

Protecting and Enriching Sports, Entertainment & Lifestyle Brands

➤ **What is your reputation worth? What is the value of listening to your fans, correcting rumors & building buzz?**

The Web. It's **pervasive**. It's **entertaining**. It's **fast moving**. It's **viral**. And it can be damaging or flat out wrong.

Today, fans get an explosion of information from websites, blogs, chatrooms, and forums that they visit. Fan-generated media and rumors from all sources can spread like wildfire on the web.

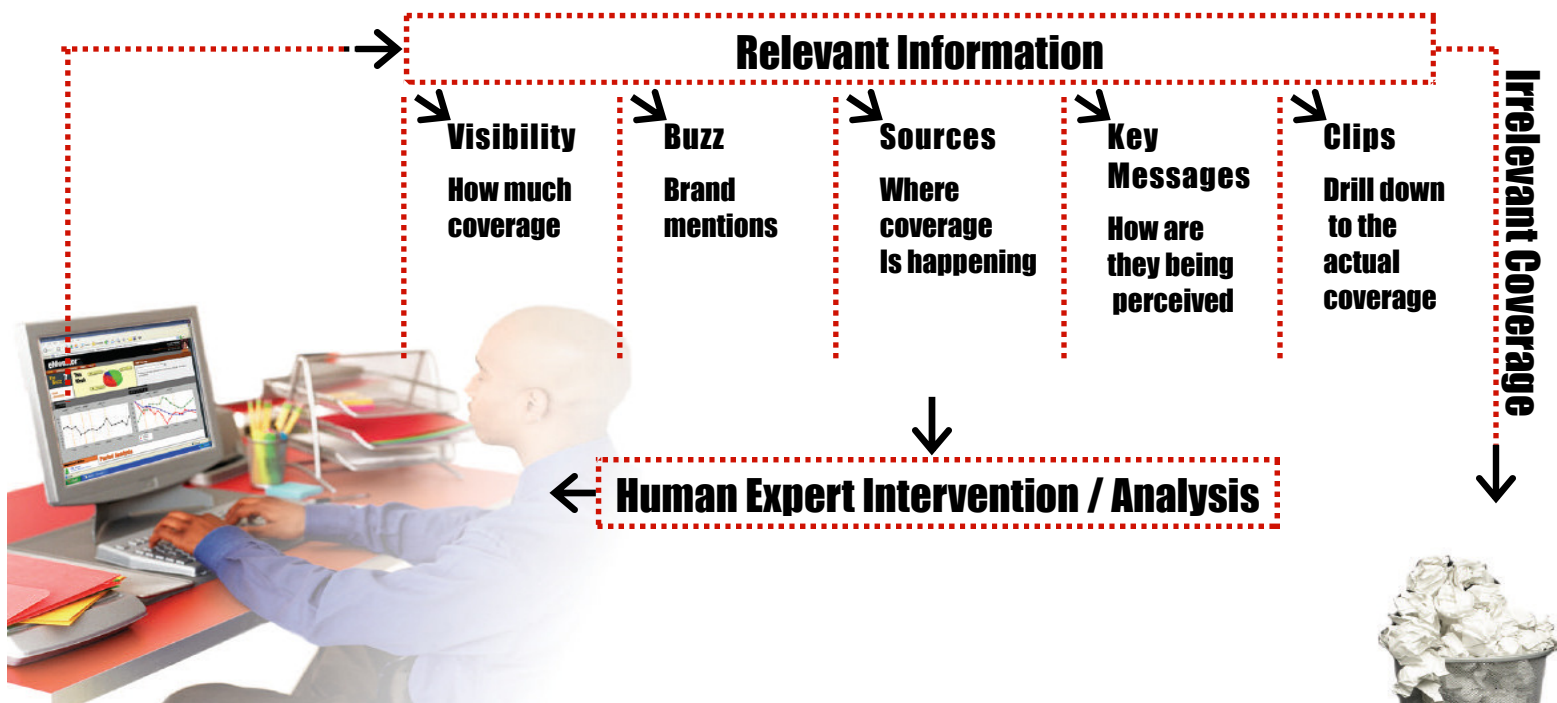
It's your reputation. Are you protected? Are you ready to leverage it?

➤ **The Buzz Manager Solution**

Buzz Manager, a proprietary service of Sports Media Challenge, combines technology and industry expertise to build, enrich & protect brands. The web based monitoring application constantly scours the Internet, **measures and analyzes the "Buzz,"** then presents quantitative and qualitative results in time saving, easy to use reports. And when appropriate, your Buzz Manager team can **proactively build buzz, counter rumors and ultimately engage fans on your behalf.**

**It's your
reputation.**

**Are you
protected?**



Listen Easier. Market Smarter.

Buzz Manager enables you to play less defense.

↳ Buzz Manager is...

↳ **Customized web search**

...programmed to constantly search your key words, brand and issues for *relevant* information, facts and insights. It's much more than a typical search engine!

↳ **Real time information—now!**

...automatically providing critical information about "the buzz" everyday. It's mined, monitored, sorted, analyzed and at your fingertips 24/7.

↳ **Accurate metrics**

...presenting information through a set of carefully chosen metrics that evaluate and highlight what is important, has impact and can be leveraged!

↳ **Factual accounting**

...delivering "the buzz" items to one confidential place where you can read them. Want to see specific items? Buzz Manager sorts items and prioritizes them to make the important information easy to find. Dashboard reports available via web, email and PDA.

↳ **Systematic intelligence**

...that provides quantitative and qualitative business intelligence and trend measurement. Are your efforts working? Do you need to try new strategies? Buzz Manager's information and reporting enable more informed decision-making on important PR, marketing and other business initiatives.

↳ **Proactive Internet rumor control & buzz building**

...that provides rapid counter posting to redirect negative or false information. Set the record straight, and provide your point of view faster, and right where it matters most!

**Proactively
engage
online
communities.**

FIND

Where are fans talking about your products, brands, issues?

LISTEN

Listen and learn.
Identify the influencers.
Learn about where you stand.

ENGAGE

Become part of the conversation to convert influencers to advocates.

LEAD

Generate viral & grassroots campaigns to enrich your brand.

↳ Put the Buzz Manager Solution to Work for You

For additional information or to schedule a demonstration call 704.541.5942 or visit our web site at www.sportsmediachallenge.com