



To: **SplashPlay Agents**

From: **SplashPlay Marketing**

Date: **December 2, 2016**

Subject: **Updates and Year-End Promotion**

## Revised Insertion Order

To improve understanding of SplashPlay's service options, a revised Insertion Order (version 10.5.8) has been posted to the Agents section of agent.splashplay.com. Please download at your earliest convenience.

Initially SplashPlay's Insertion Order illustrated three Service Option categories: BASIC, PREMIUM and GOLD. These have been replaced with four (4) categories: Basic Services, Monthly, Annual and Life Time. Note, the purpose of this revision is to remedy any confusion about what a Sponsor receives. **All Sponsors receive the Basic Services illustrated below.** The only difference between a Sponsor's Basic Services is the number of personalized game buttons the Sponsors receive. As part of SplashPlay's Basic Services, Monthly, Annual and Life Time sponsors receive 1, 2 and 4 personalized game buttons respectively.

The three optional service packages provide: (1) Game Question Development, (2) Loyalty Program Revisions, and (3) Deal Program Revisions. In all, the associated costs have not changed. We hope in making this revision we provide better clarity.

Service Options:			
Basic Services	Monthly	Annual	Life Time
<ul style="list-style-type: none"> <li>• Landing Page Graphic<sup>1</sup></li> <li>• Game Buttons</li> <li>• Monthly: 1 Button<sup>1</sup></li> <li>• Annual: 2 Buttons<sup>1</sup></li> <li>• Life Time: 4 Buttons<sup>1</sup></li> <li>• Loyalty Setup<sup>1</sup></li> <li>• Deal Setup<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Basic Package</li> <li>• 100 Game Questions</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Package</li> <li>• 200 Questions/Button</li> <li>• 1 Loyalty Update<sup>1</sup></li> <li>• 1 Deal Update<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Basic Package</li> <li>• 400 Questions/Button</li> <li>• 2 Loyalty Updates<sup>1</sup></li> <li>• 2 Deal Updates<sup>1</sup></li> </ul>
Included	\$150	\$250	\$500

## Year-End Promotion

Over the past couple of weeks SplashPlay Gamification Agents have asked for our ideas and suggestions to stimulate sales. Rest assured, we heard you. As such, we are pleased to announce a year-end promotion designed to achieve this objective. Effective December 1, 2016, Annual and through the end of the year, Annual and Life Time Sponsors will be provided their respective Service Options (described above) **Free of Charge**. Use Promo Code: **YE16**.

To document this Year End discount offer, follow these simple steps in preparing the Insertion Order:

- (1) Enter the License Fee,
- (2) Check off the selected Service Option,
- (3) Enter the Service Option amount,
- (4) Enter the Discount in the Miscellaneous box as a negative number,
- (5) Enter Promo Code: YE16 as illustrated, and
- (6) Enter the Platform Total.

Game Platform			
#	Game Title	Button Art File Name (500 x 300 Pixels)	Game Platform Rates, Rates and Adjustments
1			SplashPlay Game License Fee: \$ 699
2			Options: <input type="checkbox"/> Basic <input type="checkbox"/> Monthly <input checked="" type="checkbox"/> Annual <input type="checkbox"/> Life Time: \$ 250
3			YE16 Miscellaneous: \$ -250
4			Platform Total: \$ 699

We believe it is important to show the cost of the services offset by the discount to ensure the Sponsor perceives the value provided.