

snapNwin™

The Winning Solution

NEWS RELEASE

SnapNwin Inc. Expands Globally with New Licensee Partner Program

Innovative, Integrated Marketing Solution Delivers High Response Rates

TORONTO, March 9 /CNW/ - SnapNwin Inc. today announced its global expansion strategy for North America, Europe and Asia for its snapNwin™ integrated marketing solution, as well as offering licenses for marketing partners in the regulated and non-regulated contest markets..

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 website or microsite. These cards can be handed out, or mailed as postcards and can link to an online snapNwin game to enhance the consumer experience.

SnapNwin Inc. is now aggressively expanding in North American, Europe and Asia and is looking for licensee partners worldwide for the patented snapNwin product. Approved licensees will receive the rights to produce and distribute the snapNwin product for customers in the non-regulated business promotions and contest sector, and for those in the regulated lotteries and gaming sector.

“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 have achieved dramatically higher conversion rates with snapNwin and we are excited to be expanding globally to introduce snapNwin to new markets through our licensee partner program.”



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 Adidas, AT&T, Choice Hotels, NASCAR, World Wrestling Entertainment,

RE/MAX, CTC, Rogers, TELUS, Toyota and many others. These companies credit snapNwin with impressive results in attracting new consumers, building brand recognition, increasing conversion rates and in collecting valuable data on customers.

Current snapNwin licensees and distributors include Norprint Corp. in Canada (www.norprint.com), LudWin Group in France (www.ludwingroup.com), and 5050 Gaming Corporation in the United Kingdom (www.5050gaming.co.uk). Companies interested in becoming a snapNwin licensee are invited to contact SnapNwin Inc (see below). A press kit and sample pack are also available upon request.

About SnapNwin Inc.

SnapNwin Inc., founded by Malcolm Stagg, is based in Toronto, Canada, and is the licensor of snapNwin. The snapNwin system is a customized marketing solution for retailers, service companies, fast-food restaurants, sports/entertainment providers, charities, lottery operators, and other 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. The snapNwin system includes both game cards and online games. snapNwin is protected by worldwide patents and patents pending. For more information, please visit www.snapnwin.com.

For more information:

Malcolm Stagg
President, SnapNwin Inc.
Telephone +1-647-477-2525
malcolm.stagg@snapnwin.com

Brad Kerr
Tactical Connections Inc (Marketing Agency)
Telephone +1-416-868-1986
brad@tactical-inc.com



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