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Larry H. Miller Sports & Entertainment

Eric Schulz VP of Marketing





AGENDA



- Who is the Larry H. Miller Sports & Entertainment Group?
- Mobile Marketing Why Me Inc?
- Landing Page Demos

Larry H. Miller Sports & Entertainment – the Company













Larry H. Miller Sports & Entertainment – the Company









A.DeltaCenter

LHM Sports & Entertainment



- Why is the Larry H. Miller Group using Shout!?
 - Most cost effective way to reach fans
 - Easy to use
 - © Can send audio messages from Stars (recognizable figures) tied with a web site to push sales of tickets and sports memorabilia
 - Andrei Kirilenko NBA all-star
 - Denny Haslam president, basketball operations
 - Deliver timely information to fans



Versatility





3



Event Marketing



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Breaking News





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Celebrities







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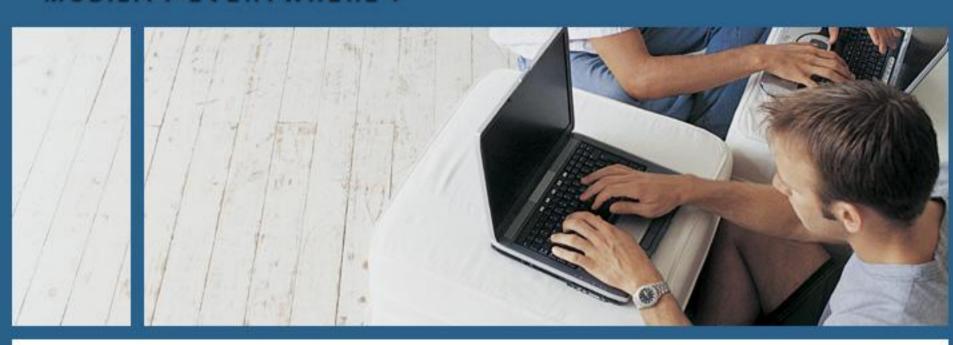


Thank You





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ASK Technologies, Inc.

Steve Piroli & John Fox



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Agenda



ASK technologies, inc.

- Who Is ASK
- System Integration Practice
- Application Practice
- Why Enterprise Mobility
- Case Study Musco Food Corporation



Who is ASK?



- > Founded in 1993
- Leading Value Added Reseller & Systems Integrator
- Long Term SCO Premier Reseller
- Represent Top Tier Hardware & Software Manufacturers
- Strong Business Partner Relationships
- Best In Class Professional Services
- Proactive & Reactive Support Offerings
- National Client Base
- Top 25 Software Developers Philadelphia & Metro Area
 - Philadelphia Business Journal 2004 & 2005
- > Top 25 System Integrators Philadelphia & Metro Area
 - > Philadelphia Business Journal 2005



Systems Integration Practice

- Server & Storage Implementation
- > UNIX Implementation
- UNIX & Windows Server Optimization
- Layered 3 Routing and Switching
- VPN, Firewall, Security & Auditing

- Cisco IP Telephony
- Enterprise Mobility Computing
- Power Consolidation
- ➤ Disaster Recovery

 ASK Data Reflector®
- ➤ Offsite & Secure Data Hosting Services



Application Practice



- > CIS Carrier Information Systems. Commercial Truck Load, LTL, Leasing & Renting Transportation Application Software
- Business Basic BBx, T-Bred, and Open Basic Development& Support
- Cobol Microfocus, Liant, RM Cobol Development and Support
- ➤ C, C++ & UNIX Scripting
- > Electronic Commerce Solutions
- ➤ Mobility Enterprise Application Development Solutions



Why Enterprise Mobility?



- Defining Mobility
- > Technology Is Full Of Change
- Device Consolidation
- Exciting Times

Case Study — Musco Foods Corporation



Challenge: Mobile Sales Force Effectiveness

- Orders taken manually
- > Transcription errors
- Ordering delays
- Pricing changes
- No availability of the latest catalog information



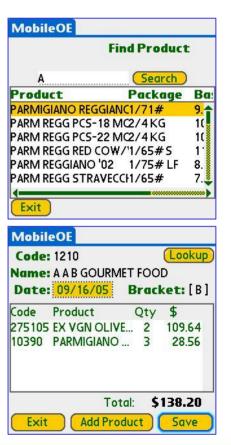
Case Study — Musco Foods Corporation



Solution: Ordering and Inventory on Smart Phones







Case Study — Musco Foods Corporation



ROI: Faster, More Efficient & Profitable Sales

- ➤ Dramatic cost savings
- >Improved customer service levels
- ➤ Next-day order delivery
- ➤ Current price/quantity data
- > Faster inventory turns
- > Reduced accounts receivable



Company Resources



Corporation Location

- > 7 Bala Avenue, Suite 201
- > Bala Cynwyd, PA 19004
- > 610.617.0300 Office
- > 610.617.0307 Fax
- **≻ Visit Us At**
 - > www.asktech.com
- **➤** General Information & Inquiries
 - > info@asktech.com





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Brigham Young University Shout!

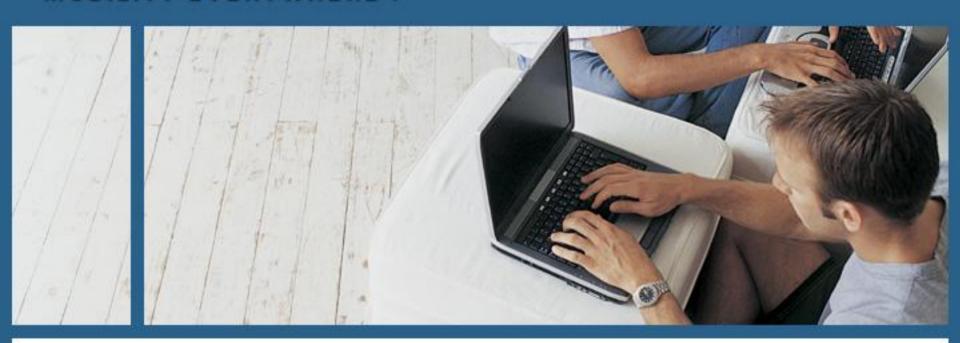
Jazzmasters Shout!







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Utah Blaze/BOWG Ad Agency

Jaelyn Carrillo

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Utah Blaze – the Company



- 2006 Utah Blaze Recap First year in the Arena Football League
 - #1 in league in season tickets
 - Season Tickets 9,752
 - #1 in league attendance
 - Total attendance for 8 games 124,000 / 15,500 fans per game
 - #1 in Sponsorship sales
 - Exceeded 2006 ticket revenue target by 25%
 - Received Arena Football League Commissioners Award
 - Given to the best overall Front Office



B/O/W/G – the Company

- Full service agency
- Founded in 1995
- 70% technology 30% other
- Based in Salt Lake City
- Founding member of a global network of independent agencies
- 2006 winner of two National Addy Awards
- 2006 Best of Show in Utah
- Won 17 Gold Addy's locally
- May 2005 Ranked in the Top U.S. Agencies by Advertising Age Magazine



Utah Blaze – Reasons for using Shout!



- Success created new Marketing challenges
- How do we reach our loyal and new fans?
- Top of Mind Awareness
- Mow do we set ourselves apart from the other professional sports teams in the market?
- Cost Effective
- Cost per impression made Shout! the most cost effective advertising medium we were using.
- Unlimited monthly uses for the same monthly cost
- Personalized Messages
- Using Danny White as our "voice" we were able to send personalized messages to each of our fans.



B/O/W/G – Reasons for using Shout!



- New medium
- Reach target audience in a different but very direct way
- Complementary addition to a traditional media buy
- Attractive medium for younger target audience
- The "Wow" factor
- An "out of the box" idea to enhance your media plan
- Cost Effective
- Allows a change in messaging in real time

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Thank You



