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Don't Just Watch *The Sopranos* on A&E – Play *The Sopranos* on A&E

A&E Television Networks Combines Real-World Media With An Online Game To Create The Most Unique Fantasy Gaming Experience Ever

THE SOPRANOS A&E CONNECTION

Groundbreaking Interactive Game Provides First-Ever Real-Time Online Experience Allowing Viewers To Play Along With A Television Program

***The Sopranos A&E Connection* To Launch January 10 Coinciding With Network's First Broadcast; Official Site - www.suitcaseofcash.com -- Goes Live December 15**

New York, NY / December 12, 2006 – How well do you know each episode of “The Sopranos?” In which episode was Tony in the kitchen with Meadow or at Bada Bing! with Christopher? Now, true Sopranos aficionados have the chance to prove their knowledge of the enormously popular, Emmy® Award-winning television series and interact with each episode in real-time as A&E Television Network has created the first true interactive online game synched with a television broadcast – *The Sopranos A&E Connection*, it was announced today by Bob DeBitetto, Executive Vice President and General Manager of A&E.

A fantasy sports meets scavenger hunt experience, *The Sopranos A&E Connection* is an interactive game that combines real-world media -- such as billboards, phone kiosks and magazine ads -- with an online game board synched to A&E's real-time broadcast of the show. Each week, during the television broadcast, players will try to predict what will happen in the episode and earn points based upon the accuracy of their game board. A&E will award weekly prizes ranging from digital cameras, Playstation 3's, and more to the top scorers and, at the end of the season, the winner will receive his/her own “suitcase full of cash” to the tune of \$100,000.

Players can currently learn more about the game and register by visiting the official *The Sopranos A&E Connection* website – www.suitcaseofcash.com. Additionally, they can begin collecting their game pieces on December 15. The competition heats up on January 10 during the broadcast of the first two episodes of the hit television series on A&E and continues each week through the conclusion of season one on February 21, 2007. “The Sopranos” will air on Wednesdays at 9:00 PM on A&E with two episodes shown back-to-back each week.

“*The Sopranos A&E Connection* is just one example of the network's focus on utilizing emerging platforms to drive our business,” said DeBitetto. “There has never been a television series like ‘The Sopranos.’ The depth of the characters and the attachment that people feel for them is beyond anything that we have ever seen and lends itself very well to this personal, interactive experience.”

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In *The Sopranos A&E Connection* all real-world media doubles as game pieces including roadside billboards, national print publications, online banner ads, phone kiosks, and more. Players try to collect all 36 game pieces – which represent different characters, objects and settings in the show – by clicking on them online or taking a photo of them (with a digital camera or cell phone) and sending them to a designated email address – game@mobot.com. Through a unique imaging technology designed by leading visual search and recognition technology company, Mobot, A&E is able to recognize each photo and confirm which game piece a player has collected. This marks the first time in the United States that optical recognition is being utilized to bring pop culture to life, using technologies more often associated with industrial and surveillance purposes.

Using the pieces they collect each week, players will strategically design their online game boards in an effort to mirror the action and various scenes of that night's A&E episodes. The way pieces are arranged on the grid-like game board effects how many points players score as each piece will earn points based on the number of times the character appears on the actual television show. Additionally, pieces that are next to each other will score more points if those characters appear on screen at the same time. The scoring is synched to the broadcast of the show so players can follow their points in real-time as they watch the episode unfold. (More details on game playing are found on the following page.)

Similar to an online fantasy football league, players will have the opportunity to change the layout of their game pieces prior to each week's A&E airing. Cumulative scoring will be updated on www.suitcaseofcash.com and groups/friends will have the opportunity to compete against each other by setting up their own leagues.

A&E has partnered with Civic Entertainment Group to conceive this unique and compelling concept to engage fans and attract new audiences for "The Sopranos" on A&E.

"This is the ultimate in convergence – a "clickable" real-world ad campaign and interactive game synched to a real-time television broadcast," said Stuart Ruderfer, co-CEO of Civic. "It's a watershed moment in audience engagement."

The team at Civic worked with Area/Code and their technology partner Mobot to co-create and design *The Sopranos A&E Connection Game*. A&E has frequently aligned with Civic on developing creative concepts, executing consumer promotions and securing partnerships designed to drive awareness and tune-in for A&E programming.

"*The Sopranos A&E Connection* reflects a different way of thinking about television," said Frank Lantz, co-founder Area/Code, the game's developer. "Through playing the game, you'll think about television not just as a linear story, but as a system of characters, and objects that have a dynamic relationship to one another. It's like putting a different lens over your TV."

"The Sopranos" is an HBO Brad Grey Television production in association with HBO Original Programming. The series was created by David Chase. Executive Producers are Brad Grey and David Chase. HBO and The Sopranos are service marks of Home Box Office, Inc.

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ABOUT A&E NETWORK

Now reaching more than 91 million homes, A&E Network offers a diverse mix of high quality entertainment; ranging from the network's signature Real-Life Series franchise, including the hit series "Dog the Bounty Hunter," "Intervention," "Gene Simmons Family Jewels," "King of Cars" and "Crisis Angel Mindfreak," to critically acclaimed original movies, dramatic series and the most successful justice shows on cable. A&E is the official basic cable home to the high-profile series "24," "CSI: Miami" and beginning in 2007, "The Sopranos." The A&E Network website is located at www.aetv.com. The A&E Insider is located at www.aetv.com/insider. For more information and photography please visit us on the web at www.aetvpress.com.

ABOUT CIVIC ENTERTAINMENT GROUP

Civic Entertainment Group (CEG) is a public-spirited events and promotions company. Founded in 1999 by Stuart Ruderfer and David Cohn, the company has quickly established itself as an innovative and creative agency specializing in branded entertainment, municipal marketing, public-private partnerships, sponsorship consulting and event marketing and production. CEG was named "2005 Agency of the Year" in the ranking of the top 100 agencies by PROMO Magazine

ABOUT MOBOT

Mobot is the leader in visual search and recognition technology that makes marketing effective and innovative using mobile devices. Launched in 2004 to help companies cultivate rewarding relationships with the world's 1.5 billion mobile phone users, Mobot gives marketers, content providers and carriers the tools to make it easy for any consumer with a mobile device to interact with their environment. For more information about Mobot, please visit www.mobot.com.

ABOUT AREA/CODE GAMES, INC.

Area/Code is a New York City game development company founded in 2005. Area/Code creates Big Games - large-scale, real-world, multiplayer games that use location-aware technologies to create new forms of play in urban settings and other public spaces. Area/Code's client list includes JWT, SS+K, Nokia, Doremus, Digitas, Grey Europe, Carnegie Science Center, New Line Cinema, and Walt Disney Imagineering. ConQwest, Area/Code's first major project, took place in 10 US cities and received multiple awards, including a Clio, a One Show Silver Pencil, the Future of Marketing "Best Branded Community Project: Mobile" award, and Brandweek's Guerilla Marketers of the Year. For more information about Area/Code Games, please visit www.playareacode.com.

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For more information contact:

Adam Fenton/Janine McGoldrick

Bender/Helper Impact

212-689-6360/917-678-1773

adam_fenton@bhimpact.com/janine_mcgoldrick@bhimpact.com

Dan Silberman

A&E Television Networks

212-210-9114

dan.silberman@aetn.com

The Sopranos A&E Connection

Rules of the Game

Registration & Collection:

- Players begin by registering on www.suitcaseofcash.com starting December 1, 2006.
- At point of registration players will receive 4 game pieces (for those that register between 12/1 and 12/15 their starter pieces will be added on Dec. 15th). Additional game pieces (36 in all) will be available for collection starting December 15th.
- Players can collect the additional game pieces from A&E print, billboard, television and Internet. Online pieces can be retrieved simply by clicking on the ad when it appears. To receive pieces from real-world media, players will take a photo of it from their cell phone or digital camera and email it to game@mobot.com. The game piece that corresponds to the specific ad will be recognized and automatically stored in the player's collection on the website.
- All 36 pieces aren't needed to play the game but the more pieces collected the greater the chance to score more points.

Game Board:

- Before each of Wednesday night's new airings of "The Sopranos" on A&E (Wednesdays, 9pm) players arrange their pieces on their game board according to what they think will happen in the episode.
- The way pieces are arranged on the game board affects how many points are scored. Pieces that are next to each other will score more points if they appear on screen at the same time.
- For example, if a player has both Tony Soprano and Carmela Soprano game pieces they will receive 10 points each time Tony appears on screen and 10 points each time Carmela appears. If the two game pieces are positioned next to each other they will receive bonus points every time Tony and Carmela appear on screen together. Points accumulate for every 2 seconds that the character, object or setting remains on screen.
- Players will be competing against each other for the grand prize, but they can also create private groups in order to compete against their friends.
- Just prior to the airing of each of Wednesday night's new episodes on the east coast (8:45pm) the board will lock and scoring will occur in real time during the episode, similar to online fantasy sports.

Scoring:

- After each episode airs, an email will be sent to each player informing them of their score.
- Scores for high scoring individual players and groups will also be posted on the website.

Winners:

- The top scorer each week will win a prize.
- All participants will be eligible for random prizes drawn every week. Players don't have to be a leader to win.
- The player who scores the most points at the end of the first season (February 21, 2006) will win a \$100,000 suitcase of cash.
- Additionally, the top 10 overall player's and weekly top scorers will also win various prizes.