

## **NEWS**

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### **LIFE CARROT UNVEILS TV SCRATCH GAMES™ IN LOS ANGELES** *Interactive TV Game Provider Life Carrot, Inc. Helps Local TV Stations and Sponsors Tap New Revenue with Innovative Watch-and-Win Promotions*

**Los Angeles, CA**— October 5, 2010 — [Life Carrot, Inc.](#), a California-based television game services provider, is bringing familiar game favorites such as Bingo, Poker, Sudoku and Slots to local TV viewers as sponsored Watch-and-Win “mini-programs” called TV Scratch Games™.

San Manuel Indian Bingo & Casino is currently airing a sixty-second game every Friday night from September 17<sup>th</sup> to December 10<sup>th</sup> at approximately 7:28 PM PT in Los Angeles on channel 4. The Friday night ad displays seven (7) animated bingo balls. Players who have registered at [San Manuel's website](#) receive a weekly email with bingo cards. If the balls “dropped” during the Friday night ad create a bingo on the player’s card, he or she enters a validation code back at the San Manuel website by 11:00 PM PT that evening to receive a \$500 cash prize.

“When I was kid, local TV was loaded with fun promotions like Dialing-for-Dollars,” said Life Carrot CEO Will Gardenswartz. “We’re re-crafting all kinds of cool ‘old school’ games into fresh, fun and effective local TV vehicles. Our first line of TV Scratch Games combines on-air and online elements offering viewers a highly engaging and entertaining experience, while stations and sponsors benefit from additional revenue and visibility.”

The first TV Scratch Game aired on KNSD in San Diego in the spring 2010 and was sponsored by Barona Resort and Casino.

“Local TV has been working hard to develop non-traditional revenue streams,” said KNSD’s Director of Integrated Marketing Sean Monzet. “The TV Scratch Game program is among the best we’ve explored. It leverages the power and excitement of local television to help stations and sponsors build big, high quality, opt-in databases.”

#### **About Life Carrot, Inc.**

Life Carrot builds proprietary promotional games for television. We bring watch-and-win into the 21st century. We combine on-air and online elements to delight and engage viewers, increase audience size and loyalty, and produce exceptional results for sponsors. Our games are the crazy-fun intersection of advertising and entertainment. No new technology required. Learn more at: [www.LifeCarrot.com](http://www.LifeCarrot.com).