



See Your Game® Announces Agency Sale and Delivery Agreement to RareMethod Capital Corp.

News Release – April 1, 2006 - Calgary Alberta

See Your Game® Inc. ("SYG") today announced the sale of its flagship Agency territory See Your Game® Alberta ("SYGA") to RareMethod Capital Corp. (TSX-V:RAM), a leading interactive marketing firm headquartered in Calgary.

"Rare Method's marketing expertise and established client relationships with some of the biggest companies in Alberta make it an excellent licensee for the province. We are confident that Rare Method will dramatically expand on the strong base of See Your Game® business in Alberta built up over the past four years," commented Wes Pajunen, President & CEO of See Your Game® Inc.

"We're very excited about how Rare Method will leverage our technology's online customer relationship building capabilities. Given the company's leadership in interactive marketing we expect that Rare Method will create powerful follow up marketing campaigns that will serve as best practice examples for all See Your Game® Agencies across North America," predicted Pajunen.

The territory sales agreement gives Rare Method exclusive Agency rights to See Your Game®'s proprietary customer relationship building process and software in Alberta and southeastern British Columbia. Rare Method acquired the Alberta territory for a combination of shares and an assumption of debt on closing. Further terms of the transaction were not released.

Also announced, SYG signed a non exclusive delivery agreement with SYGA to deliver event services for events booked across North America by See Your Game® Inc.

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.

About Rare Method

Rare Method (TSX-V: RAM) is a leading interactive marketing firm that designs, builds, implements and optimizes strategic interactive marketing programs that acquire, convert and retain customers. Rare Method offers a full range of interactive marketing services including interactive marketing strategies, creative development, technology development, implementation of interactive marketing programs and campaign optimization. Rare Method was recognized as one of Canada's fastest growing companies by PROFIT magazine in 2005 and as Alberta's 5th fastest growing company by Alberta Venture magazine in 2006.

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