

# FANCORPS.COM

Dallas, TX October 3, 2007

## Version 1.2 of Fancorps.com has officially launched!

*The latest version of Fancorps brings Team Leaders several new features we believe will make running their street teams even easier and more successful through our Street Team Management Community. We're announcing two huge new sections devoted to REWARDING YOUR TEAM! In addition this update also includes a few additional features, tweaks, and fixes throughout the site.*

**General Store** - Now with your Fancorps site you have an easy way to reward your team members with the all new General Store section. Once your Store is configured and activated you can then give your team members Store Credits in addition to activity Points for completing Orders. Your members can then redeem their credits for Rewards and Supplies you make available to them within the General Store. A Reward would be physical swag, a t-shirt, cd, autographed poster, etc etc...it's up to you to get creative and offer some great Rewards to your teamers for their hard work. The Supplies section of the Store should be stocked with items your members can use to promote, such as a poster pack, sticker pack, or flyer pack. You as Team Leader can set how many "Store Credits" an item is worth, (even make it FREE if you'd like), how many of each item are available, what sizes or colors it might come in, etc etc. Once your members have purchased items with their credits you can then easily export shipping labels or a spreadsheet and fulfill the orders as needed.

The General Store is a fully functioning online platform that makes it easy for you to reward and distribute physical items to your team on an ongoing basis.

(PLEASE NOTE: THE GENERAL STORE IS A PREMIUM FEATURE AVAILABLE ONLY TO BRIGADE LEVEL ACCOUNTS AND UP)

**Exclusives** - Giving your team members a little something extra is a great way to keep them motivated and involved with the team. The new Exclusives section gives you the ability to offer your team exclusive and unreleased content. Choose from five different types of Exclusives...Album, Image, Slideshow, Song, and Video. You can now upload and manage these assets, make them available to certain Ranks, and view how many times they've been downloaded or viewed. The new Exclusives section makes it easier than ever before to reward your team with an unreleased song, behind the scenes video, or exclusive slideshow.

**Widgets** - We are excited to launch the first of many Widgets that will be available thru your Fancorps site. The Events Widget will make promotion and access to your Fancorps events easier than ever, for you and your team members. With the new Events Widget you and your members can share your entire event schedule on any website, profile page, or blog on the web. Manage and update your events as usual and the Widget will update automatically so that everyone is always promoting your current schedule.

**Social Networking Groups** - In addition to being able to send new Orders to your team based on Group, Location, and Rank you can now reach out according to the Social Networks your members are a part of. Have an Order specific to members with a Myspace or Facebook profile?...you can now easily view and assign Orders to those members with our new default Social Networking Groups. We will be notifying all of your members to fill out their profiles so you can contact them when needed.