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Weekly Pro Pickem Challenge

About The Game:

This game is a pro pickem challenge that begins in early September and runs through week 17 of the NFL season. This is a 5 month promotion since the game will be delivered in August to each media partner. Our game lets participants predict the weekly winners among every matchup each week of the NFL season.

How It Works:

Every week, your audience logs online through your website to select the winners for each NFL 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):

- Flash Selection Interface
- Custom Scoring Option
- Weekly Winners
- Track Your Friends Performance
- NFL News

Unique Interaction (subject to change):

- 1) Fan Zones
- 2) Smack Boards With Smack Ratings
- 3) Private Messages
- 4) Private Groups For Friends
- 5) Voting Polls

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. Individual samples of the advertisement layout are available.