



## IPHONE/IPAD APPS COORS LIGHT 1ST AND COLD MOBILE GAME

Fullhouse continually works with MillerCoors to evolve the technology used to gather information and engage consumers in bars and restaurants.

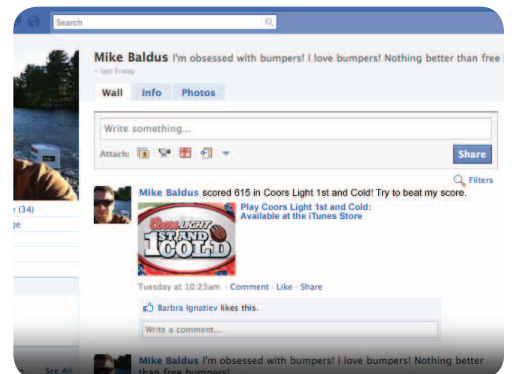
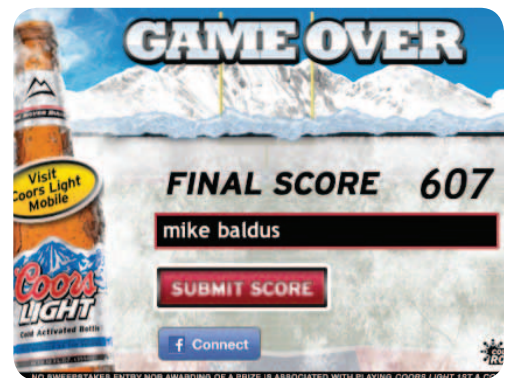
The hardware available is becoming smaller while at the same time can still deliver immersive experiences in remote locations. The small size of the iPod Touch has allowed brand ambassadors to bring experiences right to consumers at their table, creating a personal, one-to-one interaction. It also requires little set up, doesn't take up a lot of space and is highly portable.

Fullhouse used the iPod Touch to deliver the 1st and Cold game that brought energy to the Coors Light Super Bowl XLIV Promotion.

During on-premise events, brand ambassadors approached consumers and invited them to take to the cold and drive the field in a high-flyin' offense-only football game. Players have two

minutes to rack up as many points as possible by repeatedly driving a 50-yard field in four downs to score. Players can choose to pass or run the ball in, or can test their kicking skills and go for three. Players tap to pass, tilt to run and swipe to kick.

Top scores get posted to the game's leaderboard. A unique version was also created to continue the Coors Light experience post-bar and can be downloaded from iTunes®; just search on "1st and Cold." The iTunes® version allows consumers to share scores on their personal Facebook pages, creating visibility and building in a viral hook for the game.



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