

OVERVIEW

Flimp Media provides sports marketing clients with specialized web video marketing technology and service capabilities for promoting sports events, teams, players and products using custom branded flash video microsites that track individual viewer activity by email address.

Using our patent pending FLIMP technology and available video and web graphics, we can quickly create and update custom branded flash videosites with specific calls to action that track and report all viewer activity by individual email address. Flimp campaigns can be delivered by email to target viewers and the collected viewer data is available in a reporting dashboard for analysis. Following each campaign, we compile a summary report of the campaign results which includes valuable data about your email list as well as viewer behavior, responses, and viral marketing data related to your campaign.

All client accounts are managed by a personal account manager who supports every aspect of your project - from the initial strategy and creative development to deployment and performance measurement. And if you want to run "do it yourself" campaigns using our technology, we can even help you with that too.

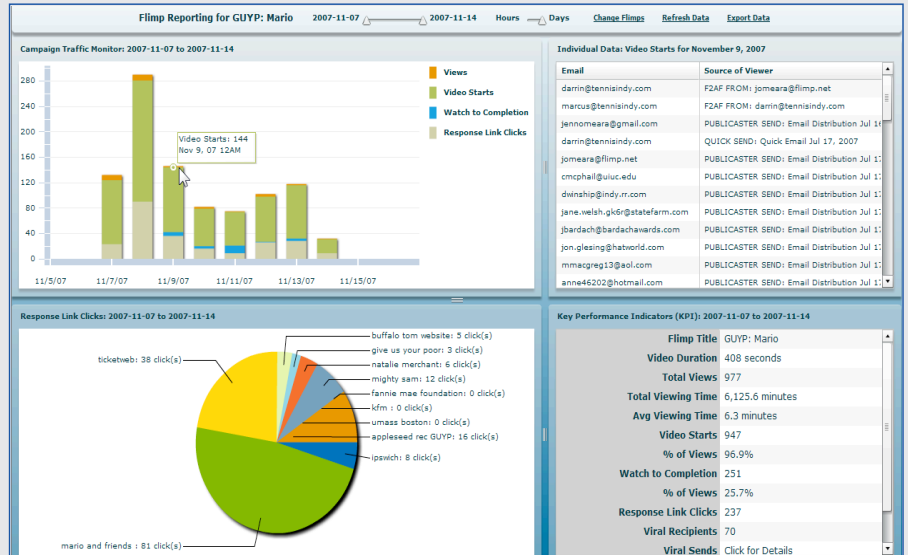
Whatever your sports marketing objective is - event promotion, product sales or sponsorship activation - FLIMP will create and deliver immediate measurable results.

KEY FEATURES

- Create custom branded flash videosites in less than an hour with no programming
- Detailed viewer tracking & reporting
- Reports viewer data by email address
- See who watched, for how long and what response actions each viewer took
- Flexible custom branded user interface
- Edit and update "on the fly" so you can change content after live deployment
- "Clone" existing videosites in seconds to create new campaigns for email marketing
- Built-in distribution tools to quickly deliver your flimp videosites to target audiences
- Track your campaign over time, make

adjustments and develop your "sweet spot" that drives more leads and conversions

- Develop and track viral video campaigns (send to a friend) – that generate new leads and prospects



FLIMP® VIEWER ACTIVITY REPORTING DASHBOARD

Flimp videosites instantly track and report viewer engagement, responses and viral activity by individual email address within a visual, easy to use web analytics dashboard. See who watched your videosites, for how long and how each person responded before following up. All viewer data can be easily exported to database spreadsheets for CRM or marketing database integration.

THE POWER AND FLEXIBILITY OF FLIMP®

- Quickly create flash videosites for email marketing and communications.
- Supports any length video and plays very high quality video in FLV format.
- Integrated solution – video hosting and digital asset management included.
- Enables you to track, measure and report data by individual email address.
- Fast, reliable video playing - Flash resides on 97% of all computers.
- Videos automatically play on all computers without software downloads.
- Flimp content can be easily integrated into HTML websites and web pages.
- Fast and Easy to Use - requires no flash programming or analytics plug-ins.

SPORTS MARKETING APPLICATIONS

Sponsorship Activation	New sponsor revenue source
Fan Communications	Sell merchandise and tickets
Event Marketing	Promote events and ticket sales
Player Promotions	Connect fans to athletes
Product Promotions	Connect fans with products
Team Marketing	Connect fans with teams