consulting services to inventors and patent owners to assist them in commercializing their technologies and bringing them to the global marketplace. Mr. Lagerman has over 20 years experience in intellectual property commercialization, licensing and litigation.

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