

StatePoint Media Launches First-of-its-Kind Promotional Product For National Consumer Brands

*New Sponsorship Combines Editorial & Advertising Promotion,
Providing Clients With 450 Print Placements Reaching 9 Million Consumers Within 2 Weeks*

(New York, NY – September 26, 2011) – StatePoint Media, Inc. (www.StatePointMedia.com), a premier local feature placement service, today announced it now offers sponsorships of two of the most popular items in newspapers – Crosswords and Sudokus. Each week StatePoint Media’s thematic Crossword and Sudoku puzzles run in 450 to 475 community daily and weekly newspapers that reach 9 million consumers nationwide.

This unique product combines advertising and editorial promotion for the delivery of a grassroots marketing campaign that generates hundreds of print media placements reaching millions of consumers within a short two- to four-week period. StatePoint Media can even integrate a client’s brand name directly into the Crossword Puzzle, to deepen interaction with customers while making it a fun item for clients to promote in sales and press kits and on their websites.

“This new sponsorship is ideal for triggering consumer action, such as driving website traffic or Facebook ‘likes,’ fundraising, and for getting consumers to act on contest, give-away or coupon offers,” said Roger Maes, Chief Marketing Officer at StatePoint Media. “Not only does the sponsorship reach a huge audience in a short period of time, but our client’s brand is in front of consumers for the duration of time it takes them to complete the puzzle – a much longer period than a traditional sponsorship.”

A single StatePoint Media Puzzle Sponsorship includes the following:

- Sponsorship of 1 Crossword Puzzle and 1 Sudoku Puzzle
- Brand Name Integration into the Crossword Puzzle

- Display Ad Adjacent to Each Puzzle Grid
- Distribution and Tracking on StatePoint Media's Editorial Service
- Full Promotional Rights
- Minimum Performance Guarantees in Writing
- Average of 450 Confirmed Media Placements Reaching 9 Million Consumers
- \$45,000 Promotional Value (at an approximate cost per thousand of less than 80 cents)

The StatePoint Media Puzzle Sponsorship is particularly popular with daily and weekly newspapers in suburban and rural communities across the country. As a result, the core audience is middle to upper-middle class families.

About StatePoint Media

As the premier local feature placement service in the country, StatePoint Media, Inc. (www.StatePointMedia.com) allows customers to expand their media coverage with a steady flow of positive press to a mass audience they're not targeting – regional media web sites and local community newspapers across the country. StatePoint Media has promoted hundreds of top consumer brands to its more than 6,500 registered print and online media outlets. The company has offices in New York City and Madison, Wisconsin.

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