



PRIZE VAULT

Vault ahead of the competition.



Here's a winning combination.

Pair your product and our Prize Vault to build awareness, increase traffic and vault ahead of the competition. Simply place cash, keys or a model of the prize into our vault and advertise the chance to win. When one of your customers cracks the code, Odds On will be there to pay for the prize!

HIGHLIGHTS:

Affordable - Offer up to a \$1,000,000 prize at a fraction of the cost.

Versatile - Clear Plexiglas box works with any prize in every setting.

Easy to Transport - Weighs under 15 pounds and measures just 13.5" x 10" x 10".

Easy to Play - Customer punches in a number from 2-12 digits.

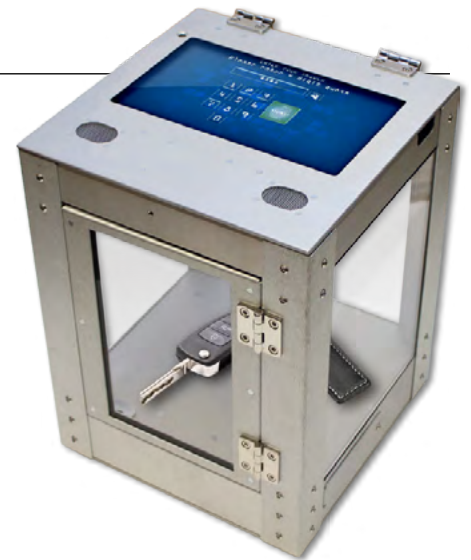
Easy to Run - Arrives programmed and ready for use.

Risk Free - When you have a winner, Odds On pays for the prize.

Flexible - Vault can be programmed with up to five different secondary prizes and a default prize, and also has the ability to collect predefined demographic data.

Cost Effective - Your costs are predetermined and fixed.

Effective - Increases traffic and enhances product visibility.



EASY AS 1 2 3

- 1 Select your grand prize and consolation prizes. Then advertise the chance to win your fabulous prizes by attempting to crack the code.
- 2 Following the customized instructions on the Prize Vault's lighted electronic display, patrons enter their choice of digits.
- 3 When someone cracks the grand prize winning code, they walk away a winner, paid for by Odds On.

FEATURES & SPECIFICATIONS:

- Shipping and storage case provided
- No assembly required
- 2-12 digit flexibility
- Size: 13.5" x 10" x 10"
- Weight: 14lbs.

Prize Vault promotions start at \$1190 and include custom secondary prize and demo programming, FREE shipping and a complimentary 11" x 17" promotional sign.



^ **FREE CONTEST SIGN**

TURN OVER FOR MORE >>

OddsOn
PROMOTIONS

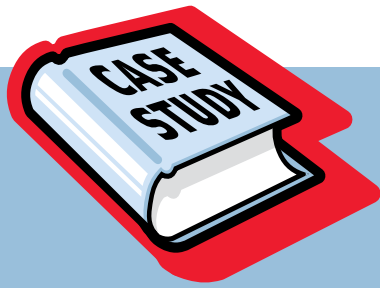
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Interact:



PRIZE VAULT

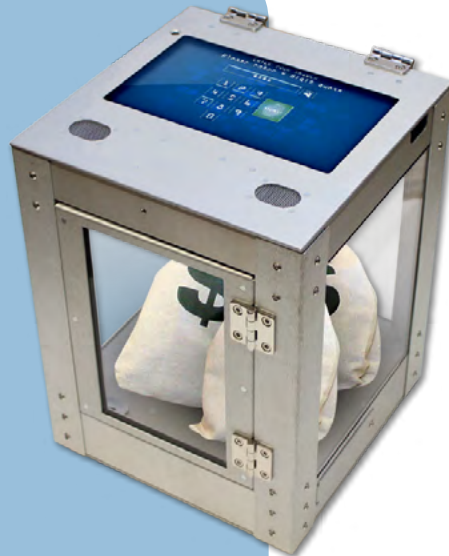


WHAT: Prize Vault

WHERE: Utah and Wyoming

OBJECTIVE: Database development and increase foot-traffic

RESULT: 6,500 additional customers



American Car Care Center has utilized Odds On's Prize Vault promotion for the past three years. Last year, American expanded its efforts by placing a prize vault at 13 of its dealerships in Utah and Wyoming. Advertising directed customers to come in for a chance to win a Ford 4x4. After completing a registration form, customers entered a 6-digit code to win the Ford.

The promotion drew over 500 additional customers to each location and built a solid database for later direct mail efforts to American's target audience.

**"This is one promotion
I will repeat
again and again."**

Larry Nickles,
American Car Care Center



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