

Live! and Chrysler

- 20 Minivans in 20 Days Contest
 - Trivia contest about the show, in celebration of it's 20th anniversary
 - 10 moments featured on the program
 - 10 moments featured on the website
 - 20 on-air daily winners during the month of September each received a 2008 Chrysler Town and Country
- Strategic Partnership Highlights
 - In-program “tease” for three weeks prior to the contest
 - Contest page included information on Town & Country
 - Online video featured show segments and Chrysler ad
 - Over 200,000 co-branded email newsletters sent
- Results
 - Generated approximately 30,000 opt-in “hand-raisers” for more info. about Chrysler
 - Over 400,000 contest registrants
 - Traffic to *Live!* doubled during the contest
 - Numerous trade and consumer media mentions
 - Including the NY Daily News, Forbes.com, and AdAge



Happy Anniversary “Live!”
Live with Regis and Kelly celebrates its 20th season
by giving away 20 minivans in 20 days!

LIVE
WITH
Regis
and
Kelly

Enter for your chance to win an ALL NEW
2008 Chrysler Town & Country Limited.

- Swivel 'n Go™ Seating
Second Row Captain's Chairs
- SIRIUS® Backseat TV
with Dual DVD Screens
- MyGIG™ Infotainment System
20 GB Hard Drive w/ Navigation

CHRYSLER
ENGINEERED BEAUTIFULLY

Click Here For Contest Details



For more information, contact Howard Levy
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