

PRESS RELEASE

April 22, 2009

Orange, CA

Contest Factory Develops Sweepstakes for Chevy Camaro Dealerships

April 22, 2009 – Orange, California – Chevy Camaro dealers in the West and Northwestern United States, selected Contest Factory's sweepstakes solutions to promote a new Camaro launch during difficult economic times due to the credit crisis, high unemployment, and decrease in consumer spending and savings.

Consumers who visit dealerships and test drive the new Camaro model will receive one-time promo codes which they can use to register for the sweepstakes online. At the end of the sweepstakes, three winning promo codes will be randomly selected and three Camaro vehicles will be given away.

Contest Factory's proven sweepstakes platform was selected as the ideal partner to engage consumers and is expected to result in increased customer engagement. Contest Factory will also provide its patent pending Viral DNA™ real-time tracking and reporting solution to the dealerships so that they can monitor customer data and trends.

For additional information, contact:

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The screenshot shows a web browser window displaying the registration page for the Northwest Chevy Sweepstakes. At the top left is the Chevrolet logo and the text "NORTHWEST Chevy Dealers". To the right, it says "WELCOME TO THE NORTHWEST CHEVY SWEEPSTAKES BROUGHT TO YOU BY THE NORTHWEST CHEVY DEALERS" and features a silver Camaro with the note "Vehicle subject to the applicable official rules and may not be the actual vehicle awarded." Below this is the headline "NOW THAT YOU'VE TAKEN A SPIN, ENTER FOR YOUR CHANCE TO WIN THE ALL NEW CAMARO". The main content area is titled "ALL NEW CAMARO" and includes a photo of the car. To the right of the photo is a registration form with the following fields: First name (Algen), Last name (Gerson), Address (1012 West Olive Avenue), City (Burbank), State (California), Zip (91506), Email address (test@test.com), Telephone number (815-526-0000), Date of birth (Month, Day, Year dropdowns), and Enter CODE. A checkbox is checked for "Yes, I want to receive information and promotions from the Sponsor. I understand and agree to the Sponsor's Privacy Policy." A "SUBMIT" button is at the bottom right. A footer note states: "By clicking 'SUBMIT,' you agree to the Official Rules and Sponsor's Privacy Policy."

Contest Factory (www.ContestFactory.com) is a subsidiary of Opus One Corporation and a pioneer in User Generated and Bracketed Online Contests. Contest Factory has been issued a U.S. Patent for its online contest process and platform.

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