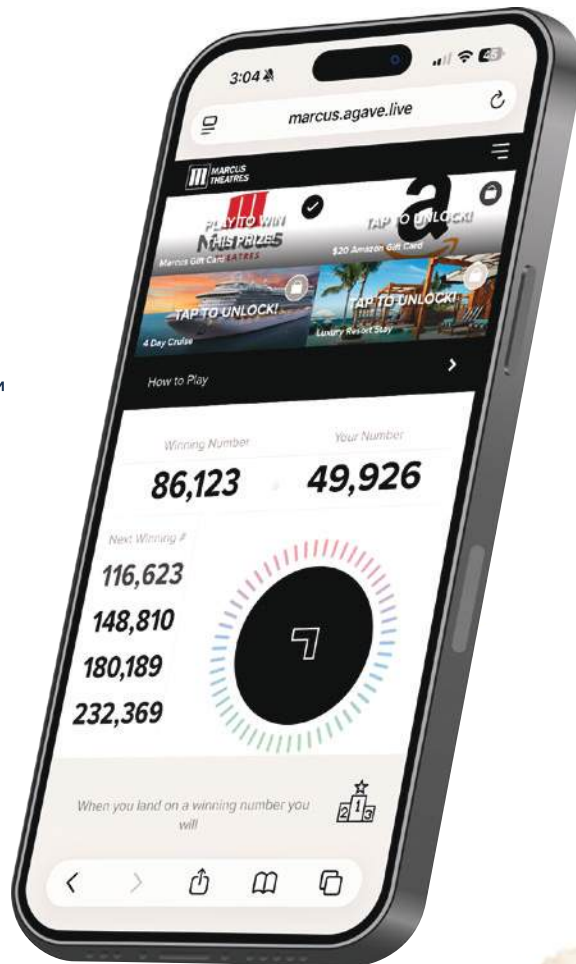


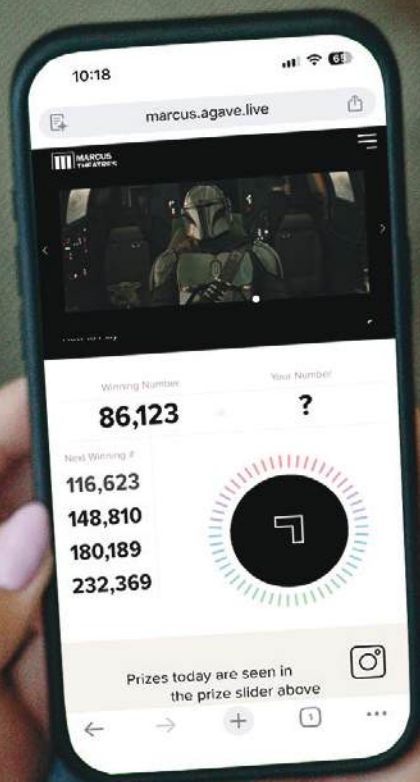
AGAVE™



This is Annie.

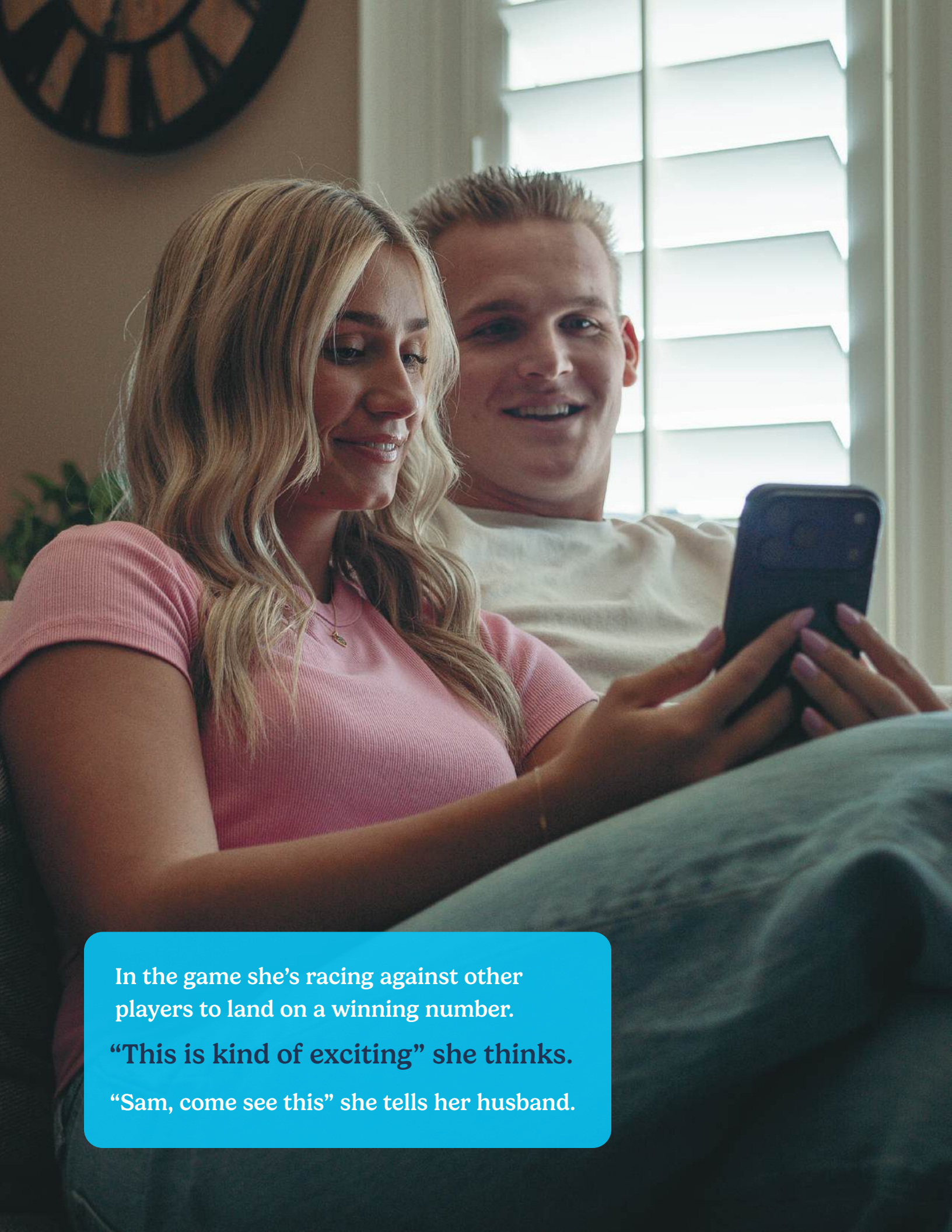
She's at home and just bought
a ticket to a movie this Friday.





After buying her ticket Annie is invited to play a game for a chance to win a cruise or movie concessions.

Annie likes both cruises and popcorn so she joins the game.



In the game she's racing against other players to land on a winning number.

"This is kind of exciting" she thinks.

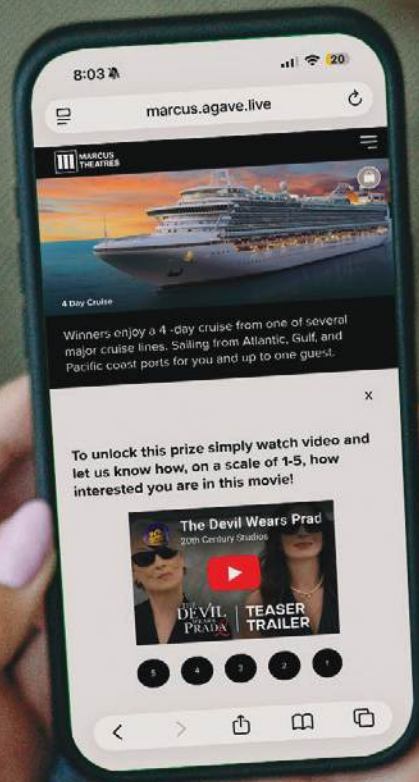
"Sam, come see this" she tells her husband.

This is Charlie.

She hasn't been to the theater in a while but receives an email invite to play the game.

Charlie needs a vacation so she also joins the game. "Why not?" she thinks to herself.





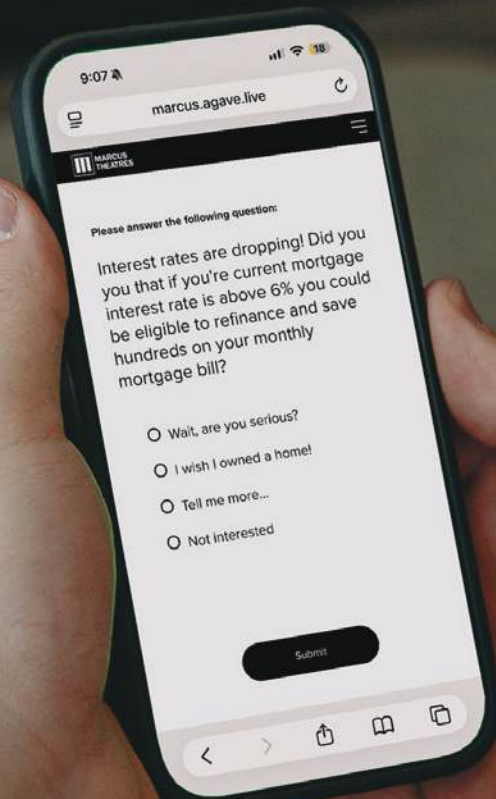
While playing the game, Annie watches a movie trailer and gives her feedback to unlock larger prizes.

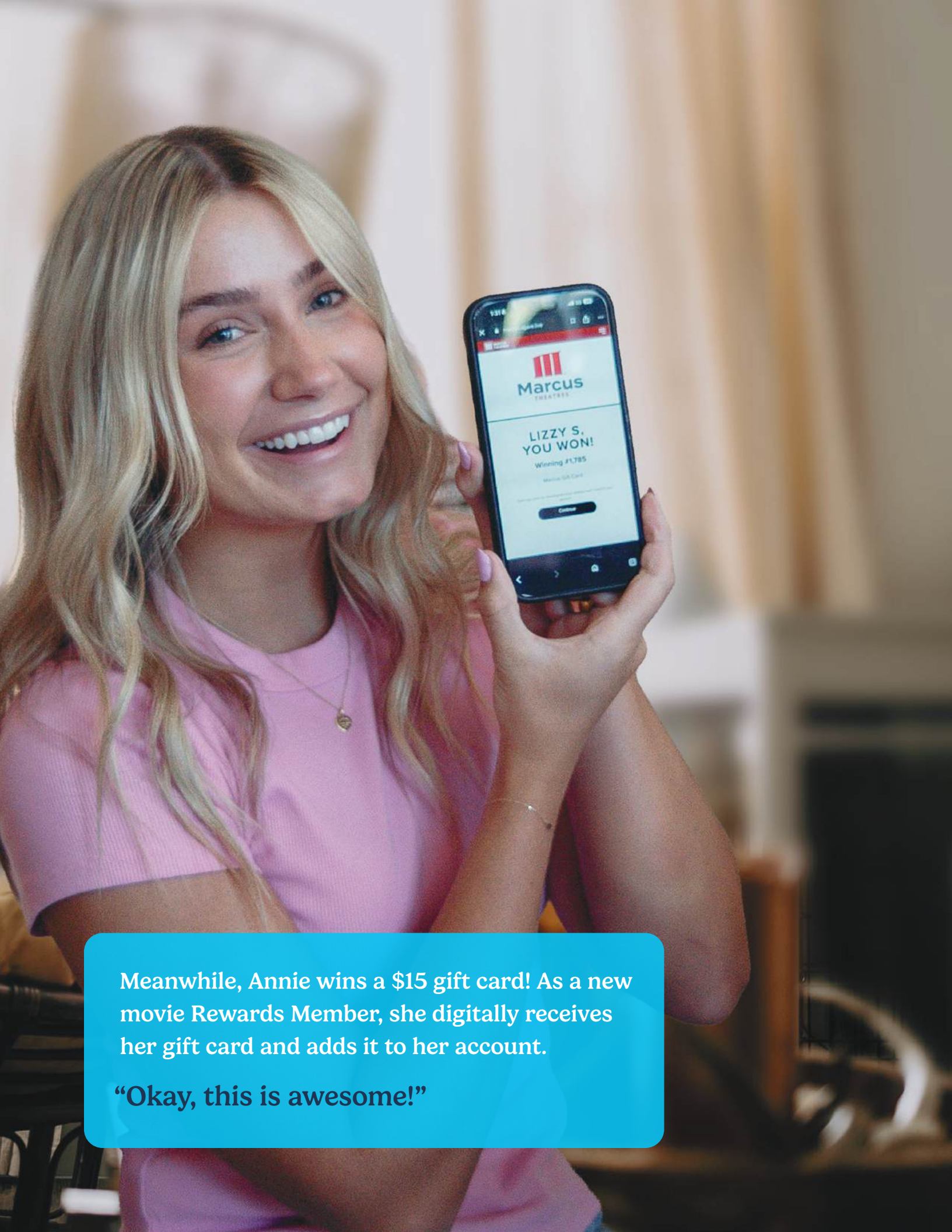
“Hmm, I didn’t know they were making a Devil Wears Prada sequel.”

While in the game, Sam is notified that mortgage rates have dropped and now might be a good time to consider refinancing.

“We should probably look into that.”

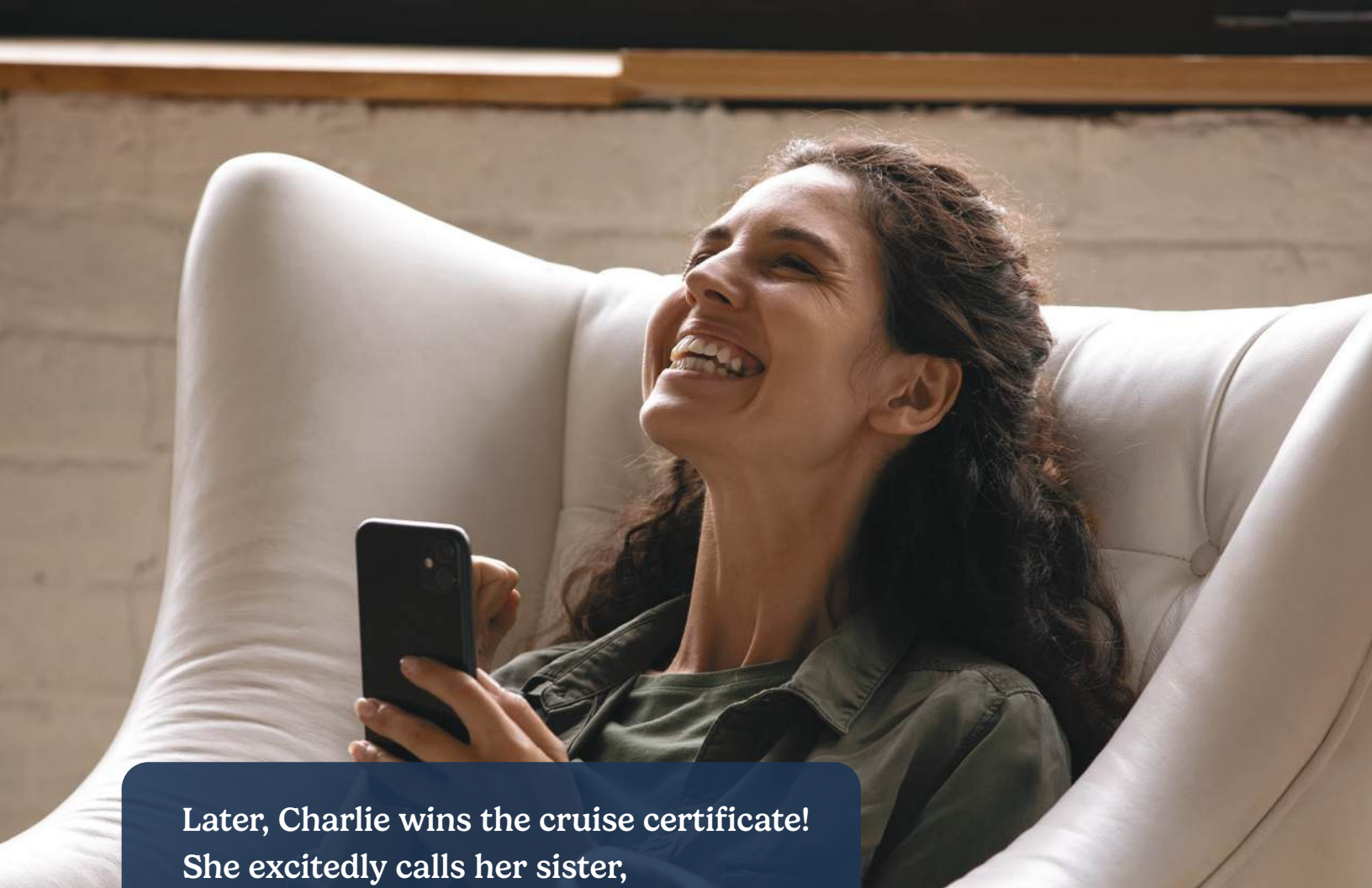
he thinks and agrees to receive more information for his local Home Savings & Loan officer.





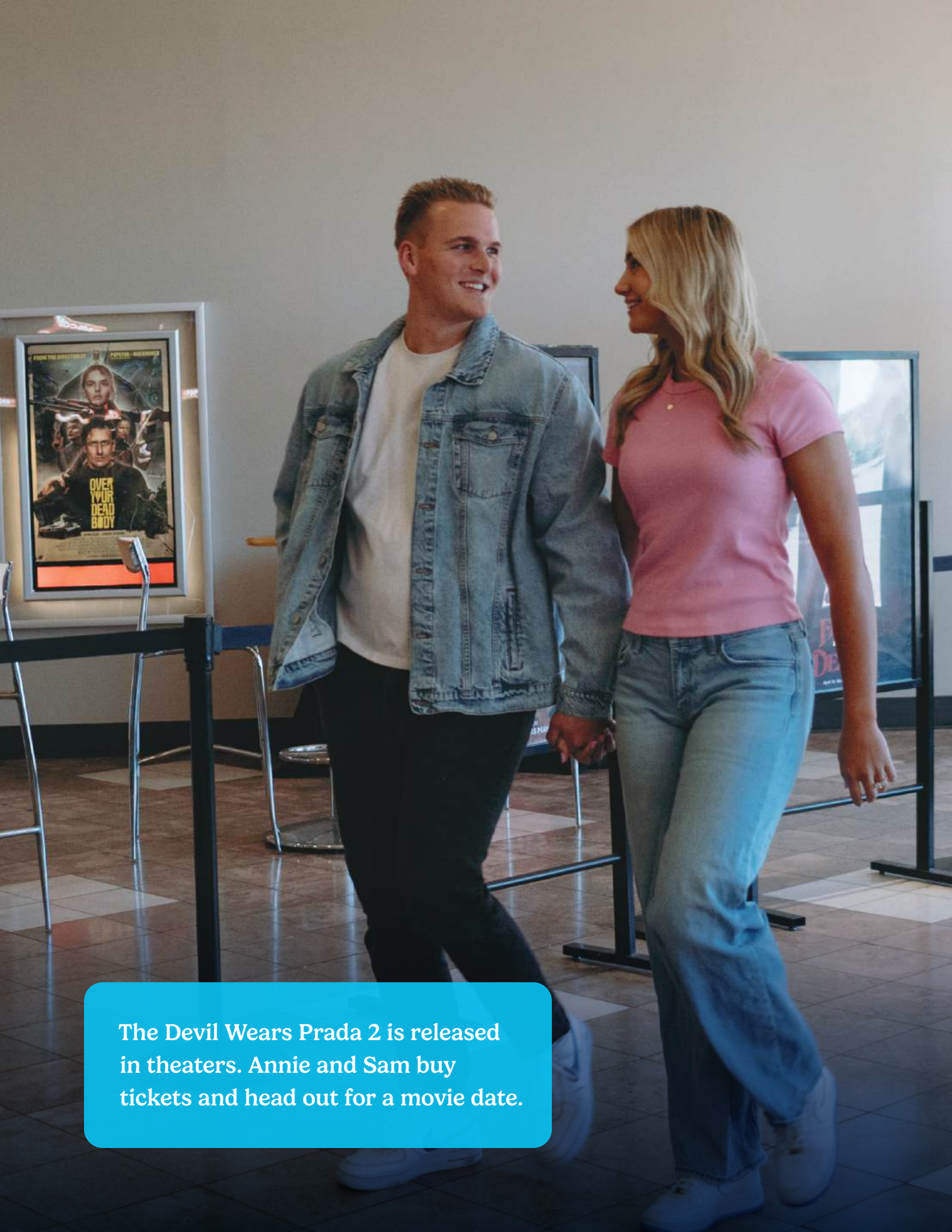
Meanwhile, Annie wins a \$15 gift card! As a new movie Rewards Member, she digitally receives her gift card and adds it to her account.

“Okay, this is awesome!”

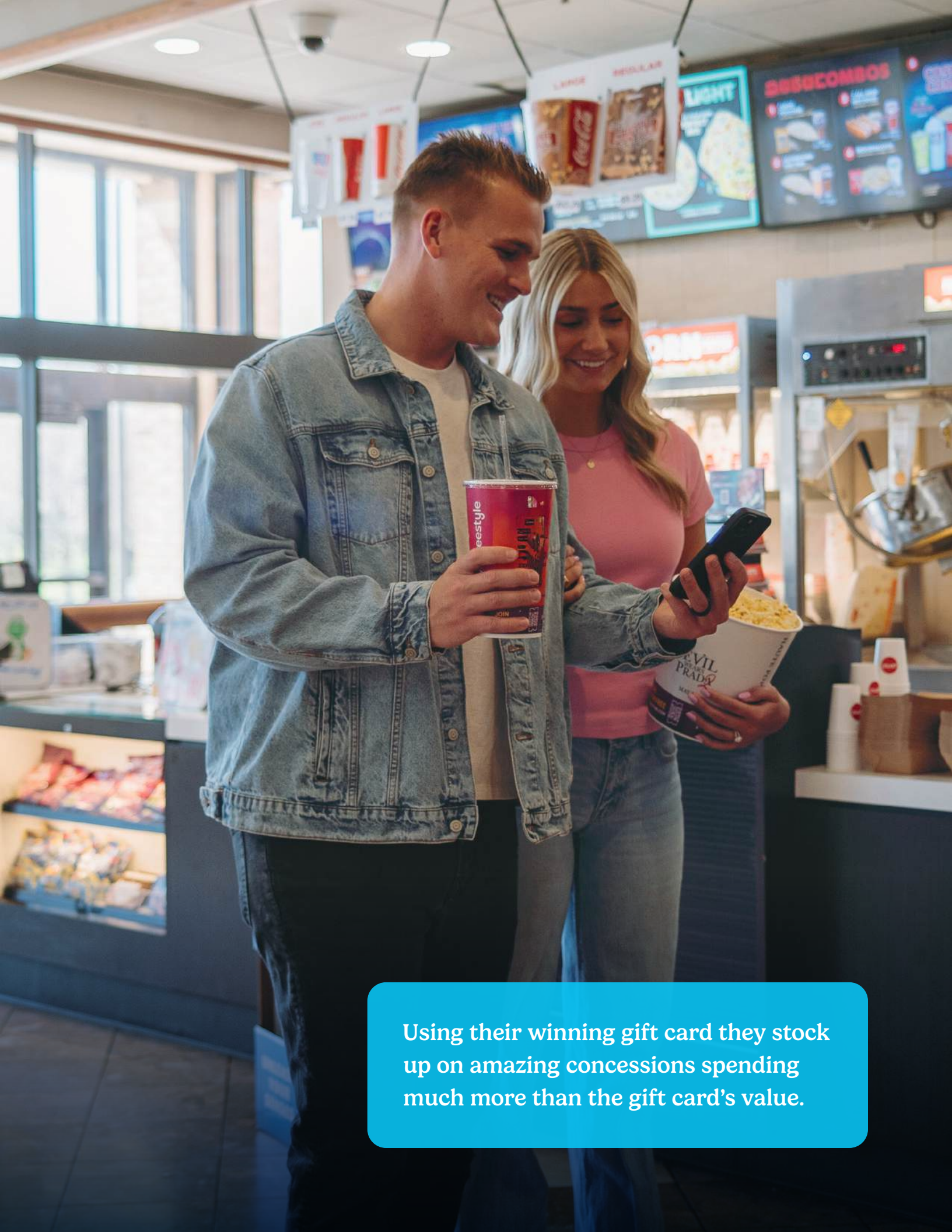


Later, Charlie wins the cruise certificate!
She excitedly calls her sister,
“I can’t believe it, I’m in shock!”





The Devil Wears Prada 2 is released in theaters. Annie and Sam buy tickets and head out for a movie date.

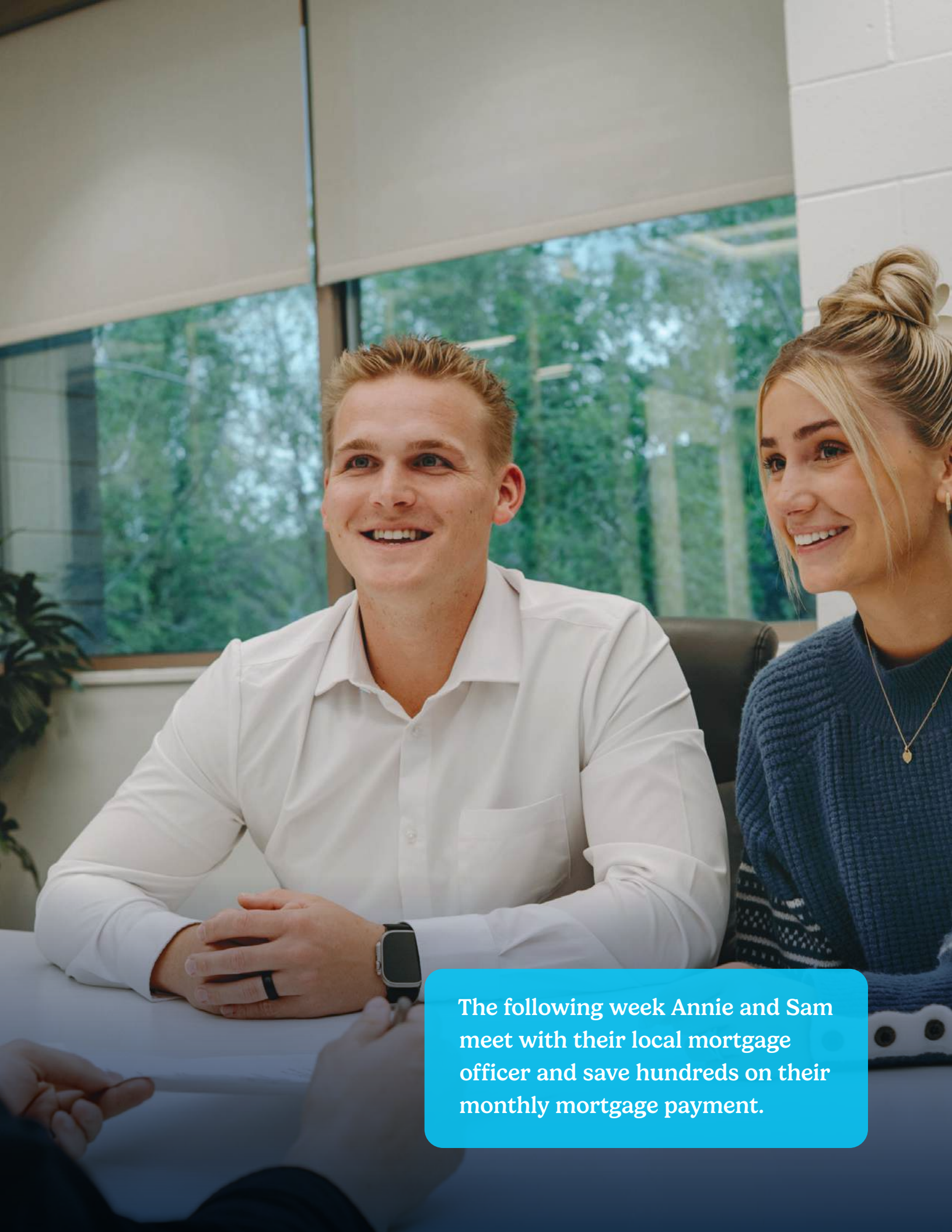


Using their winning gift card they stock up on amazing concessions spending much more than the gift card's value.

Charlie and her family have an incredible time on vacation and post it across social media with a BIG...

“Thank you, Marcus Theatre!”





The following week Annie and Sam meet with their local mortgage officer and save hundreds on their monthly mortgage payment.



The game runs daily. Thousands repeatedly play and share the game even when they don't win. Why? Because it's simple, fun, exciting, and every hit of the button makes a small incremental donation to a charitable cause.



- ✔ Word spreads.
- ✔ Engagement grows.
- ✔ New patrons come to the theaters.
- ✔ Revenue increases.



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