

# snapNwin™

## The Winning Solution

PRESS RELEASE

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### Impressive Results for snapNwin™ in France

A revolutionary promotional card builds on its success in North America

License2win, a French consulting company specializing in promotional contests and games as well as the sale of national lottery licenses now offers a powerful destination marketing tool for the first time in France: snapNwin™.

**snapNwin™: a card, a magnet, a game, a website traffic generator... All in one product!**

snapNwin™ is a simple, yet innovative, marketing product with proven success in driving traffic to websites, promoting the launch of a brand, and in enticing customers to new store openings or new product launches. The snapNwin™ product is the powerful, innovative marketing solution that is redefining how marketers promote their customers' brands and attract new customers.

snapNwin™ is a promotional card with a retainable snap-out magnetic section that reveals a variety of instant-win messages that drive customers to web-based sites and interactivity possibilities. The snapped out magnet portion displays the brand logo of the company, a partner or a sponsor...with its long term brand retention repeat call to action. The magnet itself may be printed with various collectible images leading consumers to repeat engagement in order to collect the entire series of sports figures, characters, etc. Each snapNwin™ offers multiple opportunities for engagement. The conversion rates are enviable in an industry where 5% is considered excellent, snapNwin achieves conversion rates often in the 20% range and as high as 40%! These attractive and durable cards are used in promotional campaigns, lotteries, contests, and are a key link in highly successful integrated marketing campaigns.

#### snapNwin™ effective yet simple...

The promotional message is located on the front and the back of the card. Remove the magnet to discover the message hidden inside. Even better, the detachable magnetic portion is a constant brand reminder!

Available in business card, post card and custom sizes, snapNwin™ is an innovative marketing tool effectively used for contests, promotion, retention, events and street marketing.



## La Boutique des Sapeurs-Pompiers got results with snapNwin™

At the 117<sup>th</sup> French Fire fighters' Congress which took place from 23 to 25 September 2010 in Angoulême, La Boutique des Sapeurs-Pompiers chose **snapNwin™** to attract visitors to its booth and onto its website. The cards were distributed at the main conference showroom entranceway inviting holders of the cards to visit the company's booth in order to determine if they had won a prize. Using the **snapNwin™** card in this fashion was a huge success.

" We experienced a 15% increase in sales over the previous year which we feel confident in attributing to the snapNwin card's interactive call to action!" according to Gwenael Marceul, La Boutique des Sapeurs-Pompiers. " This increase in sales is particularly noteworthy as attendance at the Congress was down from last year and our booth was far from the entranceway. SnapNwin saved the day for us! Not only that, we now have the email addresses of many new customers in our database as recipients of the snapNwin cards went on-line to enter a second chance contest."



### About License2win

Founded in 2008, License2win is a French company specializing in consulting and the print media, as well as the sale of licenses to gaming operators. License2win relies on the expertise of its multidisciplinary teams, its different entities as well as its network of experts to propose French and international solutions adapted to its customers' services and to the economic and structural changing market realities. For more information about license2win, visit [www.license2win.com](http://www.license2win.com)

### About snapNwin

SnapNwin Inc. is based in Toronto, Canada. The snapNwin™ concept is a solution tailored marketing tool to promote a brand, a web site, a contest and to gather customer data. Since its introduction in 2009, snapNwin™ has been a major success with large internationally recognized brands, organizations and retailers. snapNwin™ products and production methods are patented worldwide. For more information, visit [www.snapnwin.com](http://www.snapnwin.com).