

Creed Interactive Releases Two Fierce Hockey Web Sites into the Wild

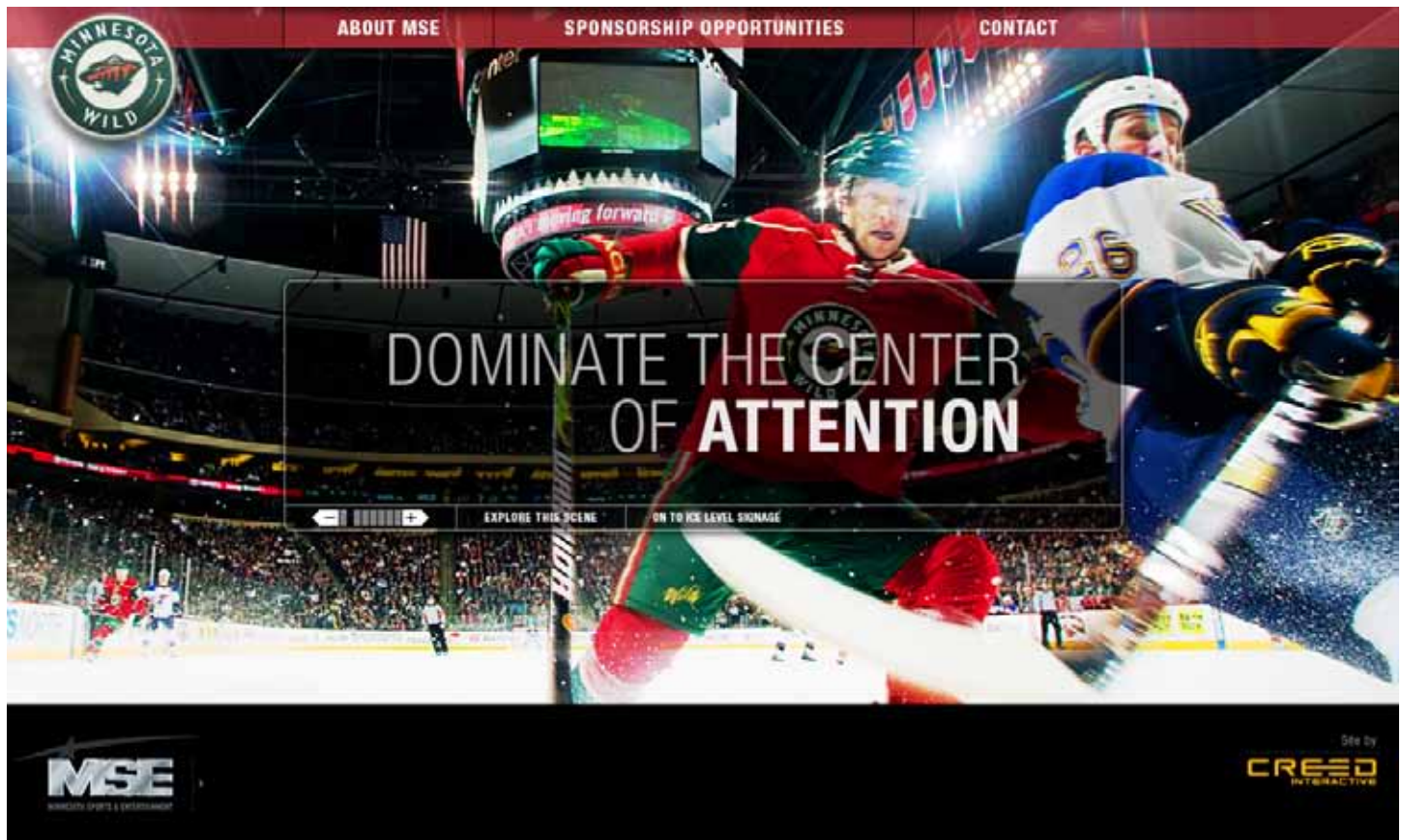
For immediate release

Making Hockey Sites a Winning Tradition

SAINT PAUL, Minnesota — August 18, 2009 — **Creed Interactive** today announced the launch of two new web sites aimed at elevating the interactive excitement level for the Minnesota Wild. Capitalizing on the experience gained launching the first version of OneGoal.com (a site created in partnership with Periscope Advertising in Minneapolis that is devoted to introducing the sport of ice hockey to kids and their parents - archived version here) Creed has gone on to deliver the kind of interactive experience Minnesota Wild fans and sponsors truly deserve.

Sponsors are immersed in the excitement of the game and the passion only 18,000 crazed fans can produce, while being exposed to the long list of valuable sponsorship opportunities available to reach hockey fans in Xcel Center and throughout the region. Full screen hockey photographs by Bruce Kluckhohn will impress even the hockey neophyte while the easy to use flash interface allows users to click through the entire site using a single button while also providing means to explore organically. Creed added some photography to the mix and wrote content designed to pique potential sponsor's interest and make the case that hockey is a better value than other sports - like that game where the teams spend most of the time standing around waiting for a small white ball to come to them. There's nothing passive about hockey, hockey fans or the new site for sponsors at <http://sponsorship.wild.com>.

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Wild fans are a special breed worthy of the “fanatic” label. Recognizing this the MN Wild enlisted Creed Interactive to create a site based on the success of the sponsorship site. The goal was to make the experience even more compelling and give fans familiar with information laden NHL sites a clean, user friendly, and leading edge interactive experience to help them consider and purchase season tickets. The Wild have sold out every season in franchise history so investing in this site was much more an investment in fan experience - a way to give back - than it was a dictate of business needs

Fans will enjoy full screen video that transitions into iconic photographs that move in parallax beneath information about the many different seating options available in the Xcel Center. To present a compelling experience in the middle of the off season short, digestible modules of text follow headlines like “Shout at the refs where they can actually hear you” to remind fans that being part of the Team of 18,000 - live at the game - is a thrilling experience impossible to have outside the arena. Visit <http://tickets.wild.com> soon for an authentic hockey experience and a chance to win an official Wild jersey autographed by the entire team.

