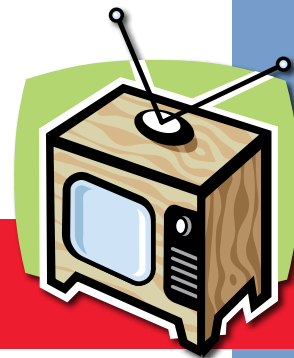


**BOOST RATINGS,
INCREASE SHARE,
AND SELL MORE
ADVERTISING
BY GIVING
VIEWERS THE
CHANCE TO
WIN UP TO
\$1,000,000, PAID
FOR BY ODDS ON
PROMOTIONS.**

Give your viewers the ultimate incentive to tune in...the chance to win a life-changing prize! Odds On Promotions has dozens of attention-getting contests and promotions to help you engage your viewers, drive traffic, maximize sponsorship and event opportunities, and ultimately, capture more advertising dollars. Best of all, when you have a big winner, Odds On Promotions will be there to pay for the prize – up to \$1,000,000! Here are a few of our most popular and effective television contests.

TOP FIVE ODDS ON-TV contests & promotions



1

TV LOTTO – SCRATCH FOR CASH

TV Lotto offers the giant prize thrills and excitement of the lottery, while driving increased ratings and quantifiable sponsor traffic! Here's how it works: viewers go to your participating sponsor's location to pick up a free scratch card featuring six scratch-off circles. Viewers scratch off their customizable cards revealing a combination of six television shows, television stars, the names of your on-air talent or sponsors. During your selected day part, your on-air talent, using Odds On's TV Lotto machine, will randomly draw six balls with the same customizable names. If the names on your viewers card, matches that day's six names, the cardholder wins the grand prize up to a \$1,000,000, paid for by Odds On Promotions. Smaller prizes awarded for matching fewer names.



2

\$1,000,000 PRIMETIME PLAYLIST

Here's a great way to showcase your line-up while giving viewers a change to rake in the dough! During sweeps, qualify up to 100 viewers during your morning, midday or evening newscasts; by having them answer trivia questions about your shows for a sponsored prize. As the sweeps period comes to a close, select one lucky viewer and invite them to the studio for the chance to win \$1,000,000 for correctly picking 3 shows out of list of 20 of your station's most popular shows. Make the perfect choices and they'll score \$1,000,000, and Odds On will be there to hand over the dough.



3

DOLLAR BILL GAME

Imagine the response when you tell folks at the start of sweeps that they can win \$100,000 with just \$1! Odds On Promotions will circulate one-dollar bills in your broadcast area where every serial number is worth a prize, but one of the bills is worth a \$100,000 prize! Every day, during your promotion, you'll broadcast a winning serial number. If a viewer holding that bill calls your station in the allotted time, they win the big bucks and Odds On Promotions will write the check!



4

PREDICTIONS

Predictions are a great way to surper size a promotion around your award shows, reality shows, and televised sporting events from golf to auto racing. Your viewers can win up to \$1,000,000 for correctly predicting the top 5-7 finishers on anything. If a lucky fan can predict the future, Odds On will write them a check worthy of Hollywood royalty.



5

CONDITIONAL REBATE

Give your sponsors the ability to hand out a 100% rebate to every viewer who has made a purchase if it snows on New Year's Day, if there's a record-breaking high temperature on July 4th or if the hometown teams win the World Series, Super Bowl, or the Men's College Basketball tournament. If the condition holds true, Odds On will be there to cover the cost of every purchase made!



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