



See Your Game® Connects with participants at Pebble Beach

Calgary, AB. – See Your Game® Inc. (“SYG”) event marketing team is connecting with participants interactively at the 2005 Callaway Pebble Beach Invitational golf tournament in Pebble Beach, California November 17-20.

"We have been contracted to provide guest experience services for the 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 during the tournament, acquiring guest data and sending a post event email to remind them of their experience. The Pebble Beach program allows our client to capture guest data, send emails, and track their marketing and measure results."

About See Your Game® Inc.

SYG is a leading Canadian interactive marketing company that utilizes its permission based Client Creation 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's extremely cost-effective customer acquisition system nurtures relationships automatically through repeated points of contact and delivers an unprecedented level of marketing campaign measurability. The Client Creation system developed by SYG has been a key component to the marketing success of hundreds of events across North America including trade shows, shopping mall attractions, conferences, golf tournaments and promotional events staged by Fortune 500 companies, professional sports teams, small businesses, retailers, community organizations and charity groups.

SYG licenses the Client Creation system to qualified organizations and uses it to serve clients at their events. 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