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Game of the Century

\$100 Million March Brackets Promotion

Coming: February 2009

Game Summary

Dell Sports is offering a revolutionary opportunity to participate in the largest College Basketball Bracket Challenge to date: A \$100 Million perfect bracket contest to be promoted as “**The Game of the Century**”. This colossal offering is 100 times larger than average historical prizes. This game will be the talk of every water cooler in the country for more than 8 weeks. This is basically a free lottery ticket and nothing like this has ever been offered before.

Game of the Century Detail

Promotion Duration:	February 1 st – April 6 th 2009 (Starts Super Bowl Sunday!)
Actual Tournament Dates:	March 17 th – April 6 th 2009
Where:	Online
Cost to Enter:	Free
Game Format:	Pick-in-Advance
Grand Prize:	\$100 Million Dollars to the contestant selecting a perfect bracket.
Prize Info:	Fully insured by a reputable global promotions company
Historical Prize Facts:	100 times larger than average historical prizes
Additional Prize:	Guaranteed Prizes will be announced in January 2009
Multiple Winners:	If applicable, multiple winners will split the prize
Page Views:	Historical average is 108 page views per person
Advertising Opportunities:	Dell Sports retains one ad spot inside the game. Participating media partners can sell supplemental ads around the game.

Unique Game Features

Quick Pick:	Just like a lottery ticket, players can instantly “Quick Pick” their own bracket
Risk Tolerance Indicator:	Shows how risky a players selections are while they fill out a bracket
Auto Complete:	For the players who choose to select a winner and leave the rest to chance
Best Results:	Displays the teams you need to win and your best chance finish after Rd 2
What-If Scenario:	Allows players to instantly see the standings based on hypothetical results

Contact Dell Sports for further details at 704.676.4931