8383 Wilshire Blvd. Ste. 500 Beverly Hills, CA 90211 (310) 860-6284 (o)

Scope

Tier 1
- Facebook App
- UI
- Animation
- Account linked to game
- Avatar, town & company name creation
- Town growth using basic rules (set energy prices, build more plants, raise fees, etc.)
- Audio integration

Tier 2
- Website version of game (for non-Facebook users)
- SCE Surveys
- Enrollment in energy saving programs
- Smart points for specific achievements
- Smart points payoff Exclusive Content (i.e. schools, hospital, public pool, etc.)

Tier 3
- AI Characters (offering tips, tutorials and more game enhancing quests)
- Support for promo codes, coupons, and 3rd party rewards

Audience Outreach Program

The Power House Audience Outreach Program (AOP) will bring more eyeballs to the Power House Facebook app and standalone game by exploiting the tools of social media networking and engaging like-minded web communities in the Southern California region.

ENGAGING ACTIONS:
1. The AOP will discover and engage communities of people who have an interest in saving money, saving energy and being environmentally prudent.

2. The AOP will utilize Slam's existing relationships, and create new ones where appropriate, to bring the Facebook app to the target audience. This will include relationships with owners of popular web sites and social media communities, including the powerful mommy bloggers, the alpha moms and the mothers of reinvention.

3. The AOP will synchronize a campaign utilizing related communities, technologies, and social networking to create awareness.

Wednesday, February 22, 2012   Confidential and Proprietary   1 of 1