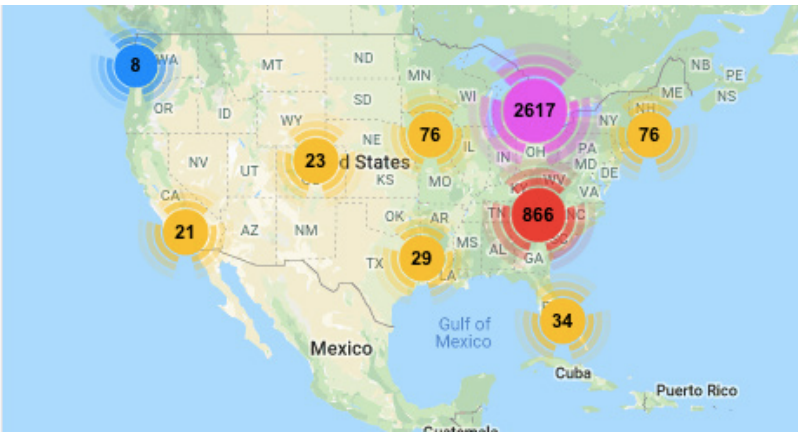
FUDGE PROVES DESIRABLE TO ENTRANTS;

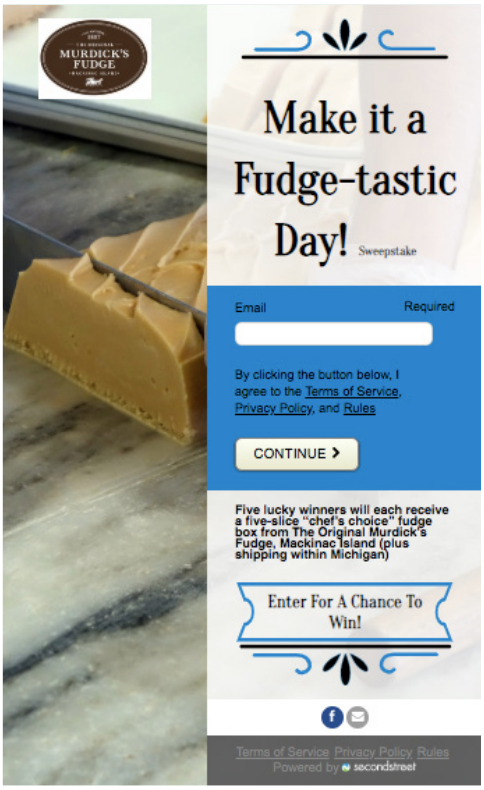
Earns Big Rewards for Murdick's of Mackinac Island

Murdick's Fudge of Mackinac Island partnered with MLive Media Group for a sweepstakes promotion, offering five free slices of the delicious fudge to the lucky winner. This sweepstakes was promoted on MLive.com, touting the giveaway, and inviting the audience to enter to win. These digital display ads offered an introduction to the offer and to the fudgery. But the real results came when an email communication was sent to MLive readers.

The sweepstakes opened on December 6, and included an email blast to an approximate 65,000 person audience. In less than a week's time, on December 13, some 3,761 individuals had entered to win five slices of Murdick's Fudge. Of those, 2,617 (or nearly 70% of them) indicated they'd be happy to receive future communications from Murdick's.

IN LESS THAN A WEEK'S TIME, 3,761 INDIVIDUALS ENTERED TO WIN FIVE SLICES OF MURDICK'S FUDGE





The sweepstakes was entered by

3,700+

individuals around the United States

From those who entered,

70%

approved future communication

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