



## **SEE YOUR GAME® RE-CONNECTS WITH PARTICIPANTS AT PEBBLE BEACH**

Calgary, AB - November 2, 2009 – See Your Game® Inc. ("SYG") at Pebble Beach, home of 2010 U.S. Open. SYG and its digital marketing services team is connecting again with participants interactively at the 2009 Callaway Golf Pebble Beach Invitational at Pebble Beach, California, November 17-22, 2009.

"We are very excited to return to Pebble Beach for the 6th year to provide our digital marketing services for the participants and sponsors of the Pebble Beach Invitational," says SYG President & CEO Wes Pajunen.

"Our Pebble Beach team is using the SYG proprietary software applications to provide guests with an engaging interactive activity. We are enhancing guest experiences by capturing digital videos and photos as they participate at the prestigious tournament. The SYG program allows our clients to capture guest data, send post event emails to remind them of their experience at the event, and track their marketing initiatives and measure results."

Founded in 1972, the Callaway Golf Pebble Beach Invitational has long claimed a unique mantle as the world's only tournament that matches players from the PGA, the LPGA, the Champions, and Nationwide Tours in head-to-head competition for the same purse – and also matches teams of four amateurs with a different pro each day. The event's innovative tee-placement system, based on the average length of shots in each tour, makes this competition possible.

### **About See Your Game® Inc.**

SYG is a leading Canadian interactive marketing company that utilizes its permission based digital marketing system which can turn a single point of contact into a personal long-term customer relationship. The proprietary software suite and methodology are used to design, build, implement and optimize strategic interactive marketing programs that acquire, convert and retain customers.

SYG transforms digital content, including photos and videos, acquired at promotional and marketing events, such as golf tournaments, sporting events and trade shows, into communication opportunities for companies that use the content for marketing to their customers. The Company generates new customer relationships for marketers through unique and innovative permission-based marketing initiatives. A marketer's relationships with its customers are personal, interactive and trust-building with measurable, real-time results.

SYG is a privately held company with headquarters in Calgary and a network of agencies throughout Canada and the United States.

### **For Further Information Contact:**

Wes Pajunen, President & CEO  
See Your Game Inc. 403-257-4635