



Loyalize to Debut Real-Time Fan Participation During Live Season Finale of “Deadliest Warrior” on Spike TV

*Loyalize to Drive Live Broadcast, Two-Way Audience Engagement via
Smartphones and PCs – Will Spotlight Fan Interaction and Measure
Real-Time Participation*

San Francisco, CA, September 12, 2011 – [Loyalize™](#), an audience participation company that enables real-time interaction across nationwide audiences, today announced it has partnered with Spike TV’s “[Deadliest Warrior](#)” to deliver a groundbreaking interactive experience for fans watching the season finale. Fans will be able to see their actions and opinions reflected instantly through dynamic video game-type visuals, voting on their computers, phones and tablets, during the broadcast – thus changing the dynamics of audience-to-tv participation.

The Loyalize-enhanced LIVE season finale of “Deadliest Warrior” airs **Wednesday, September 14 from 9:00PM-11:30PM (ET/ tape delay PT) on Spike TV**, with viewers invited to join in via iPhone/Android smartphones or internet-enabled computers/tablets at dwlive.spike.com. This supersized live season finale will feature the ultimate battle of the undead - Vampires vs. Zombies.

“This is not a ‘text in your vote and sit back and watch’ kind of thing. It’s a living, breathing tool to gauge the audience sentiment about what they are seeing throughout the show,” said Jon Slusser, SVP of Spike Digital Entertainment. “Real-time, visible fan participation has been written in as a key component of this live broadcast. We finally have a technology as reactive and immediate as real life in action, allowing our hosts to respond to audience input and influence the show itself. We can’t wait.”

Spike TV will become the first network to use the Loyalize social media platform to engage audiences in real time while measuring audience participation. Different from a pre-set script of interactive content that runs on a clock, a host from Spike TV will control the Loyalize “Director’s Console” as part of the live broadcast to create and push polls in real-time to audience members engaging via iPhone/Android smartphones, PCs or tablet computers. The same “Director’s Console” can also be used to push other types of content, from streaming video to promotional rewards, ultimately driving both deeper engagement and real-time activation.

“The entertainment world has never had this level of real-time, two-way interactivity before,” said Todd Greene, CEO of Loyalize. “For the first time on live television, fans can participate in a way that instantly makes them part of Spike TV’s hit series “Deadliest Warrior,” on-air, *as it’s happening*. They can experience the host’s reaction to their opinions. Equally exciting is the ability for broadcasters and brands to view fan engagement – like a two-way mirror between show and audience.”

More Information and Graphics:

<http://www.loyalize.com/press>

About Loyalize

Loyalize is an audience participation company. Our platform drives audience participation on the screens consumers already use (phones, tablets, laptops), during the live events and broadcasts they're already commenting on. Loyalize's white-label experiences, games, polls, and more give consumers a fun way to share, shop, discover and play with others in real-time, while winning loyalty points redeemable for real rewards. With Loyalize, brands drive the social conversation and find out what resonates with their audiences through advanced real-time analytics. The privately-held company has offices in San Francisco and Los Angeles, CA. For press inquiries, please visit: <http://www.loyalize.com/press>

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