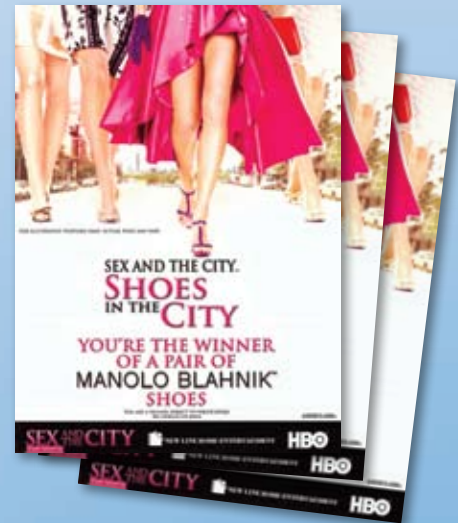


## Walking Off With a Winner of a Promotion



### Promotional Burst

Prize fulfillment was efficient with a 24/7 toll-free call-in number



### In-Pack Gamecard

Winning game pieces were hand-seeded and delivered inside DVDs



### Web Promotion Page

Over 1,000 pairs of Manolo Blahnik shoes awarded

Vertical Marketing Network used its skills and logistics to manage a complicated Instant Win game supporting the launch of *Sex and the City* The Movie on DVD. With on-site personnel to manage the seeding of valuable instant win game pieces, to developing the official rules, to turnkey prize fulfillment, Vertical Marketing Network was in-step with all of the details. **The results – these efforts had the DVD stepping up with \$50 million in sales during the initial release month.**