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Pregame.com Launches Racy “Sweetest Tight-Ends” Contest

Pregame.com, providing info worth betting from pro bettors, has launched a new electronic postcard campaign inviting users to choose the sweetest female “tight end” while also supporting their favorite NFL city with the *2005 Pregame End Zone Contest*.

The campaign features eight separate Pregame Girls, each exposing a scantily clad “end zone” to support the teams of her favorite NFL division on electronic postcards. Each postcard also includes spirited messages for the individual NFL cities. Users are invited to vote for the Pregame Girl with the “sweetest tight end” by sending her electronic postcard to friends and acquaintances. Each sent postcard results in a vote for the girl, and the Pregame Girl who ends the NFL season with the most popular “end-zone” will receive a cash prize and continued exposure at Pregame.com.

The winning Pregame Girl will be announced via email and on the website at Noon ET on Super Bowl Sunday.

Says RJ Bell, Pregame Founder and President, “Sometimes the marketing department comes to you with ideas, and you just can’t say no! Pregame is very much about the fun of sports betting, and a big part of that fun is about providing non-betting related features that appeal to the passionate sports fan. The *Pregame End Zone Contest* is definitely fun and definitely something that will appeal to the Pregame user!”

Jocelyn Saurini, Director of Marketing Communications says, “It’s for sure one of the first projects I’ve ever managed where I’ve had employees begging to work on it! We’re lucky to be headquartered in Las Vegas. We were able to score some very risqué models who looked fantastic in boyshorts and bikinis. I know all of my football loving friends have already sent a ton of cards. We’re confident our users will love this feature!”

The *Pregame End Zone Contest* will run for the entire NFL season with real time updates on the most popular “tight ends.” For many pictures and more information about the *Pregame 2005 End-Zone Contest*, visit the contest website at: www.Pregame.com/endzone

About Pregame

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Pregame.com is where players get ready to bet on the action, allowing them to play with confidence. Pregame provides football, basketball, and baseball information worth betting on, including premium picks and sportsbook expertise, backed by superior customer service. Flagship offering FreePicksByEmail.com delivers help from famous handicappers. For more information on Pregame.com, visit www.corp.Pregame.com.

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