



PRIZE 
MACHINE
CONNECT DISTRIBUTE PROFIT

Reward Instantly





What is Prize Machine?

An always-on, pay-per-play

Instant Win Prize Game with \$10,000 in Prizes every Month

- Businesses can connect to Prize Machine through an **API** to “sell” game plays for points within rewards programs
- A database of **Game Tokens** can be issued to businesses so they can distribute any way they wish.

Get ready to play!

\$10,000 in Prizes Available to be Won!

Good Luck!

YOU COULD
WIN UP TO
\$250!



Prizes

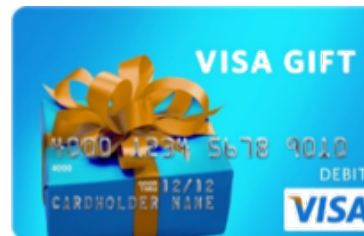
TOP US GIFT CARDS AVAILABLE

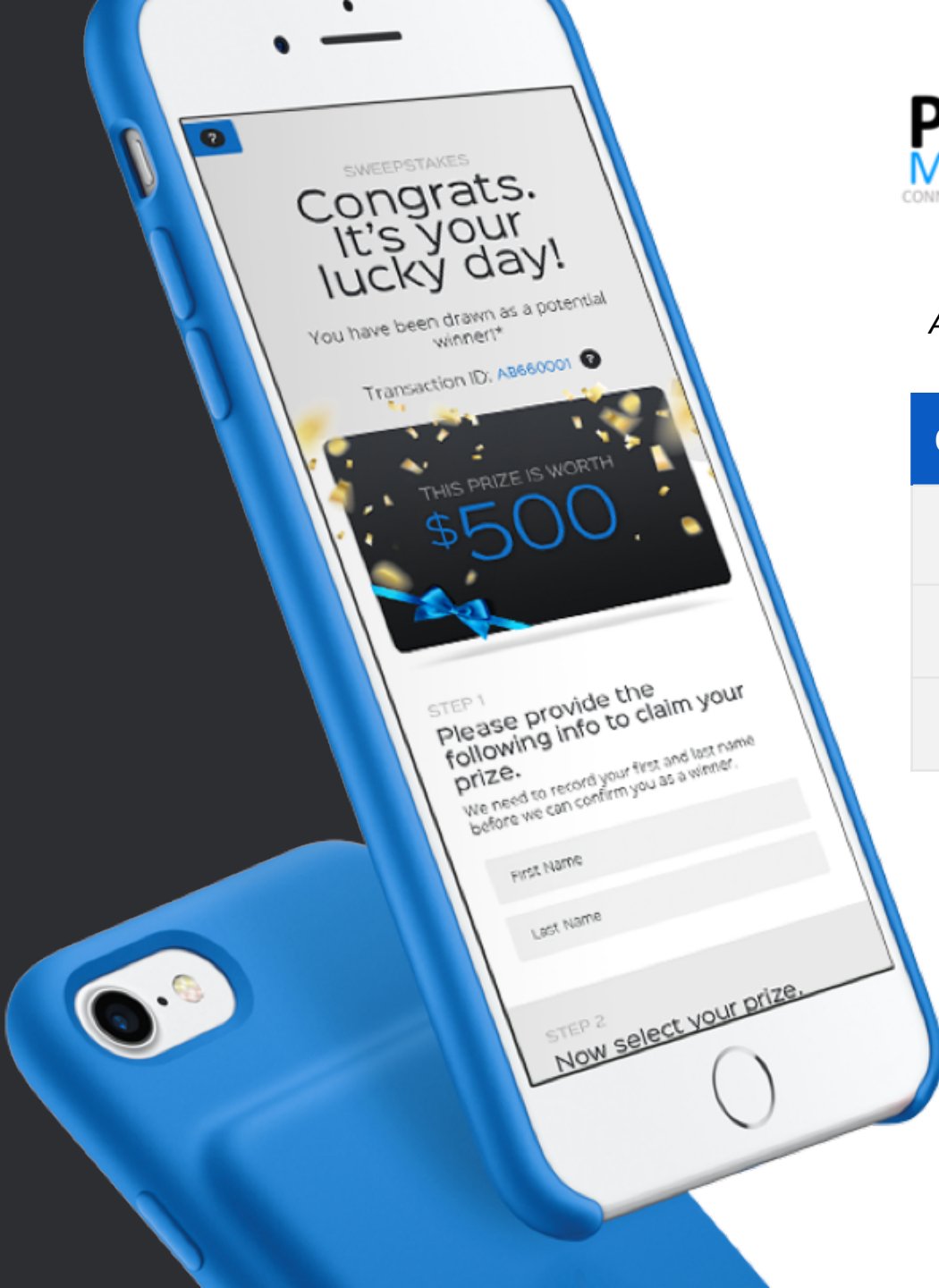
Something for Everyone?

When a player wins, they chose what prize they would like to receive

Instant Gratification

Winners are emailed their prize immediately after selecting it!





Costs

AFFORDABLE REWARDING

Overview	Bronze	Silver	Gold	Platinum	Custom
Cost per Package (monthly)	\$10	\$25	\$50	\$100	
# of Plays Included	100	500	1,500	5,000	
Cost Per Play	10¢	5¢	3¢	2¢	

1 monthly bill | As low as 2¢ per Play




Side Walkthrough

Your Loyalty Catalog View – Instant Win

- 1 • You're emailed all assets for You're catalog (Prize Image, Promo Name, Descriptions and Rules Link)
 - You just load them in as per any other Reward
- 2 • Rules links to our hosted site, no need for you to host anything
- 3 • **Client/Customer decides points costs** of a gameplay

Rewards Catalog



1

Test Instant Win

Campaign for testing instant win integration.

No Purchase Necessary. Participating entries into this Promotion on the REGN promotion platform will be obtained from various brands' solicitations. All entries, regardless of the brand through which you entered, are entered into the same Promotion/drawing. Free mail-in entry available: see Rule #4 of [Official Rules](#) for full details.

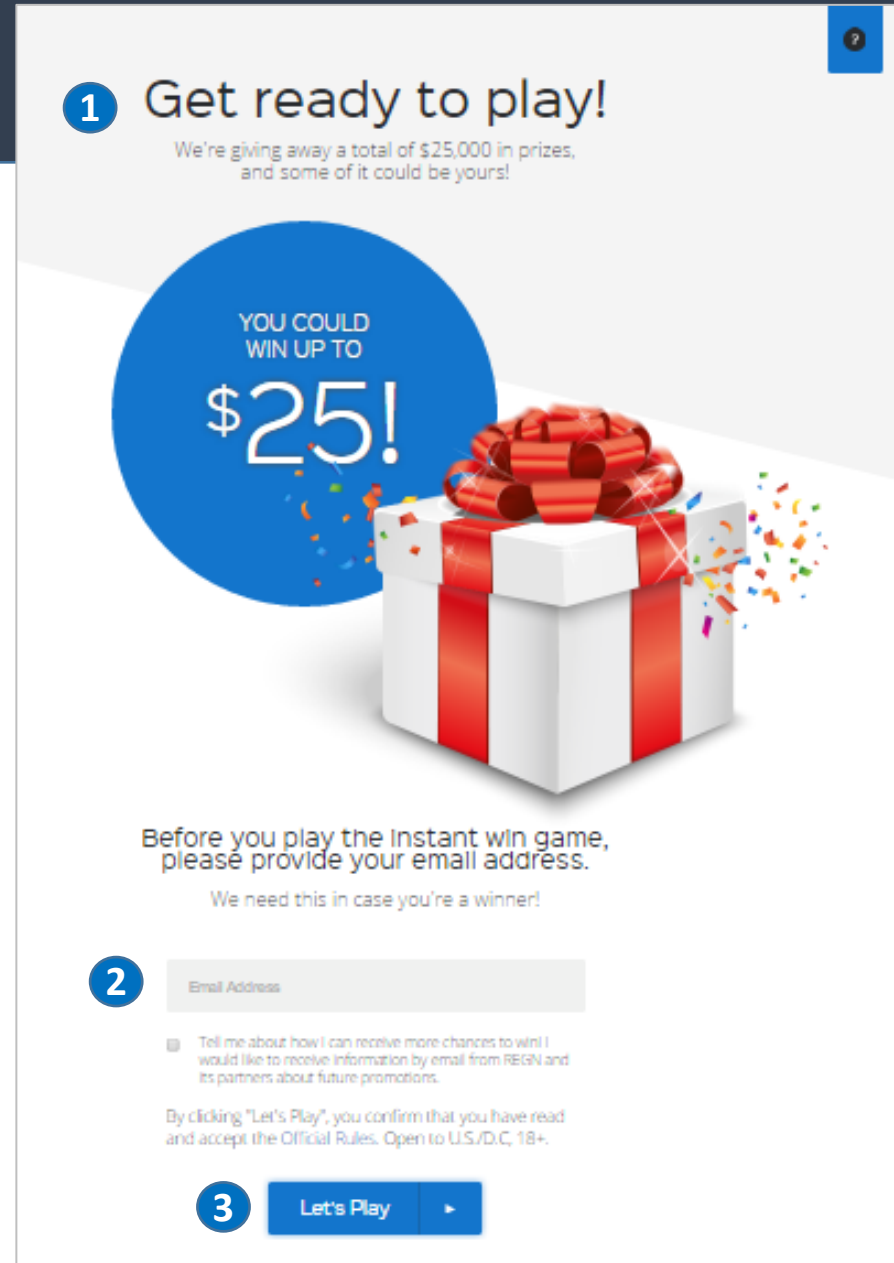
By participating, you confirm that you have read and accept the [Official Rules](#) **2**

3 **1,0000 Points**
TO PLAY

Buy!

Get Ready to Play Page

- 1 • We announce the overall \$10,000 Prize pool
- 2 • We simply collect email address to award prize.
- 3 • Player clicks “Lets Play”



1 Get ready to play!

We're giving away a total of \$25,000 in prizes, and some of it could be yours!

YOU COULD WIN UP TO
\$25!

Before you play the Instant win game, please provide your email address.
We need this in case you're a winner!

2 Email Address

Tell me about how I can receive more chances to win! I would like to receive information by email from REGN and its partners about future promotions.

By clicking "Let's Play", you confirm that you have read and accept the Official Rules. Open to U.S./D.C. 18+.

3 Let's Play ▶

You Win Screen

- 1 • Transaction ID links player and gameplay in case of issues
- 2 • Shows the prize they have won!
- 3 • Only asks First and Last Name for legal winner filing
- 4 • Simply click the prize you want and click “Claim My Prize”

Reveals if you're lucky winner instantly!

The screenshot shows a 'You Win Screen' with the following elements:

- Header:** 'Congrats. It's your lucky day!' with a question mark icon in the top right corner.
- Text:** 'You are a potential winner!*' and 'Transaction ID: 848-e7fc3326-8f09-41ed-b293-f2cc60c28f7f'.
- Prize:** A \$25 GIFT CARD, shown as a gift box with a red ribbon and confetti.
- Step 1:** 'STEP 1 Please provide the following info to claim your prize. We need your first and last name before we can confirm you as a winner.' Below this are input fields for 'First Name' and 'Last Name'.
- Step 2:** 'STEP 2 Now select your prize.' Below this is a grid of 10 gift card options: Amazon, My Gift Card, Dick's Sporting Goods, NFL Shop, Nordstrom, Visa, Sephora, Starbucks, Walmart, and Zappos.
- Footer:** '*Subject to compliance with the Official Rules' and a 'Claim My Prize' button.

Numbered callouts 1 through 4 are placed on the screenshot to correspond with the list on the left.

Prize Chosen Screen

- 1 • Congratulations copy stating prize has been sent to their email address provided
- 2 • Winner chosen gift card is displayed
- 3 • Transaction ID links player and gameplay in case of issues carries through from previous screen

Nice Choice!

1 A claim code and instructions on how to redeem your **\$25 reward** have been sent to your email.

2

3 Thanks for participating!
Transaction ID: 848-e7fc3326-8f09-41ed-b293-f2cc60c287f

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PRIVACY POLICY

FAQS

OFFICIAL RULES

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You're a Winner email


- 1 • Email subject confirms they are a potential winner
- 2 • Creative from game carried through for consistency
- 3 • Shows member when prize claim expires.
- 4 • Prize is confirmed with the click of "Claim My Prize"
- 5 • Transaction ID links player and gameplay in case of issues carries through from game.

Wed 12/14/2016 1:17 PM
REGN <no-reply@icgrouplp.com>
Congratulations – you're a potential winner*! **1**

To Kelly Crerar

i If there are problems with how this message is displayed, click here to view it in a web browser.

Do not reply to this email. It was generated from an automated system and is not being monitored for replies.
Having trouble viewing this email? [Click here.](#)



2

Congratulations!

You're a potential winner of a \$25 reward*!

Please click the button below to select your reward and complete your prize claim! **Note: this link will expire December 14, 2016 at 02:17 PM CT.**

3

4

[Claim My Prize](#) ▶

*Subject to compliance with the [Official Rules](#)

5

Transaction ID: 848-e7fc3326-8f09-41ed-b293-f2cc60c28f7f

Prize Claim email

- 1 • Confirms their reward has arrived with \$ value of reward
- 2 • Creative from game carried through for consistency
- 3 • Personalized Congrats with their name and reward value
- 4 • Redemption URL with instructions on claiming



Wed 12/14/2016 1:50 PM

REGN <no-reply@icgrouplp.com>

Your \$25 reward has arrived!

To Kelly Crerar

i If there are problems with how this message is displayed, click here to view it in a web browser.



Congratulations, Kelly!

Your \$10 reward has arrived!

Your redemption instructions are as follows:

Claim Code: X4M3-9RJ9R3-LN7A

| [Apply to Account](#) | [How to Use](#) |

To redeem your gift card, follow these steps:

1. Visit www.amazon.com/redeem.
2. Enter the Claim Code when prompted.
3. Gift card funds will be applied automatically to eligible orders during the checkout process.
4. You must pay for any remaining balance on your order with another payment method.

Your gift card claim code may also be entered when prompted during checkout. To redeem your gift card using the Amazon.com 1-Click® service, first add the gift card funds to Your Account.

If you have questions about redeeming your gift card, please visit www.amazon.com/gc-redeem.

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Prize Claim email

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Wed 12/14/2016 1:50 PM

REGN <no-reply@icgrouplp.com>

Your \$25 reward has arrived!

To Kelly Crerar

i If there are problems with how this message is displayed, click here to view it in a web browser.



Congratulations, Kelly!

Your \$10 reward has arrived!

Your redemption instructions are as follows:

Claim Code: X4M3-9RJ9R3-LN7A

| [Apply to Account](#) | [How to Use](#) |

To redeem your gift card, follow these steps:

1. Visit www.amazon.com/redeem.
2. Enter the Claim Code when prompted.
3. Gift card funds will be applied automatically to eligible orders during the checkout process.
4. You must pay for any remaining balance on your order with another payment method.

Your gift card claim code may also be entered when prompted during checkout. To redeem your gift card using the Amazon.com 1-Click® service, first add the gift card funds to Your Account.

If you have questions about redeeming your gift card, please visit www.amazon.com/gc-redeem.

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