

EARN MORE COMMISSIONS OFFERING PRIZE COVERAGE

# Hole-In-One

## Whole Lot MORE

**Eliminate *MARKETING* risk for your clients by covering their promotions, contests, and games.**

### GET PAID COVERING BIG PRIZE PROMOTIONS

Discover your opportunity to cultivate new business from existing clients and an exciting way to open the door for new clients by offering prize coverage. It's fun to talk about and can actually make your clients money. Clients love to talk about ways to increase sales! By offering clients more than just hole-in-one coverage, you'll be on your way to making increased commissions!

### MORE THAN JUST HOLE-IN-ONE COVERAGE

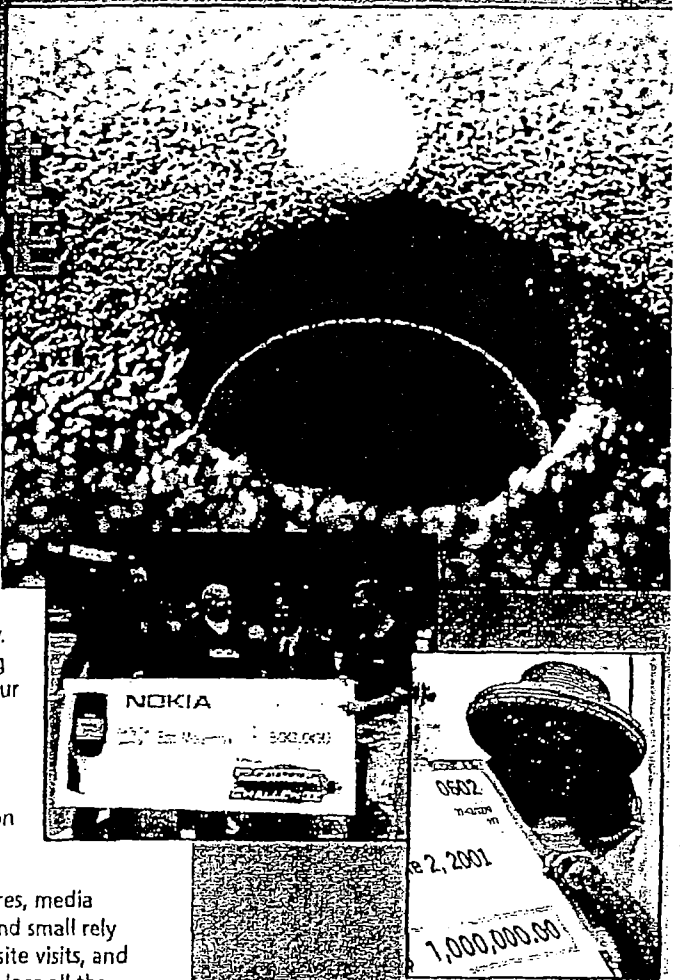
Companies use SCA's prize coverage to eliminate their risk on all types of sports contests, Internet promotions, media contests, fishing tournaments, gaming promotions, collect-and-win games, scratch-and-win cards, and more. Retail stores, media outlets, manufacturers, and marketers in companies large and small rely on SCA's large prize coverage to increase store traffic, Web site visits, and product sales. It's easy to use and gets big results! And SCA does all the work, pays for the big prize if someone wins, and pays you a commission on the coverage!

### YOUR PROVEN PARTNER

SCA Promotions, Inc. pioneered the concept of prize indemnity coverage and has worked with hundreds of insurance brokers and agents worldwide. Since 1986, SCA has paid more than \$94 million in claims and covered billions in prizes. Now, we'd like to partner with you.

Increase your commissions this month by adding SCA's prize coverage to your product line today!

Call SCA today at 888-860-3700 to learn more and request your free presentation kit. Or, visit [www.scaagentprogram.com](http://www.scaagentprogram.com).



### HOW I TURNED A \$50 COMMISSION INTO \$1200!

"I use SCA for all of my hole-in-one inquiries as well as other promotions. Obtaining quotes from SCA is very quick and easy. Many of my clients are auto dealers and in conversation with my SCA representative he mentioned that some of the promotions SCA offers are designed to increase traffic for dealers. After discussing these ideas with my auto dealer client, he decided to offer a \$1,000,000 prize using SCA's Visible Vault! My \$50 hole-in-one commission turned into \$1200 in one telephone call!"

Cameron Jones, Vice President  
WM Rigg Company

1-8888  
EXHIBIT  
45  
PENNY  
our risk, your reward.

Get your share of this growing market. Visit [www.scaagentprogram.com](http://www.scaagentprogram.com) or call toll free 888 860-3700 for a quote today!

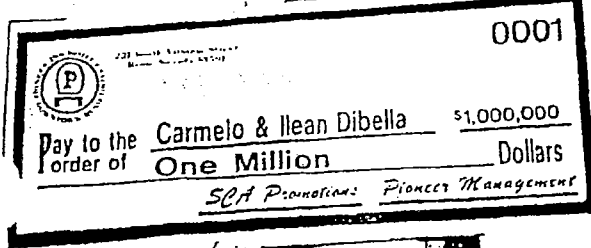
World's leading provider of prize coverage for promotions, contests, and games.

# Unique Success Stories

## Chiefs Win Gives Fans Free Purchase

"The Kansas City Chiefs made our customers very happy by shutting out the San Diego Chargers to win the game. Those who participated in our conditional rebate promotion received their electronic purchases for free. That Saturday proved to be the single largest day in our company's history!" BrandsMart had 320 customers qualify for more than \$400,000 in rebates, paid by SCA!

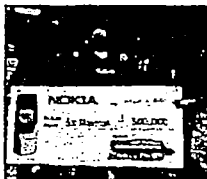
-Rick Burt, BrandsMart



## HIO Lands Bob Baker Lexus On The Green

Travis Kent is \$28,000 richer thanks to SCA and Bob Baker Lexus. The "Hole-in-One" golf contest, at the dealership's Field Day Tournament, challenged players to make a perfect shot in the 15th hole. Kent did just that. Owner Bob Baker was pleased at the traffic generated and SCA covered the prize.

## "Nokia \$2 Million Challenge"



Sugar Bowl sponsor, Nokia, turned to SCA for coverage on their halftime contest - the "Nokia \$2 Million Challenge." Every time former quarterback, Joe Theisman made a completion through a giant mobile phone target, a selected fan won \$50,000. If the fan also completed a pass through the target, Nokia would add a "zero" to the prize amount. An amazed retired school administrator took home a cool \$500,000! This fun promotion focused audience and media interest on Nokia during the popular college bowl game.

## CITGO "Peel Out, Reel In & Win"

CITGO and SCA joined fishing and racing in the "Peel Out, Reel In & Win CITGO Million Dollar Challenge." One lucky customer chose between a trip to the CITGO BASSMASTERS Classic to cast for a million dollars or going to a NASCAR race to predict the top three finishers in order. Even though the million was not awarded, there were still big winners - a Roush Performance State III Mustang for the customer and a Triton bass boat for the retailer.

## Sony Movie Cash Over-Redemption

Sony opted for over-redemption coverage on its Movie Cash ticket discount offer to increase sales of its video and audiotapes. Movie Cash was offered inside its Sony products - worth \$3.50 off the price of a movie ticket. To stay on budget with a fixed fee, it secured over-redemption coverage from SCA. Movie Cash expanded Sony's retail presence and resulted in triple-digit increased sales during the promotional period.



## Wrigley PIN Promotion



Wrigley/Juicy Fruit designed a PIN contest to move product and obtain premium shelf space. This promotion drove consumers to their Web site to try and match their PIN number found inside the product packaging. SCA provided the over-redemption coverage for winners of TV's, DVD's, cameras, backpacks, and other prizes. SCA can cover a big-dollar prize as well as over-redemption on smaller prizes.

## Taco Bell - World Series

Taco Bell was looking to build a promotion around its new, innovative tagline "Think Outside the Bun." Capitalizing on the 2002 World Series, Taco Bell teamed up with Pepsi and Major League Baseball to offer Americans a free taco if any batter could knock a home run out of the park and hit a 15-foot floating target in McCovey Cove. The promotion helped Taco Bell create extensive media coverage. From Internet stories to radio and TV coverage, Taco Bell achieved over four billion Brand Gross Impressions.



**SCA**  
our risk. your reward.