



**ANG / Konami Engagement Examples
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Contact:

Scott Lyle

Managing Partner

Alliance Network Group, LLC

655 Montgomery Street, 5th Floor

San Francisco, CA 94111

415.287.3016 direct

415.269.5941 cell

scott@ang-llc.com

www.ang-llc.com

ANG, LLC – Who are we?

Alliance Network Group, LLC (ANG) (www.ang-llc.com) is an Internet Advisory Firm that helps its clients build robust online experiences, accelerate the acquisition of customers, and implement effective methods to retain that customer base.

ANG is not just an advertising agency or consulting firm, but a professional services firm that can provide BOTH strategy and execution services.

ANG is comprised 3 cohesive business units that support our methodology.

- ***Product Strategy & Web Development:*** Building successful websites requires constructing an engaging customer experience that supports the underlying business model and positions the site to achieve future business goals.
- ***Integrated Online Marketing:*** Targeting relevant audiences accelerates customer acquisition and provides traction for that business.
- ***Strategic Partnerships and Business Development:*** Strategic Partnerships play a critical role in customer growth, revenue, and brand building.

ANG cross-pollinates these specialties into a holistic approach for constructing effective online strategies.

ang Examples of Our Work

Microsites: Examples of differentiated micro-sites designed to address different customers needs and market expectations:



Music in Every Direction
(Portal for Dance & Music Games)



Coded Arms
(First-person Shooter Video Game for Sony PSP platform)



Death Jr.
(Cult Video Game Series & Sony Motion Picture)

ANG built deeper, ongoing relationships with fans (CRM): ANG built newsletters that engaged customers with relevant information, contests and features that have tripled newsletter subscription base to date:



Turtles
(Video Game, Cartoon, Motion Picture)



Death Jr.
(Cult Video Game Series & Sony Motion Picture)



Coded Arms
(First-person Shooter Video Game for Sony PSP platform)

ang Examples of Our Work

ANG crafted important Strategic Partnerships: ANG developed multiple-party relationships to cross-promote to established, desirable customer bases...



Coded Arms
(Partnership with GameSpot, Infocus and Konami)

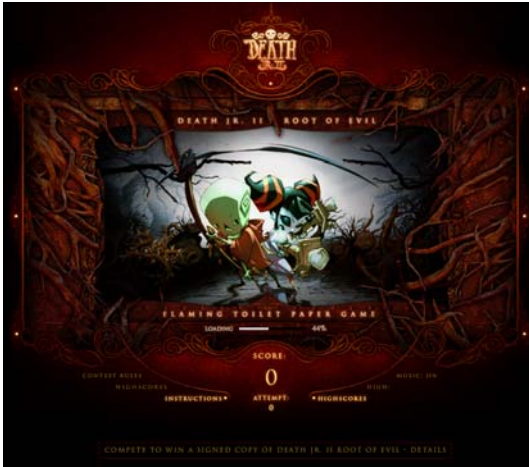


Coded Arms
(Influencer Marketing Campaign)

...developed "out-of-the-box" marketing ideas that included enlisting key influencers such as Bloggers, Columnists and Editors to evangelize and promote new releases. These partnerships were achieved via promotional tie-ins and exclusive content offerings.

ang Examples of Our Work

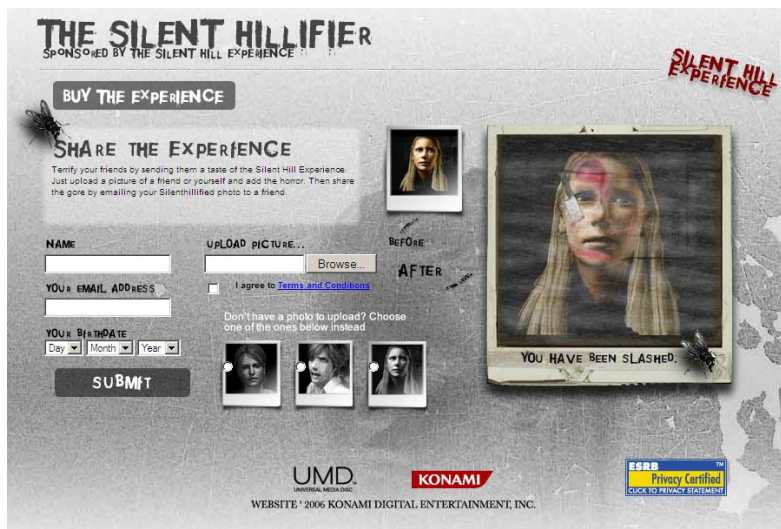
ANG crafted viral interactive campaigns: ANG developed strategies around viral marketing campaigns involving advergames and engaging interactive experiences:



Death Jr.
(Viral Advergame)



Death Jr.
(Influencer Marketing Campaign – Partner Page)



The Silent Hill Experience
(Viral Interactive Experience)

ANG Examples of Our Work

ANG Measures Campaign Performance: ANG provides detail campaign performance via a variety of analytics and reporting.

