



SOURCE: EYELEVEL INTERACTIVE



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## EYELEVEL INTERACTIVE™ Technology Applications Continue Global Growth

### EYELEVEL INTERACTIVE™ Also Sponsors Sailboat at the 30th Copa del Rey Mediterranean Regatta

GREENSBORO, GA--(Marketwire - Sep 8, 2011) - EYELEVEL INTERACTIVE™ was selected as the exclusive interactive technology partner for one of the most important regatta races in the Mediterranean, which was held this August 1<sup>st</sup> through the 6<sup>th</sup>, known as the Copa del Rey ("Kings Cup") sponsored by Audi Mapfre.

EYELEVEL INTERACTIVE™ provides proprietary systems and platform technologies that can report vital information and communications viewable in real time on mobile devices. Including information such as statistics and positioning throughout the entire regatta event.

Javier Sanz, President of the Organizing Committee Copa del Rey de Vela, states, "We were proud and excited to have had EYELEVEL INTERACTIVE™ as our Technology Partner for the 30th edition of the Kings Sailing Cup Audi Mapfre Regatta."

EYELEVEL INTERACTIVE™ also sponsored a participating racing sailboat in the Copa del Rey Mediterranean Regatta. More than 1,200 sailors from 16 different countries were onboard the 120 registered boats that filled the bay of Palma on the opening day of the Copa del Rey Audi Mapfre race. The world's top Melges 32 and J-80 sailors gathered for the debut of the classes in the Majorcan Regatta.

Utilizing EI's Technology platforms could allow fans, sailing teams and race officials to simply download the proprietary programmed EYELEVEL INTERACTIVE™ mobile action code allowing anyone interested in the Regatta Race to be connected with real-time interaction and relevant information about the Regatta Race on their individual mobile devices.

This technology is unprecedented and also captures information and generates extremely valuable analytics about the individuals following the race for possible ongoing database communications and future race information updating and improvements.

This proprietary robust technology keeps individuals watching, engaged and participating throughout all aspects of the race while providing race officials and corporate sponsors with powerful future marketing database information about ways to stay connected and communicate with their potential consumers, fans and participants.

#### ABOUT EYELEVEL INTERACTIVE™, LLC - Media Related Story Support Information, Executive Quotes or Interviews Available Upon Request

EYELEVEL INTERACTIVE™, LLC is a subsidiary of MADE Global Brands, LLC, with its main corporate and development campus located in Greensboro, GA, approximately an hour east of Atlanta with executive offices in Barcelona, London and Singapore.

The company operates worldwide and at their current growth rate they are projecting to employ up to 1000 people at the main corporate headquarters and research technology development facility.

The company provides proprietary interactive technology platforms with visual marketing systems that engage consumers for continued interaction with corporate visual promotional marketing campaigns.

The company owns several patented intellectual property technologies and related products and has partnerships with notable corporations both here in the U.S. and internationally.

For more information visit: [www.eyelelevel.co](http://www.eyelelevel.co)

**EYELEVEL INTERACTIVE™ Sailboat regatta sponsorship picture accompanies this release.**

Documents and/or Photos available for this release:

EI Boat Sponsorship photo.JPG

To view supporting documents and/or photos, go to [www.enr-corp.com/pressroom](http://www.enr-corp.com/pressroom) and enter

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