

The Factory Interactive Launches WeWantWade.com for the Miami HEAT

Miami Agency Spearheading Online Campaign to Keep Dwyane Wade in a HEAT Uniform

MIAMI, FL, May xx, 2010 - Leading digital design and marketing agency The Factory Interactive was selected by the NBA's Miami HEAT to develop and execute [WeWantWade.com](http://www.wewantwade.com) -- a grass-roots, online site designed to let Dwyane Wade know just how much he means to HEAT fans and the South Florida community. Launched last week, the site harnesses the power of social media's most powerful tools allowing Wade fans to send the wunderkind personal messages via phone, Twitter or video upload – banding the citizens of “Miami-Wade County” together in an expression of their gratitude, admiration and love for their very own superstar via [WeWantWade.com](http://www.wewantwade.com).

With Wade expected to become a free agent on June 30, 2010, the online campaign, is the first initiative of its kind from an NBA team attempting to hold on to its much beloved star. In fact, buzz generated around the site was so extraordinary that within the first 24 hours [WeWantWade.com](http://www.wewantwade.com) garnered over 330,000 page views and was highlighted in national media outlets such as: CNN's Headline News, USA Today, ESPN, MSNBC and FOX News.

To help reach out and grab the MVP's attention offline fans can request a We Want Wade Fan Kit for free by filling out a simple form on the site. The kit includes everything the motivated fan needs to say it loud and say it proud: “We Want Wade!” To date, over 11,000 fan kits have been requested.

"We know how important Dwyane Wade is not only to our team, but to the South Florida community as a whole," said Michael McCullough, Executive Vice President and Chief Marketing Officer for the Miami HEAT. "The Factory Interactive was an ideal partner for this project as they understood our ideas and mission from the outset. Timeliness was an important element to our success and The Factory Interactive was able to execute our vision in a matter of days. Our mission was to provide Wade fans with several easy ways to share their appreciation. I'm ecstatic about the community's response and extremely pleased that we were able to achieve our intended goals."

“Dwyane Wade is an iconic figure to HEAT fans and many cannot imagine a Miami HEAT team without him," said Jason Inasi, The Factory Interactive President and CEO. “Our long-standing relationship with The HEAT Group allowed us to turn their vision into reality within a few short days. We are extremely pleased at the project's success thus far and will continue to work with the HEAT to leverage social media and emerging technologies in order to foster a richer experience and community for fans.”

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About The Factory Interactive, Inc.: The Factory Interactive, Inc. is an award winning Digital Design & Marketing Agency specializing in the conceptualization and development of cross-media marketing and technology solutions including web, broadband, mobile, DVD/CD ROM, broadcast and print solutions. Founded in 1998, The Factory Interactive, Inc. has provided these sophisticated Digital Business Solutions to a wide variety of corporate clients such as AOL Latin America, Bmobile, Cable & Wireless, Carib Brewery, Carnival Cruise Lines, Coverall USA, MasterCard, The HEAT Group, and TSTT. For more information visit: <http://www.thefactoryi.com> and <http://www.SEOtrackonline.com>.