



## **Manitoba Agency Selected as Rookie of the Year for 2006**

### **News Release – January 2, 2007 - Calgary Alberta**

See Your Game® Inc. today announced that the See Your Game Manitoba Agency has won the Rookie of the Year Award for 2006.

"In the first year of operation, the Manitoba Agency staged 40 events with thousands of participants. This is the best start ever for a new See Your Game Agency. We extend hearty congratulations to David Reid and Adam Boge for an outstanding rookie performance," states See Your Game Inc. President & CEO Wes Pajunen.

### **Serving Corporations, Professional Sports Teams & Charities**

Throughout 2006, the Manitoba Agency provided See Your Game services at golf tournaments and promotional events for corporations, professional sports teams and charity organizations.

"See Your Game was incredibly well received in its first year of operation," comments Manitoba Agency owner David Reid.

### **Elevating Events To New Level**

"Golfers were excited to see their swings both in the freeze frame booklets and online. Event sponsors saw tremendous value and appreciated our new and innovative approach to build customer relationships. Every event we served was elevated in to a category of its own," says Reid.

### **65% - 95% Response Rates**

The events also enjoyed excellent results in personalized follow up email campaigns. The campaigns consistently realized response rates of 65-95% as participants were invited online to see photographs and full motion video of themselves in action.

### **Grey Cup Excitement**

"Having the Grey Cup in Winnipeg provided some extra opportunities to expose See Your Game to the market," comments Reid.

The Manitoba Agency was involved in a number of Grey Cup activities including a golf tournament and a bank branch opening where people could have their photo taken with the Grey Cup.

### **NBA All Stars**

In addition to its involvement at events in Manitoba, the Agency also traveled into the United States.

"One of our biggest highlights was a celebrity golf tournament in Minneapolis that featured some of the biggest names in NBA basketball. We captured the golf swings and attention of Michael Jordan, Scott Pippen and Charles Oakley," notes Reid.

### **A New Revenue Source for Charities**

A number of Manitoba charities including the Winnipeg Children's Hospital Foundation, directly benefited from the services of See Your Game. Adding See Your Game services to events like the Dr. Goodbear tournament, gave the charities an extra revenue source to present to sponsors.

### **Phenomenal Growth for 2007**

After an outstanding first year of operation, Reid anticipates a year of phenomenal growth for See Your Game Manitoba. "We expect to double the number of events in 2007 and expand into new sport areas, like basketball," says Reid.

**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 growing network of agencies throughout Canada and the United States.

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