



## Have a stake in FIFA'10 World Cup with Amkette's 'Predict the Score'

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Your team might not win at this year's World Cup, but Amkette makes everyone a winner! With almost 15 days left for the FIFA World cup, Amkette, the makers of digital storage and lifestyle peripherals are excited to launch an online Football prediction game "Predict the Score" in which participants can predict the result of each match and win amazing prizes including World Cup Series flash drives, Amkette Flash TV, Black Diamond (keyboard & Mouse) combo and Keyboard with in-built mouse.



Show your colors with Amkette

The contest has been started keeping in mind the ongoing football World Cup and its growing influence on Indian fans. However, unlike other football contests, "Predict the Score," is for every common man and for everyone to play. In this contest people need to predict the score of ongoing matches on a daily basis that could be based on a thought out analytical process or just a guess.

Amkette has created a Microsite, which gives detailed information about the contest. The microsite keeps a record of all winners and provides information about the terms & conditions of the contest. Moreover people can directly participate in this contest and get the latest news feed from Amkette Arena – Amkette's official fanpage on Facebook.

Mr. Nikhil Bapna, Manager, Product Development, Amkette, said that "He is very happy with the overwhelming response to the contest and believes that a platform of this kind certainly helps in building a long term relation with consumers." He also added, "We would like to welcome all sports enthusiasts to join us to participate in our promotion, and to really get into the spirit of the World Cup! This Amkette initiative promises a lot and will surely create a buzz among online users."

Check out these links:

<http://www.amkette.com/football/>

[www.facebook.com/amkette.fans](http://www.facebook.com/amkette.fans)