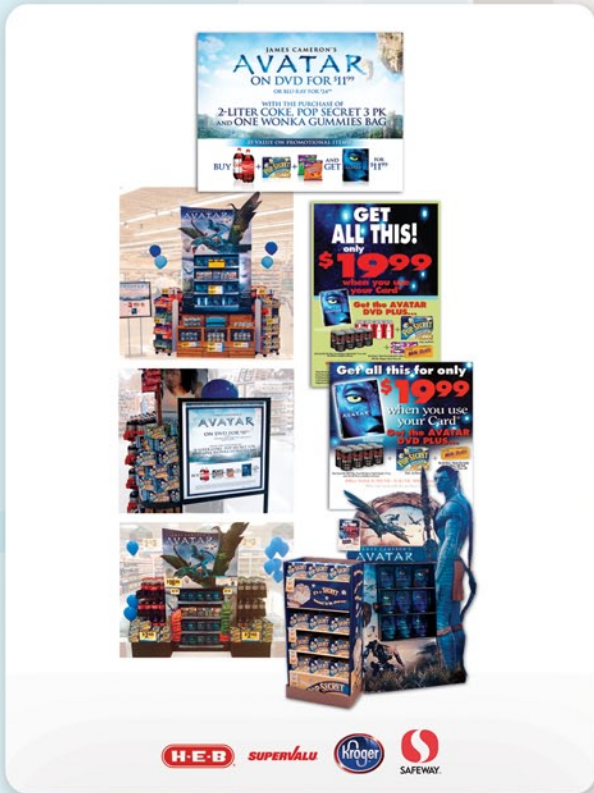


A full-service marketing and promotional agency, Fusion has become an agency of choice with its unique knowledge and relationships in the entertainment, retail, and consumer products fields.

Here is a snap shot of what Fusion can do for your company...



## Entertainment Marketing

### Fox Home Entertainment - AVATAR - DVD Release

Fusion secured the national partner Coca-Cola at Safeway, Kroger and HEB, and secured other CPG partners including Diamond Foods, Con Agra, Hershey's and Nestle to deliver account specific promotions at Kroger (including Fred Meyer and Fry's), Safeway, SUPERVALU, and HEB

Each promotion was crafted to meet the needs of the specific grocery account. The end result was stellar DVD sales, national ad support (including multiple ads in some accounts,) groundbreaking merchandising support, and detailed in-store communication. CPG partners also reported amazing trial numbers, significant gains, and the highest redemption in DVD history!

## Retail Marketing

### Fox Home Entertainment - Alvin and the Chipmunks "The Squeakquel"

Fusion secured for Safeway- Frito Lay, Pepsi and Hershey and delivered a two week in store event around Easter with a featured ad and multiple points of purchase in store for all partners. The studio also created additional POP for the DVD shippers. Redemption was game changing for this account and the offer was a bundled offer vs. a Buy Get offer.

Fusion also secured Mott's Apple Juice for all all HEB stores, customers who bought the DVD got a Free 64 oz Juice, the retailer provided an ad and incremental display for Mott's. The Fred Meyer and Frys offer was with Act II and Crunch N Munch, the retailer did a great job with in store execution for all parties.

Redemption for all participating retailers exceeded all studio expectations.

