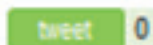




## D-backs to Promote Their Brand on Unified Brand's Local Digital Signage Network



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PHOENIX, Feb. 4, 2011 /PRNewswire/ -- The Arizona Diamondbacks are looking for unique ways to promote their brand throughout the Valley after unveiling Salt River Fields at Talking Stick, the team's new 140-acre Spring Training facility in the Northeast Valley.

To extend their brand to different demographics, the D-backs are working with Unified Brand, a local Scottsdale firm specializing in custom digital signage solutions and hyper-local advertising. Unified Brand creates closed-circuit channels for small and mid-sized businesses, creating a mix of entertainment and business-specific promotions, special offers and upcoming events.

Starting with the D-backs first Spring Training game on February 26, Unified Brand will be displaying daily game highlights on its network of more than 70 screens throughout the Valley at locations such as The Village Health Clubs, Zipps Sports Grills and Camelback Toyota. The highlights will be delivered electronically to Unified Brand and then be displayed once every 30 minutes on all of the screens in the network.

"Having daily D-backs highlights are a great enhancement to our entertainment package," said Pete Doolittle, Unified Brand's President. "Our focus is to provide great local content to Valley viewers, and this program gives the D-backs the ability to showcase their brand in a new form of media."

"Our members are sports enthusiasts and are really looking forward to the partnership with the D-backs. With the new Spring Training facility located conveniently between our DC Ranch and Gainey facilities, the Village is excited to receive consistent, real-time updates on the progress of the team," said Carol Nalevanko, President,