



See Your Game® Announces Awarding of British Columbia Agency

News Release – August, 2008 - Calgary Alberta

See Your Game® Inc. today announced the awarding of the See Your Game British Columbia (BC) Agency to businessman and seasoned marketing executive, Doug Williams.

"Doug is intimately familiar with the corporate marketing environment and the high value companies place on forming close customer relationships," observes See Your Game Inc. President & CEO Wes Pajunen.

"We're convinced that the combination of Doug's professional background and See Your Game's suite of services will lead to breakthrough results for British Columbia area clients and a high revenue Agency," says Pajunen.

Prior to acquiring the BC Agency, Williams had a lengthy executive career in the IT and Telecommunications industries.

Business-to-Business Marketing Capability

"The first thing that attracted me to See Your Game was the opportunity to enjoy working in an industry that is a passion of mine and have control over my own destiny," comments Williams.

"There are a lot of options to access the consumer marketplace, but it is very difficult to find programs that reach a business audience. See Your Game creates close relationships in a business context and it delivers phenomenal response rates," explains Williams.

Unrivalled Response Rates of 70-80%

"In corporate marketing campaigns an exceptionally good result is a response rate of 2-3 %. See Your Game routinely achieves 70-80% and higher. In all my years in marketing I've never seen any other service come close to the response rates of See Your Game," says Williams.

Delighted Customers

"See Your Game services delight people. Event participants love seeing themselves in action, in their print booklets and over the web. And the event sponsors are ecstatic about the relationship we foster for them with their customers. I've never been associated with a service better received by clients than See Your Game," expresses Williams.

Golf, Gymnastics, Curling & Soccer

Williams has plans for the BC Agency to serve a variety of activity-focused market segments. "We have already had tremendous interest in golf events, but See Your Game has so much potential in other sports as well. We are planning programs for gymnastics, baseball, bowling and soccer," notes Williams.

Agreement Details

See Your Game Inc. awarded Williams the rights the BC Agency for an undisclosed cash payment, plus the requirement to pay transaction fees and annual licensing charges.

About See Your Game®

See Your Game® Inc. is the inventor of a revolutionary customer acquisition system that turns single points of contact into personal long-term customer relationships. The extremely cost-effective system has been a key component to the marketing success of hundreds of events across North America including trade shows, shopping malls attractions, conferences, golf tournaments and promotional events staged by Fortune 500 companies, professional sports teams, small businesses, retailers, community organizations and charity groups.

See Your Game Inc. is a privately held company with headquarters in Calgary and a network of Agencies throughout Canada and the United States.

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