



Press Release

FOR IMMEDIATE RELEASE: Jun 10, 2008

SnapNwin™ Wins a Top Product Award from the Canadian Marketing Association (C M A).

The new instant win card, SnapNwin™ was awarded the red ribbon as the best promotion at the CMA's National Convention in Toronto.

June 10, 2008, Oakville, Ontario, Canada –SnapNwin™, manufactured by Norprint Inc. was recognized for its marketing and trade show promotional strengths by the CMA as the best promotion at their National Convention, May 2008 in Toronto.

Each year the convention brings together over 2,000 top marketing professionals. This CMA event attracts the best of advertising agencies, marketing experts, loyalty groups, fund raisers, brand managers and corporate marketing executives. Being the largest of its kind in Canada, it showcases the newest technologies and marketing solutions from 145 trade show exhibitors, combined with networking events and info-packed intensive sessions by world-class speakers: visionaries, tactical experts, leading-edge strategists.

“We were very pleased to be recognized by the CMA for the innovation and effectiveness of this new product”, says Norprint’s President Malcolm Stagg. “The success it obtained here, affirms the overwhelming response it has received since its recent market introduction”

A fresh approach to incentive and contest cards, SnapNwin™ cards offer a cleaner, more durable and secure method of delivering a hidden message or prize within a card. Contestants bend the card to “snap out” a shaped section that reveals the prize message beneath. The snap-out piece is a practical fridge magnet and can be created in a collectible image series – a feature only offered by SnapNwin™. The recipient retains both the magnet and the redemption card, which has an advertising message one side and the prize message on the other. The numerous innovations of the product have created great interest from marketers and an overwhelming level of enthusiasm from the recipients.

This patent pending product was invented to overcome the issues normally associated with scratch cards. There is no need for coins, dirty fingernails or finding a flat surface to scratch on. In addition it is inherently more secure and robust, offering a greater level of tamper-evidence.

To date it has been used in trade show promotion, event marketing, instant win sweepstakes, fundraising, contests and employee incentive programs.

“SnapNwin™ offers the perfect solution for any company considering an incentive or promotion and needs an affordable, secure and exciting delivery mechanism. Users enthusiastically see it as much superior to scratch cards” says Norprint’s Marketing Maager, Cammy Fung.

Norprint Inc. is a wholesale ad specialties supplier based in Oakville, Ontario. Norprint Inc. services North American commercial printers, advertising and marketing agencies, graphic designers, brokers and promotional products distributors. Norprint Inc. has US, Canadian and worldwide patents pending on the SnapNwin™ concept and its processing system. SnapNwin™ is sold through established resellers, and is being licensed for manufacture in North America by Norprint.

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