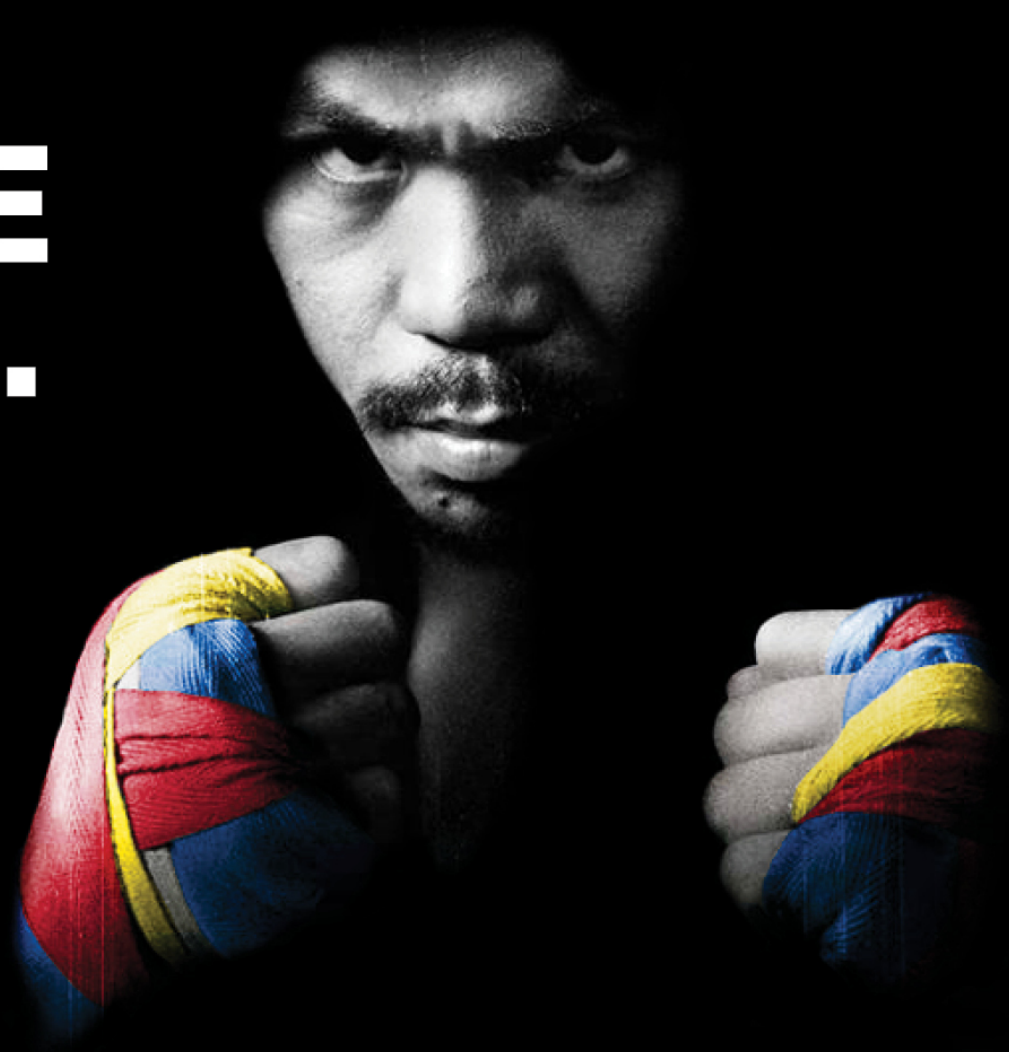


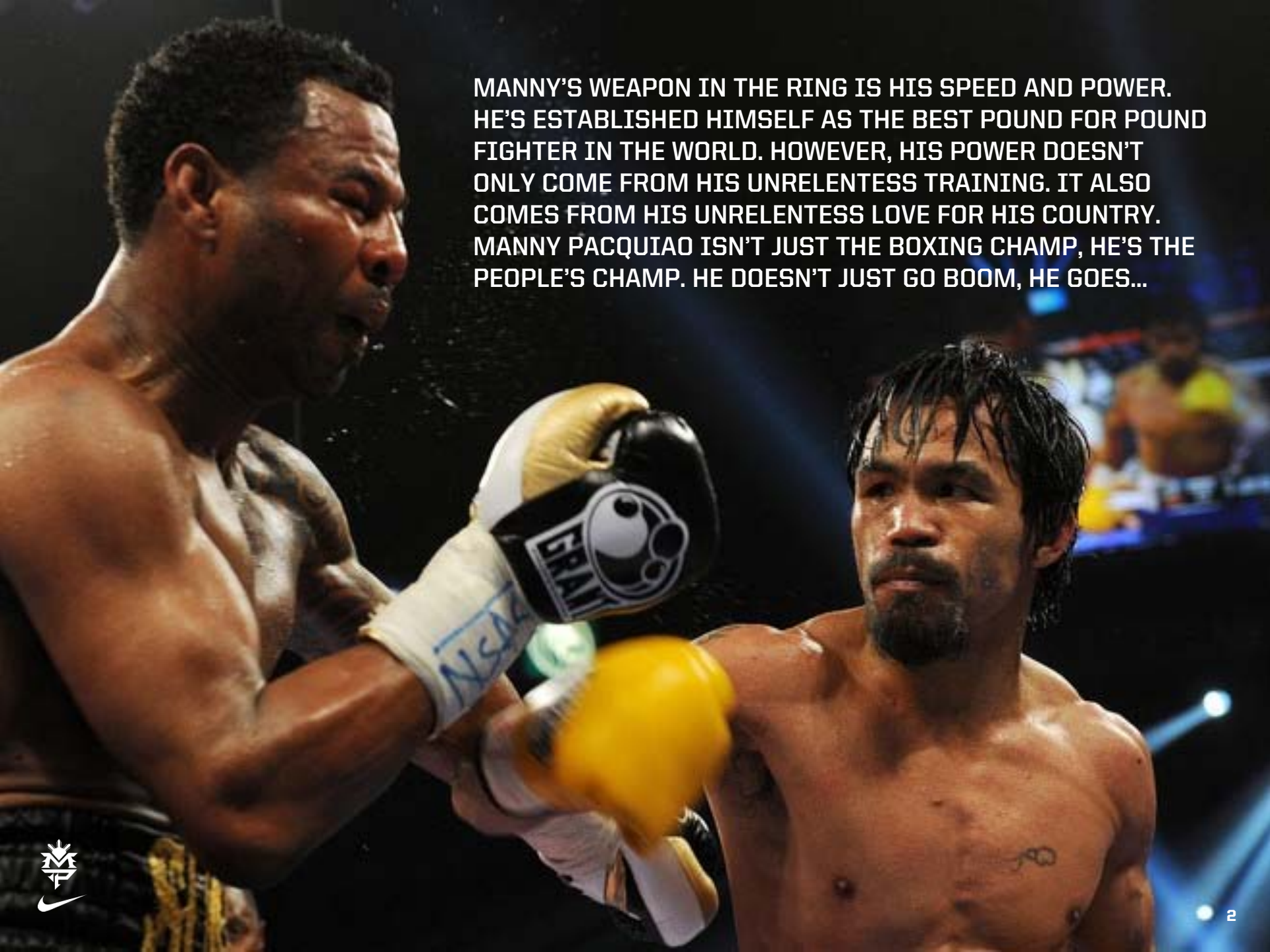
BOOM. FOR THE PEOPLE.

LAS VEGAS CHAMPS
PACQUIAO ACTIVATION



RECAP 2011





MANNY'S WEAPON IN THE RING IS HIS SPEED AND POWER. HE'S ESTABLISHED HIMSELF AS THE BEST POUND FOR POUND FIGHTER IN THE WORLD. HOWEVER, HIS POWER DOESN'T ONLY COME FROM HIS UNRELENTLESS TRAINING. IT ALSO COMES FROM HIS UNRELENTLESS LOVE FOR HIS COUNTRY. MANNY PACQUIAO ISN'T JUST THE BOXING CHAMP, HE'S THE PEOPLE'S CHAMP. HE DOESN'T JUST GO BOOM, HE GOES...



SALES RESULTS

CHAMPS OVERALL

- 6,451 Units Sold In Week 2 = 33% Sell Through
- Total Sell Through As OF 5/9 IS 44%
- Manila Local Tee in Yellow = 71% Sell Through as of 5/9
- Nation's FIST Tee in Black = 77% Sell Through as of 5/9

FASHION SHOW MALL CHAMPS

- Friday 5/6 & Saturday 5/7 were the #3 & #6 top selling days in history for the Fashion Show Champs door
- 725 Pacquiao tee's sold in four days and 617 were customized (85%)
- Pacquiao Trainer 1.3 sold out within two hours
- 120 championship tee sold in 2 days after fight (53% sell thru)



KEY ACTIVATION ELEMENTS



PINNACLE WINDOWS



MINI MALL TAKE-OVER



CONSUMER EXPERIENCE EVENT



DIGITAL SOCIAL MEDIA



PINNACLE WINDOWS

CHAMPS US

- Pinnacle windows at Fashion Show and Miracle Mile malls in Las Vegas and at Times Square door
- Standard window executions at 123 other Champs locations in the US

CHAMPS CANADA

- Pinnacle window executions at Yorkdale and Yonge St doors
- Standard window executions at 13 other Champs locations in Canada



PINNACLE WINDOWS



Yonge Street, Toronto, Canada



Yorkdale Mall, Toronto, Canada



PINNACLE WINDOWS



Miracle Mile Mall, Las Vegas



Fashion Show Mall, Las Vegas



CONSUMER EXPERIENCE

TEE CUSTOMIZATION

- Fashion Mall Champs consumers had the opportunity to customize their purchased tees with their name a Team Pacquiao/Vegas heat transfer
- 85% of all tees purchased were customized
- A total of 647 tees were customized in four days

PHOTO BOOTH EXPERIENCE

- Pinnacle window executions at Yorkdale and Yonge St doors
- Standard window executions at 25 other Champs locations in Canada



TEE CUSTOMIZATION



85% of all tees purchased were customized by consumers



Consumers customized their tees with their names or a heat transfer design



TEE CUSTOMIZATION



Consumers were willing to wait up to 2 hours for customized tee



150 tee customizations were submitted in the first hour on Friday, 5/6



PHOTO BOOTH EXPERIENCE



Consumer received an email with easy Facebook posting capabilities



Consumers received a free photo and saw themselves on the big screen



PHOTO BOOTH EXPERIENCE



PHOTO BOOTH EXPERIENCE



MINI "MALL TAKE OVER"

FASHION SHOW MALL

- 24 door clings
- 5 free standing signs
- 3 interior light boxes
- 2 exterior light boxes
- Average of 30,000 daily impressions per sign



MINI “MALL TAKE OVER”



Fashion Show mall free standing signs at key traffic intersections



Fashion Show Mall light boxes at directory kiosks



MINI "MALL TAKE OVER"



Interior light box at Fashion Show Mall



Exterior light box along Las Vegas Blvd.



DIGITAL SOCIAL MEDIA

CHAMPS FACEBOOK PAGE

- 308 consumer photo book images posted on Champs page

NSW FACEBOOK BLOG PAGE

- Champs Fashion Show teaser video posted with 505 views in four days

YOUTUBE

- Champs Fashion Show teaser video posted with 1,013 views in four days



MINI "MALL TAKE OVER"

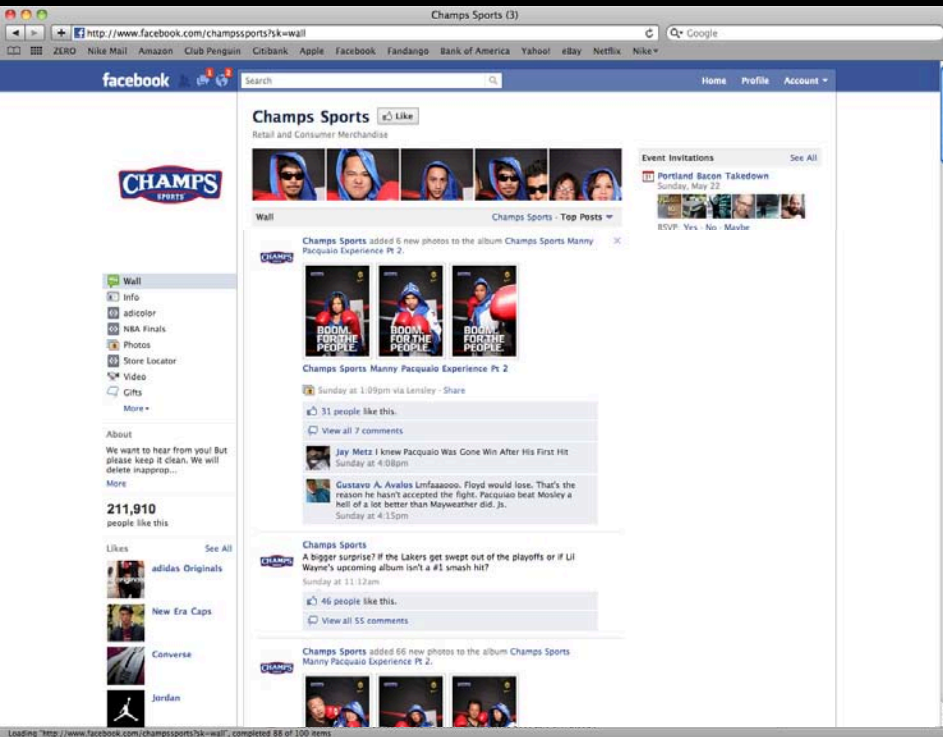
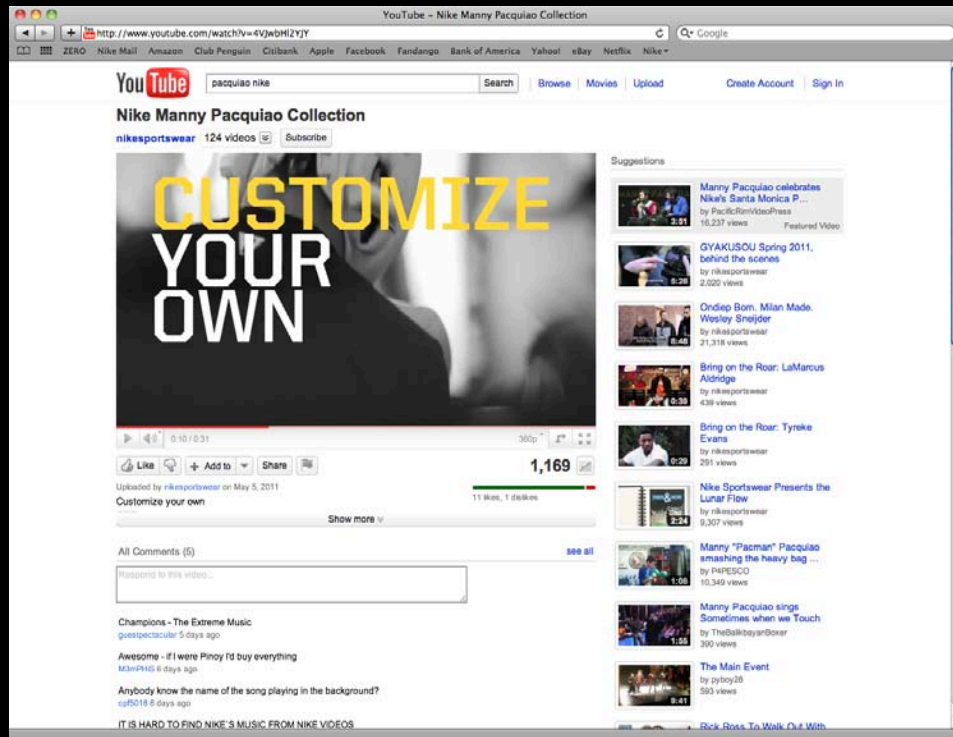


Photo booth images automatically posted on Champs' Facebook page



1,013 YouTube views in four days of Champs Pacquiao event teaser



