

New Interactive Football Game for Sports Bars and Restaurants Debuts During 2008 NFL Season

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GameON! from OnSite Network Delivers Active Viewers and Intensifies Brands

Sports fans and Fantasy Football players have a new outlet to pursue their passion for pigskin. GameON!, a fun, easy-to-play interactive football game from OnSite Network, debuted on September 7 for the 2008 National Football League season throughout its premise-based video network in sports bars.

GameON! represents a breakthrough in out-of-home television viewer engagement and augments OnSite's existing platform that combines advertising, venue promotion and localized content with live TV programming.

Simple Format and Interaction Encourages Play

GameON! is a pick 'em styled game where players make simple selections about real games they are watching on TV at their favorite sports bar or restaurant. Bar managers have the ability to offer patrons a GameON! game for their favorite football, baseball, hockey or basketball team.

Leader boards, which are updated in real-time, appear on the OnSite HDTV screens. The combination of an interactive GameON! game, live sports TV programming and entertaining content provided via the OnSite Network engages viewers. OnSite rotates three types of information in high-definition on its sponsorship frames: brand advertising, venue promotions and regionalized sports content that sports fans love.

As week three of the NFL season draws near, more than 700 players have already played the game in ten initial pilot locations. In these locations, 25% or more of all patrons watching the game on TV have also opted to play the GameON! contest for that game.

Further Rollouts Planned

The initial rollout focused on OnSite's newly installed locations in the New York and Dallas markets. Based on initial feedback, the company will continue to roll out the game across key markets.

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