

Publishers Clearing House Launches PrizePatrol.PCH.com

By Larkin/Volpatt Communications

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New site lets visitors follow the Prize Patrol as they cross the United States awarding lucky winners with sweepstakes prizes

Publishers Clearing House (PCH) today announced the Prize Patrol Van is heading on the road to a town near you to award 101 lucky winners across the country with \$10,000 each. Now anyone can follow the van as it makes its way across the U.S. to the front doors of winners everywhere by logging on to <http://PrizePatrol.PCH.com>.

The idea for this new site evolved from the PCH Prize Patrol blitz that took place last May when the company visited several cities across the country – from Salem, Wisconsin and Birmingham, Alabama to San Diego, California and beyond. Sweepstakes entrants and enthusiasts alike received constant updates about the Prize Patrol Deputy locations through Twitter and Facebook. After receiving an overwhelming number of Facebook interactions, status updates and retweets from potential sweepstakes winners and Prize Patrol followers alike, PCH decided to take the show online giving everyone the chance to track the Prize Patrol's progress in real time.

“The Prize Patrol and the deputies that deliver the famous big checks PCH is known for create excitement in every town we visit. We've found that when we hint about our location and time of arrival potential winners get even more excited,” said Todd Sloane, senior vice president, Publishers Clearing House. “Now people can visit <http://PrizePatrol.PCH.com> to get in on the action by following the PCH Deputy Prize Patrol Team as we travel from city to city awarding lucky winners along the way.”

The new site, which was developed internally at PCH, is easy and fun to use. Immediately after logging on to the <http://PrizePatrol.PCH.com>, visitors are presented with a map of the United States. As one's mouse hovers over the circles on the map the city where the van is headed and the members of the team pop onto the screen. Over time the circles get smaller and smaller until they become a red dot, which visitors can mouse over to see the newest winner. The PCH team has also included links to photos of winners and its Twitter, Blog and Facebook feeds as well as a new app to watch on-the-road video clips. There is also a section where site visitors can join in on the conversation.

In the short time that the site has been up PCH is already receiving positive feedback from visitors everywhere. Here are two examples of recent tweets:

- “lela359: I think this is so exciting to see where PCH is. my zip has not come up yet, it said yes to 45430, waiting in the heart of it all, red roses for a blue lady.”
- “prizepatrolfan: Hey this is very exciting!!!! not only do people get to enter the publisher's clearing house sweepstakes, they can also see for themselves where they have been and where they are going next!!! those prize patrollers are full of surprises aren't they?”

Interested in learning more about the new site and whether the Prize Patrol is coming to a location near you? Log on to <http://PrizePatrol.PCH.com>. Media can contact Michael Volpatt (415-994-8864) for access to locations and opportunities for interviews with PCH Prize Patrol Deputies and winners. Please note that Michael DOES NOT have any information on who the winners will be.

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About Publishers Clearing House Online

Consisting of ten online properties including PCH.com, PCHCoupons.com, PCHGames.com, PCHLotto.com, PCHSearch&Win, PCHtrivia.com, PCHTV.com PCHQuiz4Cash.com, PCHScratchCards.com and PCHOnlineSurveys.com, PCH Online is the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines. The company promotes its products by providing site visitors with a chance to win valuable sweepstakes prizes. With more than 3.5 million new registrants per year, more than five million unique visitors per month and a database of more than 10 million customers, PCH Online continues to be a viable opportunity for advertisers to reach a diverse group of men and women online. For more information about PCH Online, visit <http://www.pchonline.com>.

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