



THE GUITAMMER COMPANY INC.

...leaders in low frequency sound...

AFL Live!TM

powered by **ButtKicker**[®]

July 27, 2008

Dear AFL Fan,

Welcome to ArenaBowl XXII and today's classic confrontation between the Philadelphia Soul and the San Jose SaberCats! Both teams are known for their hard-hitting, physical style of play and each of them are sure to rattle both the boards and each other throughout this exciting afternoon of AFL football.

*For the first time ever, **you too** will be able to feel the power of the AFL during today's game. You are among a very select group of fans sitting in the ButtKicker[®]-enabled section of the stands and, thanks to the ButtKicker[®] technology, you will be able not only to watch today's epic game, but to *be in the game* together with your favorite players!*

If you have not already done so, please stop by the "AFL Live! powered by ButtKicker[®]" booth at the Discover Card Fan Fest outside the Arena after the game. There, you can learn more about the ButtKicker Live![®] technology, watch a video of the AFL's greatest hits powered by ButtKicker[®], and receive more information about how you too can ButtKicker[®]-enable your media right at home.

Enjoy the game and, more importantly, for the first time enjoy *being in the game!*

Sincerely,

Mark A. Luden
President and CEO
The Guitammer Company

www.thebuttkicker.com