



Cleveland Cavaliers Renew CrowdWave for Three Years Following Successful Playoff Launch

After a highly successful playoff launch, Cavaliers extend CrowdWave interactive game system contract at Quicken Loans Arena for three more seasons.

Cleveland, OH/Ottawa, ON Canada December 14th, 2010 – The Cleveland Cavaliers and CrowdWave are proud to announce a three season extension of their agreement for CrowdWave's interactive game system and "Vision Interactive"™ technology. CrowdWave debuted at Quicken Loans Arena for the Cavaliers' playoff run in April 2010, providing Cavs fans with mass-participation, crowd-controlled games and polls. Cleveland's decision to renew was a direct result of CrowdWave's popularity with fans during the playoffs and in the early part of this season.

"Our fans deserve the best entertainment around and we feel CrowdWave is on the cutting edge of interactivity and entertainment," said Amanda Greco, Cavaliers director of game presentation. "We are excited to continue what is definitely a winning partnership between the Cavs and CrowdWave."

The Cavaliers CrowdWave lineup will include two new games this season, adding to last year's selection of trivia and polls:

- "Let's Move It!", a dance game named after the Cleveland Clinic's health campaign that tests the audience's reaction, timing and dance skills. CrowdWave incorporates one of the Clinic's iconic black line characters from the campaign and, at a deeper level, reinforces the central campaign message of wellness through physical activity.
- "Arby's Fast Break", a side-scrolling race featuring Arby's characters that will pit three sections of fans against each other driving the action by the intensity of their waving.

For Mark Edwards, President of CrowdWave, the long-term agreement with the Cavaliers clearly signals the success of the CrowdWave game system in delivering on its two key objectives – to enhance the gameday experience and to drive premium sponsorship revenue. "CrowdWave builds on that unique live-event experience, getting fans in the game, working together or competing against each other, giving them

another strong reason to buy a ticket. We build the sponsor's product and message into that experience from the start, to engage fans with the brand in a way that doesn't take away from the fun, giving the Cavaliers a premium source of sponsorship revenue." The agreement also confirms that CrowdWave will continue to work with its first professional client and enjoy the support and enthusiasm of the Cavs incredible gameday and creative team. "We're thrilled that CrowdWave has delivered value to Cleveland fans and sponsors and look forward to working with the Cavs for another three seasons."

About CrowdWave

CrowdWave's game system and Vision Interactive™ technology analyzes the direction, intensity and timing of a crowd's movement, as a whole or section by section, to control on-screen events – to play a game, answer a poll or make a choice. CrowdWave turns every fan into a human controller, enabling them to work together or to compete against each other, providing professional and collegiate sports teams and their sponsors with a powerful opportunity to engage fans interactively. Integrated into the CrowdWave offering is the ability for teams to measure the audience experience from pre-event through building cleanup, a sports industry first.

CrowdWave® is a division of Bent 360: MediaLab Inc., a branded entertainment technology company located in Ottawa, Ontario, Canada.

For more information, please contact Devin McGee at 613-722-2613 x704 and visit <http://www.crowdwavegames.com>

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