

Combo Talker™

just re-wrote the rules of
talking game promotions



From the people who brought you results getting, traffic-generating interactive promotions comes Combo Talker™. Now you can offer all the fun and excitement of a talking game promotion, but at a cost that's never been more affordable.

Combo Talker™ is easy to use, too. It's battery operated and compact (10½" x 9" x 1½") so it can be placed almost anywhere, from counter tops to product displays. And Combo Talker™ works all by itself; there's no personnel help needed.

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Playing a game with Combo Talker™ is as easy as 1-2



**WIN INSTANTLY
WITH VISA!**

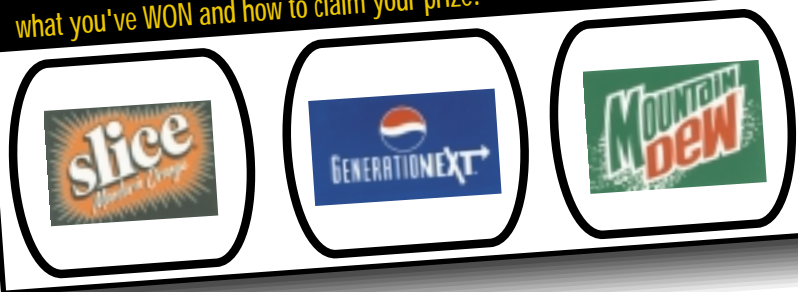
Press start on the Combo Talker™ then press the sequence above to find out what you've WON and how to claim your prize!

The player presses Combo Talker's™ "start" button, then enters the code shown on the game piece.

- Game pieces can be any size or design.
- While the code can be pre-printed on game pieces, this promotion can also ask players to "collect the code" by listening for announcements on radio, calling a special telephone hot line, or visiting a Web site.
- If your promotion requires the player to "collect the code", adding code stickers creates a deeper level of involvement. It makes the games more interactive and more fun.

**Win Instantly with
PEPSI!**

Press start on the Combo Talker™ then press the sequence below to find out what you've WON and how to claim your prize!



Combo Talker's™ "tells" the player what he's won.

- For example, winners would hear, "Batter up! You just won a major league baseball cap. To redeem your prize, fill out the game piece and return it to the address shown on the back."
- Non-winning cards could say, "You didn't win this time, but be sure and complete the second chance portion of your game piece and send it in. And thanks for playing!"
- Standard message chips hold 60 seconds of audio and can include music and sound effects. Longer, larger capacity chips are available.
- Prize allotment is entirely customizable, from product samples to secondary prizes to a single grand prize. Most programs are structured so that prize fulfillment is handled off the premises.

Let's talk.

When it comes to talking game promotions, Gold Media Group knows what it's talking about. Our interactive promotions regularly achieve a 5-8% response rate, sometimes reaching as high as 30%. Combo Talker™ combines this proven response record with breakthrough affordability and ease. Contact Gold Media Group and add Combo Talker™ to your collection of successful promotional tools.

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