

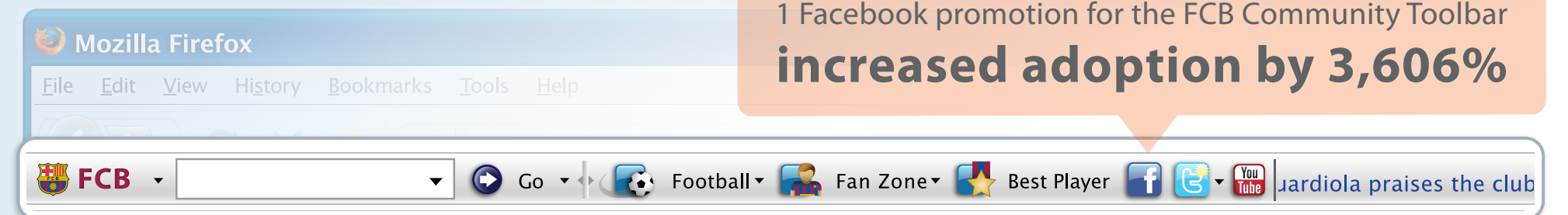


Exclusive Promotions Engage More than a Club FC BARCELONA



With thousands of new subscribers every day, the Barcelona football club felt it was imperative to first reach out to their fans-only community of more than 169,000 to increase engagement and drive traffic to the site with the FC Barcelona Community Toolbar and its exclusive content.

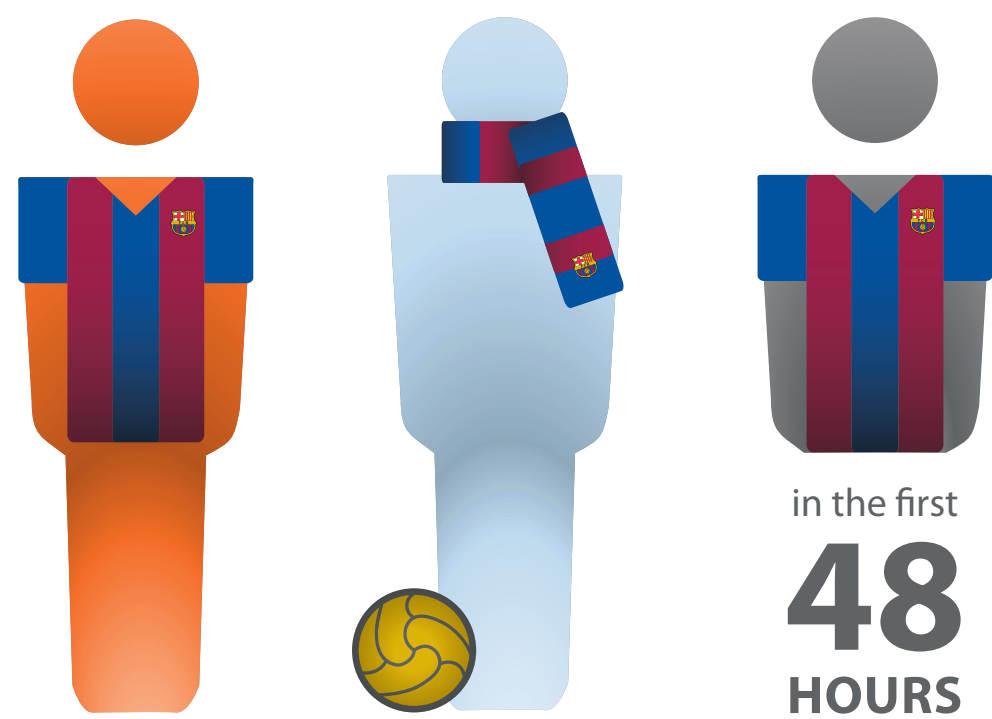
In December 2009, shortly after the FC Barcelona Community Toolbar launched, Barça fans received an exclusive newsletter, detailing the offering for its most valuable fans. With news, video, live updates, and fresh content every day, the Community Toolbar became a valuable tool for the club.



With ongoing promotions over the following months, FC Barcelona would see increased engagement, brand awareness and loyalty, and fresh content for users all the time.

345% INCREASE IN ADOPTION

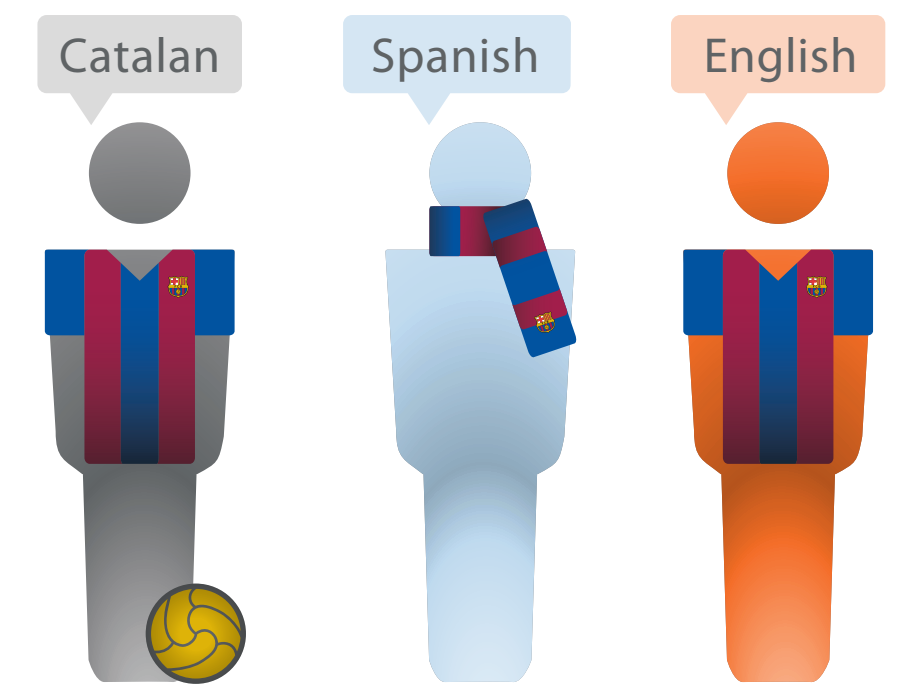
Newsletter Promotion 11 Dec 2009



FCB WATCH PROMOTION

344% INCREASE IN ADOPTION COMMUNITY TOOLBAR

Web Promotion 2 Feb 2010



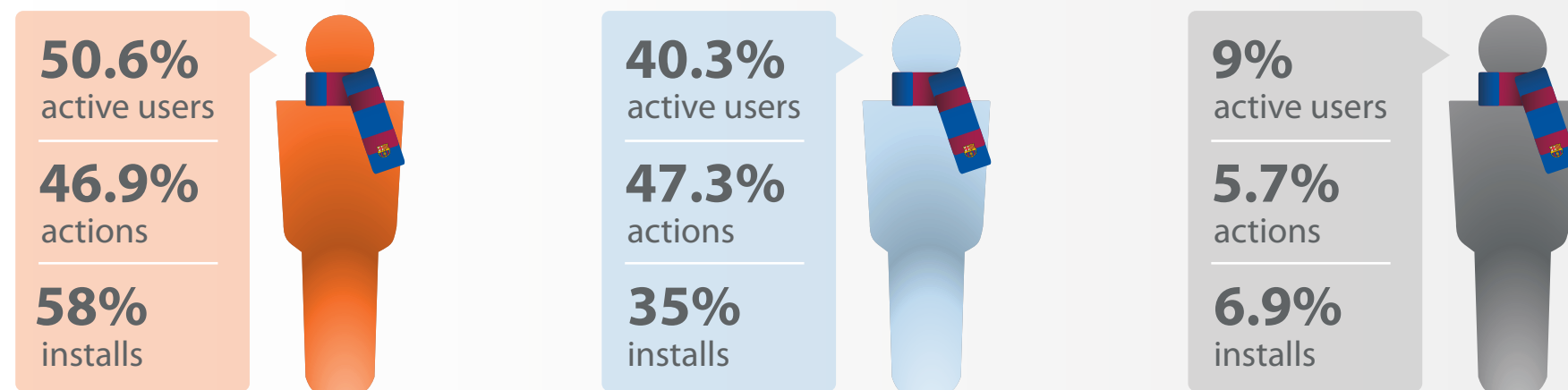
ACCESSIBLE IN 3 LANGUAGES
Used in over 170 Countries & Territories



User Increases + Daily Averages

BARÇA FANS

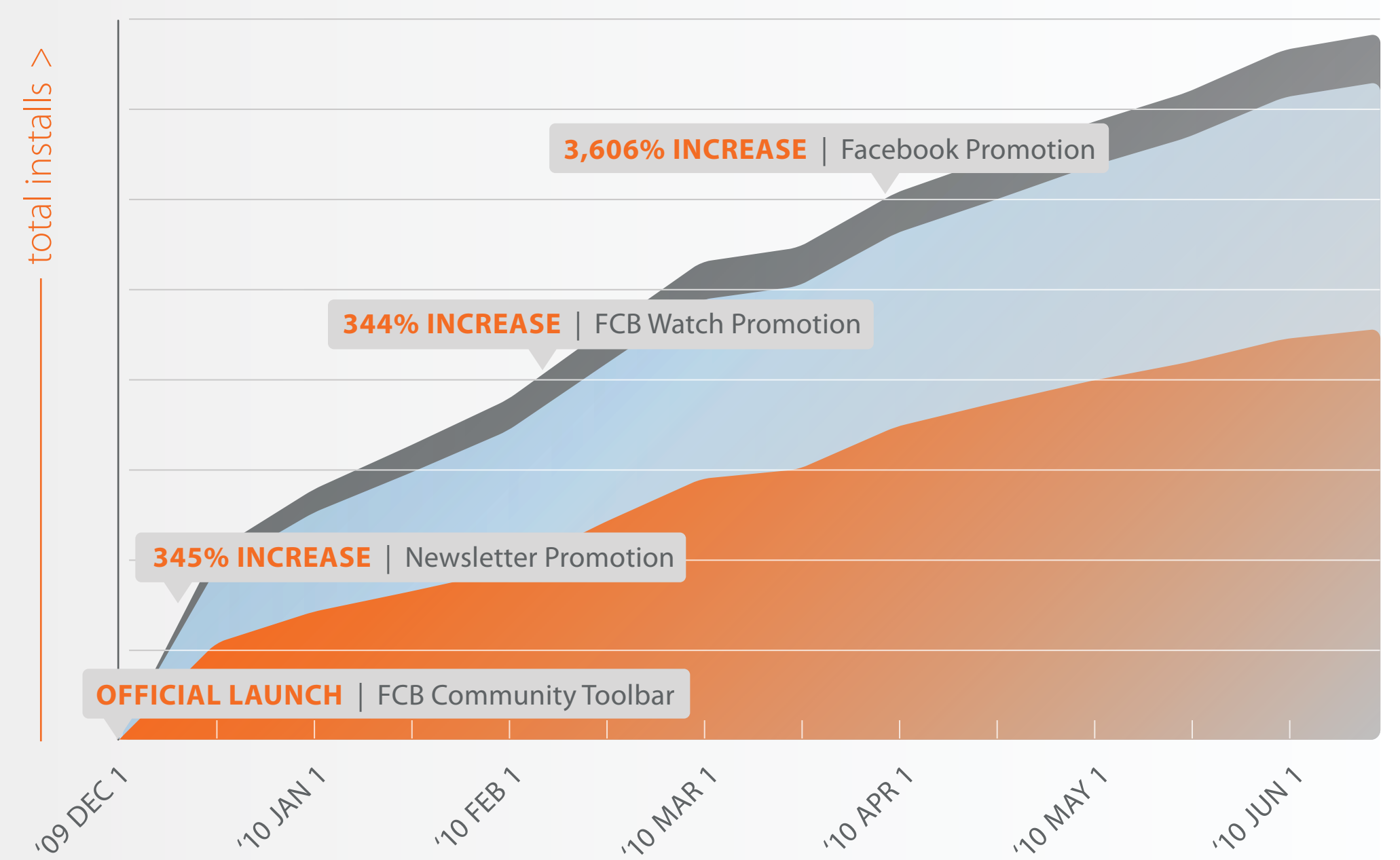
Tens of thousands of true Barça fans receive exclusive content via the FC Barcelona Community Toolbar. Through a series of measurable promotions distributed via email, Facebook and on the Community Toolbar itself, FC Barcelona was able to drive additional traffic to the FC Barcelona site and increase engagement with fans through social media apps via Facebook, Twitter and YouTube.



The Daily Average
ENGLISH

El Promedio Diario
SPANISH

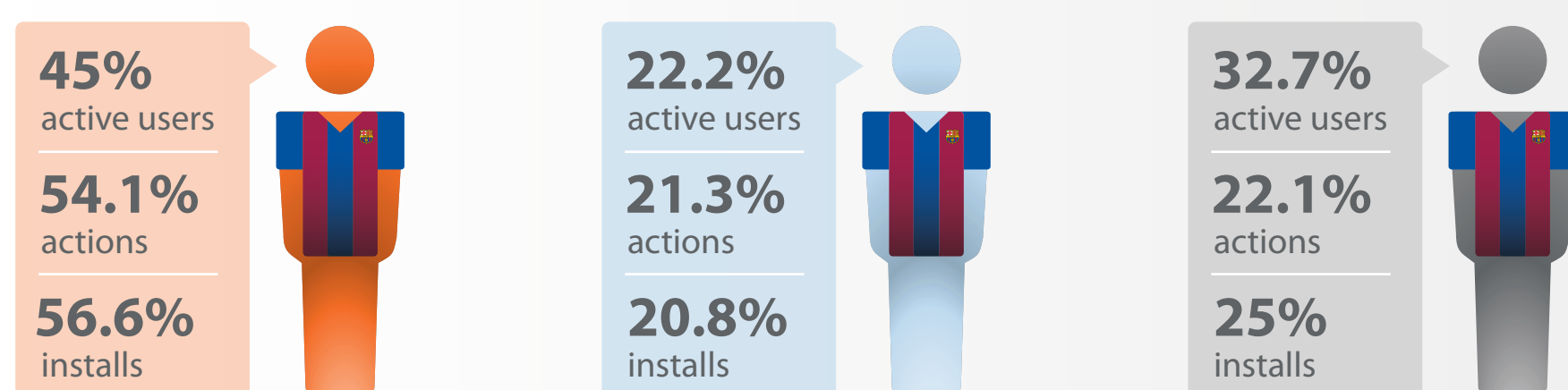
La Mitjana Diària
CATALAN



User Increases + Daily Averages

BARÇA MEMBERS

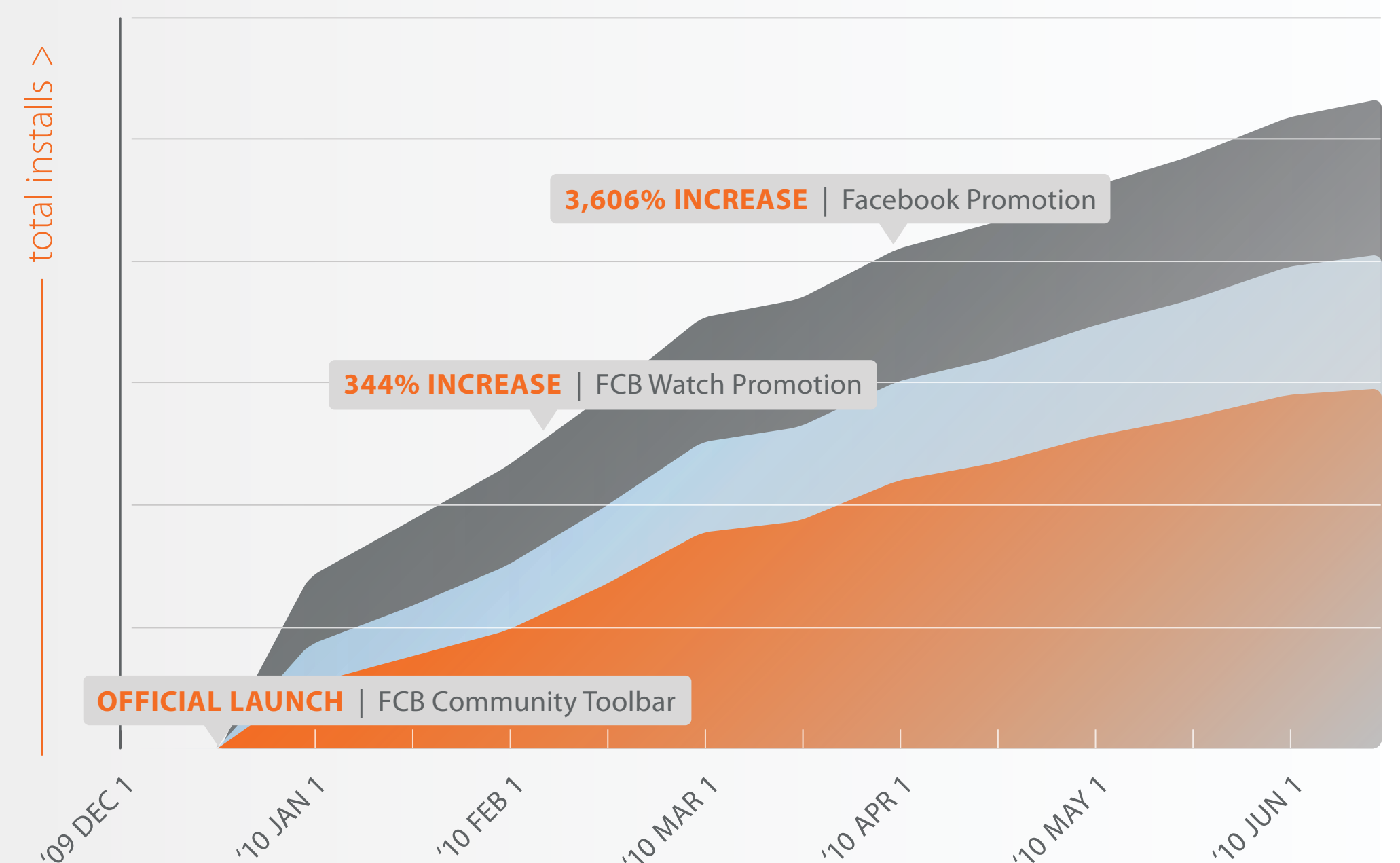
Thousands of true Barça fans who have taken their dedication to the team to the next level are Barça Members. Members receive exclusive access to the Member Zone, Advantages, Special Offers, their own personal FCBWebmail, and Tickets. With direct access to these dedicated Members, FC Barcelona is able to reach them directly with exclusive content and special offers at a moment's notice.



The Daily Average
ENGLISH

El Promedio Diario
SPANISH

La Mitjana Diària
CATALAN



ABOUT CONDUIT

Conduit is the fastest-growing network of Web and mobile app publishers, with over 260,000 members and their 230 million end users. The Conduit Network empowers publishers - from global brands to independent developers - to create, exchange and distribute apps, and to collaborate through business partnerships.

Conduit enables publishers to seamlessly encapsulate content and deploy it everywhere, from Web browsers and Community Toolbars to mobile devices across all platforms. Publishers can distribute and exchange their apps directly, or through the Conduit App Marketplace. Conduit-powered apps enhance engagement, retention and monetization beyond the boundaries of the publisher's website.

With Conduit, global brands including Major League Baseball, Time Warner Cable, Univision, the Chelsea Football Club, Fox News, iVillage, Groupon, Travelocity, and TechCrunch are marketing themselves online, along with hundreds of thousands of small and medium-sized organizations in more than 120 countries around the world.

Join the Conduit Network now.

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