

Sports Media, Inc.

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CD Financial Transaction Credit or Gift Card*

Sports Media enables the advertiser to deliver a new level of marketing and sales programs. This could be in the form of a highly cost effective CD Gift Card, CD Credit Card, Internet Transaction Card, Customer Loyalty Card or Sports Card. The CD Card is the same size as a standard Credit Card with the added benefit of having a CD that holds 18 MB of standard information or 50 MB compressed information.

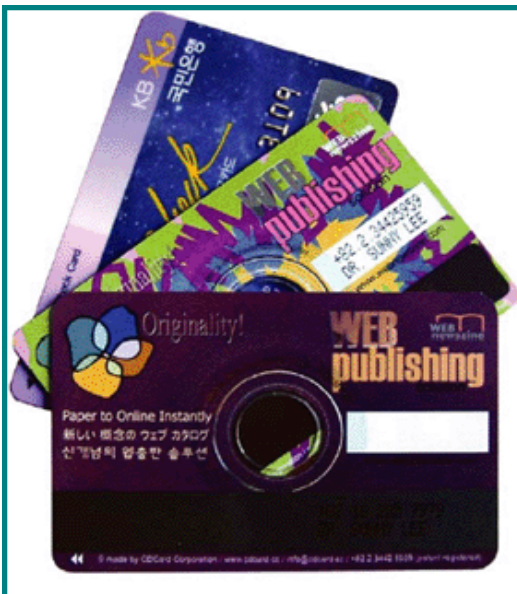
Sports Media offers content development, design, management, and the delivery of turnkey CD marketing solutions. Sports Media has the ability to uniquely identify each and every CD with the customers name, account number and a magnetic strip to open up a world of possibilities in creating innovative and exciting CD marketing programs, while linking the consumer directly to the advertiser. Compliance to ISO7810



CD Credit-Gift Cards offers the opportunity to Combine Video, Music, Games and Sweepstakes with Financial Transactions. Creating Higher Response Rates with Fast Measurable Results

Advertising And Promotional Benefits

- ◆ Creative and innovative method for sponsors to deliver a targeted message to thousands at sporting events, event marketing or direct mail
- ◆ Enhances fan loyalty by delivering an interactive fan appreciation commemorative with the ability to pre load or download funds
- ◆ Innovative way to drive web traffic and collect consumer data
- ◆ Increased interest levels through Sports Media's exclusive ability to personalize, serialize and offer superior digital image quality
- ◆ The CD Card allows the advertiser to offer sweepstakes, conduct customer surveys, or coupons, all designed to drive traffic to retail outlets or web stores
- ◆ The CD Cards are compatible with almost all Magnetic Card Readers, ATMs and CD-Rom drives around the world.
- ◆ Sports Media offers sports and music licensing and distribution in Stadiums, Arenas, Universities, NASCAR, Theaters, and Event Marketing



Applications

- Financial Transaction Card
- Membership Card
- Gift Card / ATM / Credit Card
- Ticket / Admission / Fan Club Card for Sports, Concerts, Amusement Parks
- Promotion Card
- Telephone Card
- Customer Response Tracking Card
- Medical and Health Insurance Card
- Car Insurance Card
- Airline Mileage Card
- Coupon / Sweepstakes Card
- Library Card
- Internet Security Card
- Prepaid Debt Card
- Sports / Event / Game Card
- Collectable Card
- Traveler Card
- Hotel Key Card and more

*This product is not yet available in the United States

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