

CRACK THE CODE



Radio's most innovative and interactive revenue generating competition has finally arrived in America.

Crack the Code is the ultimate money game, designed and proven to build Cume, TSL, and non-spot revenue... on-air and online.

*Innovative
Interactive
Addictive*



Lock in your market now.
But be warned.
You will become addicted too.

Your listeners compete hourly to unlock a bank vault full of cash with just four numbers and their phone. Crack the Code's patent-pending software and bigger-than-life production delivers adrenaline levels that rival even TV's Deal or No Deal. The online game lets listeners sharpen their skills and feed their addiction on your site, 24/7!

- Winner - Best New Media Initiative, 2007 European NAB
- On-air in major radio markets worldwide

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Now Radio is REALLY Interactive

CRACK THE CODE



A Phone. Four Numbers. And a Bank Vault Full of Cash.

Crack the Code keeps audiences on your station for hours with their phones at the ready. Their objective: crack the vault using four numbers in the correct sequence using their phone, on air and online...in real time.

The only way to work out the code is to keep playing!

Engaged audience Increased listening Excited advertisers



Each code sequence is randomly generated and encrypted by the interface software, making the game 100% tamper proof. Incorrect numbers are eliminated with every attempt, resulting in guaranteed regular winners. The chances of winning increase as the game progresses.

Crack the Code is a brand unto itself, and comes complete with on-air interface, beds, liners, scripts, promos, sales package, advertising creative...even a web game. All you need to add is a prize budget and your personalities.

Now, Radio delivers a whole new level of interactivity you can sell. Get on Crack the Code before your competition does.

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How to Get Started

- 1 **Lock in your market.** Receive market exclusivity for one full year, during which time you may air the contest twice. Delivery takes three weeks.
- 2 **Pick your dates.** Go live three times every weekday for two eight-week periods (or two six-week periods if more than three times a weekday).
- 3 **Get us your Station Logo and Voice ID.** We'll customize everything so you have complete ownership of Crack the Code in your market.
- 4 **Circulate the User Guide.** Keep the Engineering, Promotions, Production, and Sales departments in-the-loop so they'll know just what to do!
- 5 **Set Your Prize Budget.** It's your money. You may wish to use a building, variable, or reverse jackpot - it's completely up to you.
- 6 **Fire up the Jocks.** Crack the Code will arrive approximately one week prior to air, giving your jocks lots of time to practice and get excited.
- 7 **Prep Your Sales Team.** We'll provide everything they need to hit the streets, so you can cover your costs with the first package they sell.
- 8 **Promote like Crazy.** You get a ton of marketing materials, from web banners, ads, billboards...everything you need to own your market.

*Call Momentum now to see,
hear, and play Crack the Code.*

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What They're Saying

"We are thrilled to be first with Crack the Code® in America. Overwhelmingly, listeners tell me how addictive Crack the Code® is and that they love playing on-air and online. The imaging is dramatic and larger-than-life. The non-spot revenue components even had our GM pacing his office with excitement. In fact, we sold 14 of 16 sponsorship packages before we even hit the air. It's groundbreaking!"

-Gary Thompson, PD, 933 The Bone (Cumulus), Dallas, TX

"Crack the Code is the highest profile cash game in our market, ever. It has a forced tuning aspect that drives up TSL and appointment listening. There's never been a radio game with such high production value!"

-JC Douglas, PD, Q104 (NewCap), Halifax, NS

"The capacity for increasing [audience] and time spent listening is absolutely enormous."

-Ian Grace – CEO Virgin Radio Asia/Republic Communications, Australia

"This is one of the best competitions we've ever done and that's because of the way it's structured and the [interactive] mechanic of it."

-Simon Parkinson, PD, 94.7 Highveld Stereo, Johannesburg, South Africa

"The inability of competitors to imitate the game and its proprietary technology is a big benefit."

-Jeff Allis – Group Director of Programming, Austereo Network, Australia

"Crack the Code had an enormous impact on the station from a number of perspectives...our audience, our staff, and our advertisers."

-Ryan Till, Group General Manager, Primedia Broadcasting, South Africa

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