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video game advertising at every level™

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**MINI USA BRINGS PINBALL ACTION TO NINTENDO Wii**

**Online Wii Gamers Can Download Free Clubmania Pinball Game  
Starring 2008 MINI Clubman**

**SAN FRANCISCO, Calif., May 14, 2008** – MINI USA releases Clubmania Pinball, a free online game for the Nintendo® Wii™ that was inspired by the 2008 MINI Clubman's unique split-rear barn-style door design and a pinball themed global television spot created by MINI's agency Butler, Shine, Stern & Partners (BSSP). The game, published by Engage In-Game Advertising, plays to MINI's free-wheeling style and spirit that appeals to the casual gamer community through the Wii console.

"The MINI brand is all about exhilaration, fun and experiencing the unexpected. We are thrilled to introduce the latest addition to the family, the MINI Clubman, to the world of Wii," said Kate Alini, Marketing Communications Manager, MINI USA.

"The social environment that Wii invites draws a broader audience of consumers and brings families and friends together," said David Smith, president and co-founder of Engage In-Game Advertising. "Wii is fun and addicting and it creates a memorable experience in much the same way MINI USA has done with its cars."

Using the Wii's onboard browser, online gamers can access MINI USA's Clubmania Pinball Game at <http://www.ClubmanPinball.com>. Clubmania Pinball features classic styling, sounds and functionality reminiscent of a real pinball machine. Players use their Wii remotes to quickly control their ball paddles and shake their remotes to simulate classic pinball tilt action. Players can test their accuracy by shooting at a range of targets on the game board. Initiate up to three balls in simultaneous action and quickly earn points to reach the next level of play.

The Clubmania Pinball game for Wii was conceived by Butler, Shine, Stern & Partners (BSSP) and published in collaboration with Engage In-Game Advertising. The idea for the game sprang from a fully integrated marketing campaign that uses television, outdoor, online and radio advertising to introduce the new MINI Clubman. One television ad called "Pinball," features the unique rear barn doors of the Clubman opening outward like pinball flippers, to simulate a pinball game.

In commenting on the game, John Butler, Creative Director of BSSP said, "The media department at BSSP is an extension of our Creative Department. Where we put something, is in many ways as important as what it is. We've always felt that rather than trying to drive consumers to a destination to engage with our brands, it's far more effective to take that experience to where they currently are. And in this instance, that just happens to be the Wii."

MINI USA's Clubmania Pinball game can also be played through a standard Internet browser on the PC platform.

### **About MINI USA**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC which has been present in the United States since 1975. MINI USA's sales organization is represented in the U.S. through a network of 82 MINI passenger car dealers,. MINI USA has been present in the United States since 2002 and is headquartered in Woodcliff Lake, NJ. .Consumer information about MINI products is available to consumers via the Internet at: [www.miniusa.com](http://www.miniusa.com)

Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwgroup.com](http://www.press.bmwgroup.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

### **About Engage**

Engage is an independent video game advertising company, which connects advertisers to core and casual gamers across console, PC and mobile video game platforms. Engage provides strategic planning, implementation and creative development for dynamic in-game, static product and brand placement, branded game publishing and mobile game advertising. For more information, please visit [www.engageadvertising.com](http://www.engageadvertising.com).

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