

## SAINTS RING CEREMONY BOOK COMES WITH SURPRISING TWIST

LA- Based Americhip Presents Unique Video Book As Commemorative Tribute.

How do you tell the story of the Saints Super Bowl victory in a way that truly captures the exhilaration of a triumph that both celebrated and defined the rebuilding and resurrection of New Orleans from the ground up?

It is such a unique story that the team chose a similarly exceptional way to tell it. To be revealed at the upcoming ring ceremony on June 16<sup>th</sup> at 6:00 pm at the legendary Roosevelt Hotel, a commemorative NFL Champions book will be presented to the players, coaching staff and management. This is no ordinary book though. What will be presented is a breakthrough in integrated paper and video technology created by Americhip. A book that allows readers to flip through cover-to-cover as normal, and, through a paper-thin video screen, re-live the highlights of the unforgettable 2009 run to glory.

“When we all sat down to plan our ring ceremony, we wanted something special that would be able to capture the passion, the energy, and the power that this win represented not just for us, but for this city,” said Saints Executive Vice President/General Manager Mickey Loomis. “It is a keepsake, so our decision was made easy when Americhip presented a new technology that could provide us with something this extraordinary.”

Tim Clegg, CEO Americhip was naturally delighted with Loomis’ vote of confidence in the Los Angeles based company. “We could not think of a better way to cap their amazing season than to help make the Saints Ring Ceremony truly unforgettable, in every sense of the word. This is the gift of Video in Print – it makes memories instantly accessible. How fantastic is that!”

There are more surprises revealed in the book – as Loomis and Head Coach Sean Payton had a customized segment created at the end of the highlight video that brilliantly represents the Saints fighting spirit.

“Prior to most games, we present to the players a video that is produced that week in-house with a specific message geared towards that upcoming game,” said Payton. “This one depicts great battles and was perfect for our pre-Super Bowl meetings.”

Added Loomis: “The book is a celebration of that victory. It should make people happy every time they look at it and bring them right back to that defining season.”

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*About Americhip: Los Angeles based Americhip, pioneer of Video in Print™ and specialists in developing multisensory marketing technologies that make it possible for people not only to read – but to hear, watch, view and engage with the action. Americhip operates in 15 countries worldwide. For more information about Video in Print™ or for behind-the-scenes access to how Americhip produced the book for the Ring Ceremony, contact Tim Clegg at [tclegg@americhip.com](mailto:tclegg@americhip.com) or call him toll-free at: 888.702.3382. View website at <http://www.americhip.com>*