



# TV Scratch Games™

Instant, Universal TV Gamification

**Adding Crazy-Fun Games to Shows & Ads**

*Unparalleled Results for Stations & Sponsors*

CONFIDENTIAL

# TV Gamification

- Digirati call it TV Gamification
  - We call it adding fun, easy-to-play, PDP (pretty darn passive) games to TV ... NOW!
- Unparalleled results for stations & sponsors
  - Big, valuable opt-in databases
  - Highly-engaged, loyal viewers
- ZERO new technology required
- 100% legal / 1000% fun



# TV Scratch Games™

On-air game elements + in-hand game elements = crazy-fun games

What's old ...



... is new!



## Watch & Win for the 21<sup>st</sup> Century

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Bingo game running  
on KNBC LA at 7:28P  
Friday between  
Extra® and Access  
Hollywood® ...

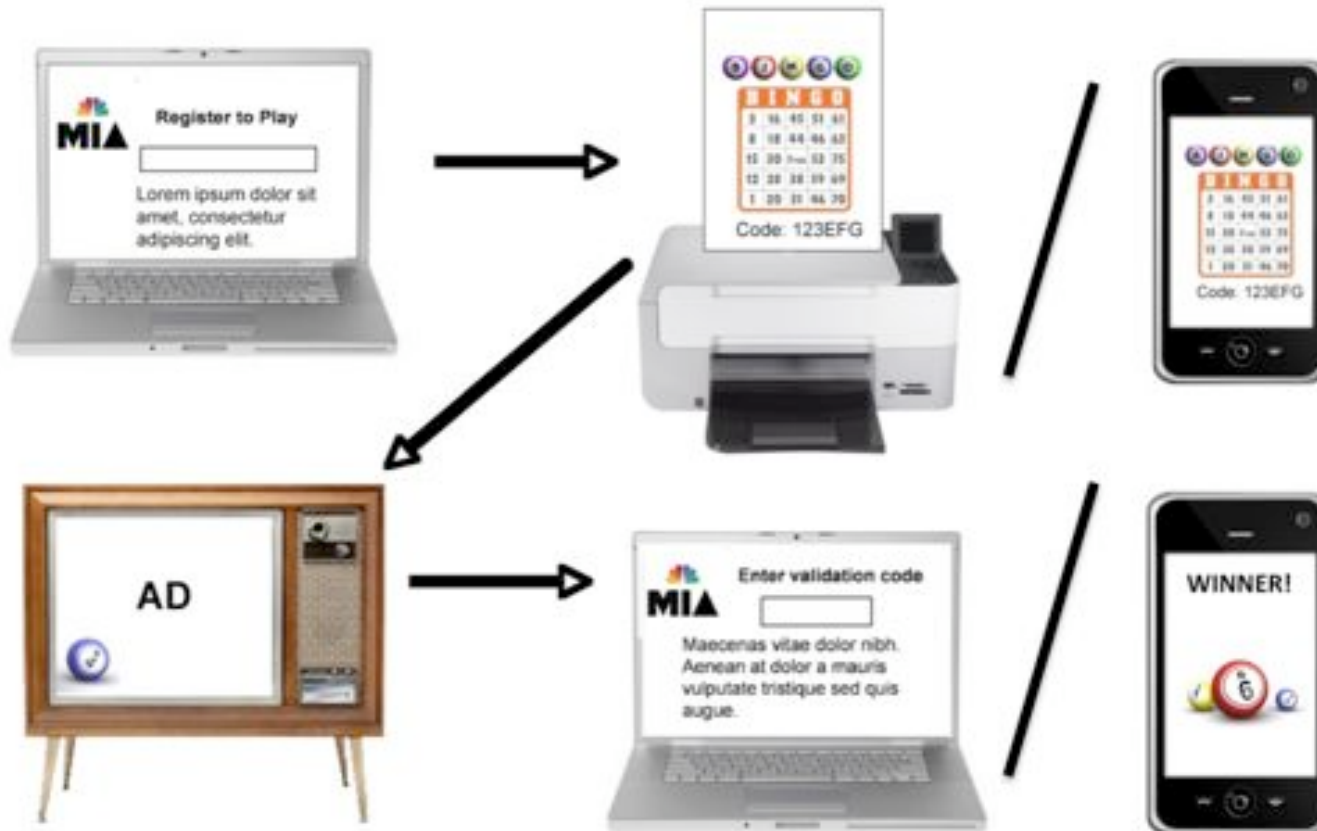


... :60 spot  
sponsored by San  
Manuel Indian  
Bingo & Casino

If PDF deck, visit <http://www.lifecarrot.com/SanManuelCommercial.cfm> to see the ad.

# How It Works

Register → Print/View → Watch → Win!



Try it: [www.tvscratchgames.com/basicdemo2](http://www.tvscratchgames.com/basicdemo2)



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# Simple Operations / Execution

## Game Process

- Games are akin to lottery scratch off games
  - They are pre-played; odds are determined in advance
- Legally the games are sweepstakes
  - Free to play; no AMOE required
- Patented software ensures exact prize budget is always met
- Game runs on Life Carrot's server
  - Looks and feels like sponsor's and/or station's site
- Data belongs to station & sponsor

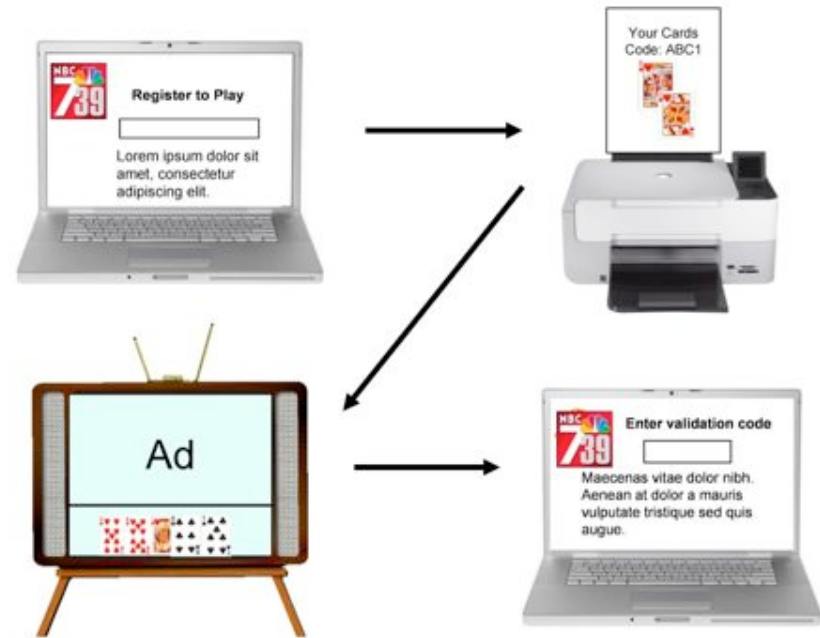
## Station Process

- Station receives an email with weekly/daily game elements
  - For example, 7 bingo ball numbers: B1, I16, N31, G46, O61
- Station develops animated graphics for the on-air elements
  - Run over one of the sponsor's existing spot, incorporated into a new spot, or run as a show segment
- Game element animation is either:
  - Triggered by the "name grabber"; or,
  - Added to a "new" version of the game spot



# Endless TV Scratch Game Flavors

- Bingo\*
- Poker (Texas Hold'em)\*
- Slots
- Fantasy Sports
- Battleship®
- Scrabble®
- And, 1000's more



*TV Scratch Games Poker*

\*Bingo and poker are available now!  
Join a Demo Game at [www.lifecarrot.com](http://www.lifecarrot.com).



# Many Potential Sponsors

- Casinos
- QSR
- Fast Casual
- Travel
- Auto
- Video Games
- Station Promo





# Inventory-rich, Mixed-media

## Printed Game Card Email

Below are your San Manuel Indian Bingo & Casino \$500 Fridays cards for Thursday, September 30, 2010  
Tune in to NBC Los Angeles 4 at 12:30 PM on 09/30/2010 to play this game.  
If you think you've won, visit <http://www.tvscratchgames.com/BasicDemo/>, click the "I Think I Won!" tab, and enter your winning Card Code, no later than 6:00 PM on 09/30/2010.  
Player Tip: The on-air bingo balls appear quickly. It's a good idea to write the ball numbers down and then mark your cards.

BINGO				
5	26	35	49	69
3	24	44	50	64
2	28	Free	52	71
4	18	41	58	68
8	16	45	56	73

Card Code: 447G412293



BINGO				
10	16	45	56	73
8	22	40	58	74
1	28	Free	57	68
9	26	35	59	67
6	18	34	52	75

Card Code: 944G91A233

Enjoy this valuable offer on your next visit to San Manuel Indian Bingo & Casino!

Please bring this entire page to enjoy this valuable offer on your next visit to San Manuel Indian Bingo & Casino

**BUY 1 GET 1: CHOOSE ONE**

- PRACTICE
- WARM UP
- LATE BIRD

**BUY 1 GET 1 FREE BINGO**

EXPIRES: 10-31-2010

**SAN MANUEL INDIAN BINGO & CASINO**

777 San Manuel Blvd, Hightland, CA 95734 | 916-299-2464 • [www.sanmanuel.com](http://www.sanmanuel.com)

Valid for Buy One Get One Free Practice, Warm Up, or Late Bird. Subject to Restrictions. Must be 21 years of age or older to enter or play at Casino. No Cash Value. Not valid with any other offer. Valid only on time of purchase. Must be printed, copied, purchased or sold. Not valid on 2 for 1 special, Mother Madness or Last Sunday of the Month special.

**SAN MANUEL INDIAN BINGO & CASINO**

Watch your U.S. mail box for a FREE-PLAY coupon good for one free regular session bingo admission of \$25 or less at San Manuel Indian Bingo & Casino.

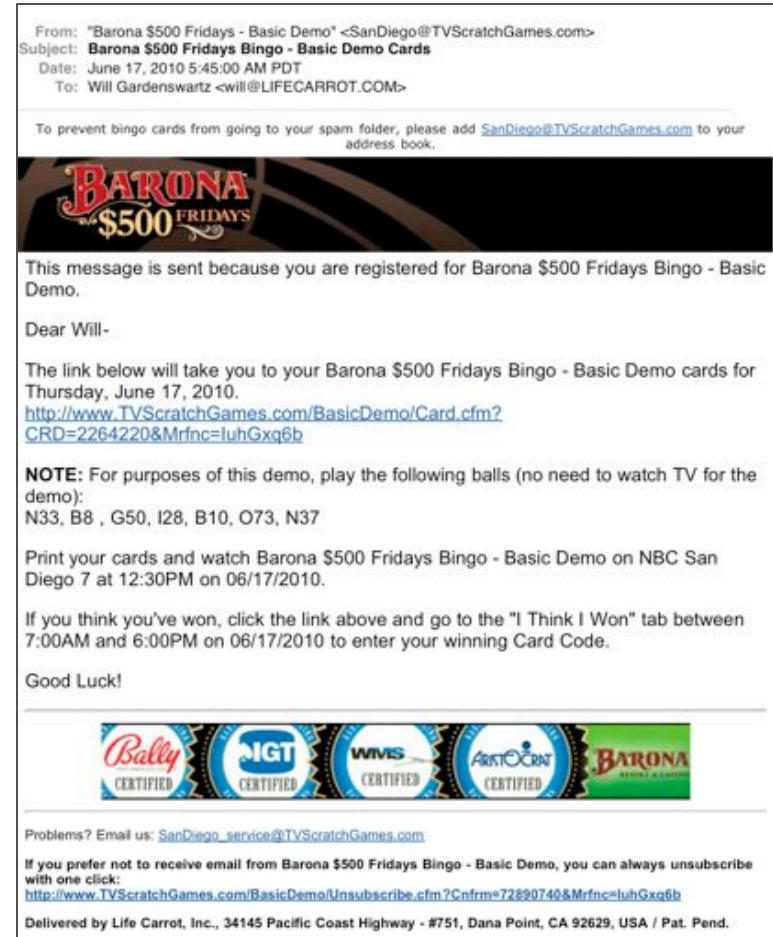


- Multiple touch-points
  - TV promos
  - TV game
  - Registration site
    - *I Think I Won* tab
  - Confirmation email
  - Game card emails
  - Direct mail
  - Social media
    - Facebook app for registration, card delivery, prize fulfillment
    - Updates, news, team play



# Deep Branding

Game website and emails are highly customized.\*



\* This level of Bingo site customization requires an up-charge of ~\$2,500.

# Nothing Like It On TV

- The crazy-fun collision of advertising and entertainment
  - Builds huge “double opt-in” databases
- All games engineered for maximum excitement
- Evergreen
  - Pipeline of new games
- A franchise your station and client(s) can own!
  - One station per DMA
  - Patent protected; hard for others to do



# Remarkable Results

- Thousands of viewers “double opt-in” to play
  - >3% of total program audience is signing-up  
(i.e., DMA HHs X 2.5 X HH Rating X 5% = ~Sign-ups)
  - All of this with light, preemptible ROS schedules, :15 promo spots, 1X/wk game, and too few prizes; the game recruits the players
- >80% open weekly emails
- >65% of registered players play each week
  - >40% check their codes
- >25% redemption rate on offers embedded in the game
- >85% express “top box” satisfaction with the game



# A Truly Turnkey Service

- Life Carrot handles:
  - Legal / Rules
    - Represented by Cohen Silverman Rowan LLP the nation's premier promotional gaming counsel
  - Technical
    - Hosting; email distribution; social media apps: mobile apps: data/list management; site development; new game development; integration of game elements with traffic/master control
  - Customer service
  - Security/Fraud control
  - Prize fulfillment
  - Tracking/measurement



# An Unbeatable Deal

- One station per DMA
  - You only pay when you successfully sell the program!
- Pricing & deal (through April 30, 2011)
  - DMA's 1-10: \$625 per game week
    - + 1X \$625 game activation fee
  - DMA's 11-20: \$500 per game week
    - + 1X \$500 game activation fee
  - DMA's 21-Below: \$375 per game week
    - +1X \$375 game activation fee



# Typical Packaging/Execution

- 13 to 26 week game
  - Frequency builds the database
- Most games air 1X per week (fixed position)
  - But, a daily game would build a huge database
- Prize budget of \$250 to \$500 per week
  - 5 \$100 winners is actually better than 1 \$500 winner
  - Prize budget typically built into the price of the buy
- ROS promo schedule
  - :15's are fine



# Who Is Life Carrot?

## **Will Gardenswartz - CEO/Co-Founder**

A 25-year TV and digital marketing veteran and entrepreneur with deep experience in promotional gaming, marketing services and television. Before co-founding Life Carrot, Will was co-founder and CMO of Done Right!, a marketing services firm sold to Tree.com. Prior to Done Right!, Will was entrepreneur-in-residence at McDonalds, GM & SVP of business development and marketing at Catalina Marketing, director of market development at cable TV giant TCI, and an account executive for KMGH-TV7, a McGraw-Hill owned station in Denver.

## **Jared Tollefson - CTO/Co-Founder**

20+ years of experience in website development, applications development (including Facebook and mobile apps), and database architecture and management. Before co-founding Life Carrot, Jared was the primary web developer at Catalina Marketing where he gained vast experience in the technical and operational aspects of consumer websites, email marketing, database marketing, and promotional gaming.





# Getting Started

- Bingo and Poker are up and running
- A game can be aired with 3 weeks notice
- Technical integration is as simple as receiving a weekly email
  - Zero new technology required
- We supply you with sales materials and will gladly join you on key sales calls!

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