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CHANNEL 1 MEDIA WINS THIRD "SAMMY" AWARD AT 2013 NATIONAL SPORTS FORUM - ORLANDO, FLORIDA

TORONTO, Feb. 20, 2013 – **Channel 1 Media Solutions Inc.** – a leading full service international digital marketing agency -- was again recognized by the National Sports Forum for creating the best "Sales Advertising, Marketing and Management idea of the Year" (SAMMY). The award was presented to **Channel 1 Media** for their development of an interactive fan survey aimed at boosting the customer relationship management (CRM) database for the *Oklahoma City Thunder*.

The survey, which received more than 100,000 hits and generated more than 35,000 completed entries, was instrumental in capturing valuable *Thunder* fan information. Featuring fun, graphic based questions, the survey takes about a minute to complete and rewards fans at the end with a chance to win a *Thunder* experience. (visit: www.myokcthunder.com and <http://bit.ly/VGSwOb>)

"We are very excited and proud of the recognition **Channel 1 Media** and the *Thunder* is receiving for this successful program," said Scott Loft, Vice President of Ticket Sales, Retention and Database Operations for the *OKC Thunder*. "We pride ourselves with forward thinking initiatives and truly believe this one really hit the mark. **Channel 1 Media** is a great partner of ours and really helps us to better understand our fans," said Loft.

This is the third SAMMY win for **Channel 1 Media** who also won for the inception of the "e-brochure" in 2008 and for the use of "digital personalization" in sports marketing materials in 2009.

"It's an honor to be acknowledged once again by the National Sports Forum this year," said **Channel 1 Media** president, Evan Karasick. "We created something very unique for the *Thunder* and it really paid off for them. We're particularly proud that this tool has such strong legs. Since launch, it's already been adopted by many other teams in the NHL, NBA, MLB and MLS," he added.

The National Sports Forum is the largest annual gathering of top sports marketing, sales, promotions and event entertainment executives from across North America.

About Channel 1 Media Solutions:

Channel 1 Media specializes in customized interactive sales tools and has worked with more than 125 sports teams and venues across the NHL, NFL, NBA, MLB and MLS. Since 1998, it has provided high impact, cost effective microsites and mobile applications, working with companies across North America to improve their bottom line. To learn how **Channel 1 Media** can help your organization achieve its marketing goals -- including a demonstration of the exciting "interactive fan survey" -- contact **Channel 1 Media** at (416) 531-6111 or visit: www.channel1media.com.

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