

12/1/2009

**URGENT
FURY**

2010 MEDIA KIT





A New Level of Online Gaming Tournaments

If you demand honor, skill, challenge, sportsmanship and entertainment from your online gaming tournaments, then Urgent Fury is the experience you're looking for. The web's ultimate online gaming tournament structure designed by Urgent Fury has seen success and continued growth over its 6 years of operation by developing its tournaments for every skill level of gamer. This unique, intuitive and exciting online gaming experience stretches across a gamut of participants, from first time rookies to the most experienced experts.

Urgent Fury has built an impeccable and unmatched reputation by establishing an amazing online community through Online Shooter Scenario Based TacMap Tournaments™ and UF Black monthly qualifying tournaments. In 2010 Urgent Fury is taking the experience to an all new level with up and coming single and double elimination bracket style tournaments and league style play.

A Community of Gamers

The Urgent Fury community consists of a targeted niche of online gamers playing both Playstation and Xbox consoles. Roughly 80% of members are male between 18 and 45 and many of the participants include their children in the Urgent Fury experience. Members stretch throughout the US and Canada, maintaining a consistent online presence while playing and qualifying for invitation only tournaments.

TacMap Tournaments

Invitation only TacMap Tournaments are for new and seasoned players alike. Urgent Fury's latest TacMap Tournament entitled Chosin, engaging gamers through an exciting, intricately strategic thirteen weeks of heart pounding warfare and excitement. Tournament like these have sincere, dedicated players that battle for the chance to join the ranks of the winning Clan of Chain Reaction, The Uprising, Socom, Call of Duty and other, soon-to-be-announced TacMap tournaments for the much anticipated Modern Warfare 2 supported by the PS3 and XBOX 360.

Clans cannot simply get in a tournament. They must first complete a qualifying event. Urgent Fury's EVAL Team, which is comprised of a rotation of community members, Staff and the Owners, meet and battle to ensure that the entering clan can win with Honor and loose with Dignity. Urgent Fury takes pride on providing a cheat free environment for its Online Gaming community.

Placement Opportunities in 2010

Premium Sponsor 3 available

The Premium Sponsors have the exclusive opportunity for all tournaments through 2010 which includes the following:

- 6 TacMap Tournaments for Call of Duty Modern Warfare 2: 3 tournaments on Xbox and 3 tournaments on Playstation 3
- 3 TacMap Tournaments for Socom Confrontation on Playstation 3
- Monthly Tournaments such as UF Black
- Primary ad location on our upcoming Ladder and Bracket System to be launched first quarter
- Premium rotation in the Urgent Fury Clan Advertising Network which is displayed on the Urgent Fury site and other associated gaming sites
- Premium Leaderboard Banner placement at the top of all Urgent Fury pages
- Logo insertion in Special Edition Tournament Specific Merchandise
- Logo insertion in quarterly print ads within the Game Informer Publication
- Promotion on site to participate in advertisers marketing surveys or studies.

Individual Tournament Sponsor

Three Packages are available for Tournament Sponsorship.

- **TacMap Tournament Sponsor 2 available per event**
 - 4 Month Campaign
 - 234 x 60 Banner Rotation on Tournament page
 - 60000 Banner impressions on the Urgent Fury Network per month
 - Podcast Liners
- Year Long League-style Tournament 2 packages available
 - **Yearly Sponsor 5 Available**
 - 234 X 60 Banner Rotation on Tournament Page
 - 25000 Banner Impressions on the Urgent Fury Network per month
 - Pod Cast Liners
 - **Monthly Sponsor 5 Available**
 - 234 x 60 Manner Rotation on Tournament Page
 - 15000 Banner Impression on the Urgent Fury Network per month

Prize Sponsor up to 3 per Tournament

Specialized package for prize sponsors for an event

- Logo on Tournament Page
- Minimum quantity of 60 of each prize
- 25000 Banner Impressions on the Urgent Fury Network per month for 3 months

Banner Advertiser 10 available per month

Advertising package for banner rotations on the Urgent Fury Network

- 25000 Banner Impressions on the Urgent Fury Network Per Month
 - 10000 Banner Impression Bonus per Month for 3 month commitments
- 3 Banner Sizes available
 - 728 x 90 (**required**)
 - 160 x 600
 - 300 x 250

Advertisers will reserve the rights to change ads, marketing material or verbiage at any time via email request. Urgent Fury will perform these updates within 48 hours of the request. This will ensure the advertising will coincide with the current Monster Marketing Campaigns.

For Advertising Inquiries contact:

Shane Bell
800.364.5170 ext 401
shane@urgentfury.com