



## YAK KICKS OFF WORLD CUP WITH QR CODES AND FREE CALLS WORLDWIDE

### *Canadians soccer fans score big with Yak and new QR Code offer!*

Toronto, Canada – June 28, 2010 - Crucial Interactive Inc. today announced that the company integrated the use of SKUyou QR codes with Yak in Canada for their “Calling All Fans” World Cup promotion.

From June 11<sup>th</sup> to July 11<sup>th</sup> Yak will be promoting the campaign in several mediums such as newspaper, direct mail and strategically placed kiosks giving away free calls to all countries competing for the cup with 10-10-925. Soccer fanatics simply need to scan the QR code with their mobile phone to take advantage of this limited time offer. If they don't have a QR reader, they simply can go to SKUyou.com and download one or search by ULC (unique look-up code) found below every QR code they create.

The offer also extends beyond the free talk time, offering Yak's regular and affordable rates billed to your phone bill. Additionally, free calling lines have been open every day starting June 11<sup>th</sup> and ending July 11<sup>th</sup>, across Canada for each Sunday during the World Cup to encourage Canadians to share World Cup news with friends and family nationwide.

“SKUyou QR codes offers Yak the ability to bridge the gap between traditional and online media buys by providing instant engagement and online metrics. This not only enhances our users experience, but it also provides Yak the ability to extend more targeted offers based on engagement and analytics provided,” said Nisha Amin, Director of Marketing, Globalive. “Yak is about affordable connections with friends and family anywhere in the world and what better way to yak all about the World Cup than being able to sign up instantly and talk for free?”

Marketers are interested in this new way consumers can engage on the spot while being able to measure interaction at whole new level. Will users scan? Absolutely. “We are seeing an overwhelming rate of engagement with our SKUyou QR campaigns with an average scan to open rate of 76%” says Petar Bozinovski, President of Crucial Interactive.

Details on how to register for free calls for World Cup and ‘Free Calls for a Year’ contest can be found at [www.yak.ca/soccer2010](http://www.yak.ca/soccer2010). For all other information on Yak, visit [www.yak.ca](http://www.yak.ca). Put info on Crucial

#### About Crucial Interactive

Based in Toronto, Ontario, Crucial Interactive Inc is a digital media solutions company specializing in interactive marketing tools for Fortune 500 companies. Crucial Interactive offers exclusive representation of premium and niche websites across multiple verticals. Our turnkey media solutions go beyond the banner, offering interactive tools, bridge media technology such as SKUyou QR barcodes and premium email marketing solutions by SuccessByEmail.com.

For more information about Crucial Interactive's offerings visit: [www.crucialinteractive.com](http://www.crucialinteractive.com).

#### About Yak Communications

Yak Communications (Canada) Corp. is an integrated communications provider offering a full array of phone services including: home phone, long distance (1+, toll free and dial around), high speed internet, mobile services, calling cards and cellular long distance to residential consumers across Canada. Yak's most prominent long distance offering is 10-10-yak (925), a dial-around service which offers very economical per minute rates. Yak now also offers WIND Mobile services to new and existing customers.

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