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## CFL Pickem Challenge

### About The Game:

This is the fan favorite Pick'em game where users test their football knowledge and try to predict every game each week. Our CFL pickem features the entire pre-season, regular season and the Gray Cup playoffs. This exciting head-to-head pickem contest is a six month contest and a must-have promotion for Canadian Markets.

### How It Works:

Every week, your audience logs online through your website to select the winners for each CFL football game. Dell Sports keeps track of their record and creates the standings. Participants compete amongst their friends and others throughout the entire season for great local prizes (local prizes provided by media outlet). Dell Sports displays both the weekly and season winners. Just promote the game and Dell Sports does all the rest!

### Unique Features (subject to change):

- Upgraded Selection Interface
- Custom Scoring Option
- Weekly Winners
- CFL News
- Automatic Tie-Breaker Scoring

### Unique Interaction (subject to change):

- 1) Fan Profiles
- 2) Smack Boards With Smack Ratings
- 3) Private Groups For Friends

### Advertising Opportunities:

There are numerous advertising opportunities built into this game. The foundation of this game is very advertiser friendly. We have designed and laid out this promotion to produce the highest profitability for our clients and their sponsors.