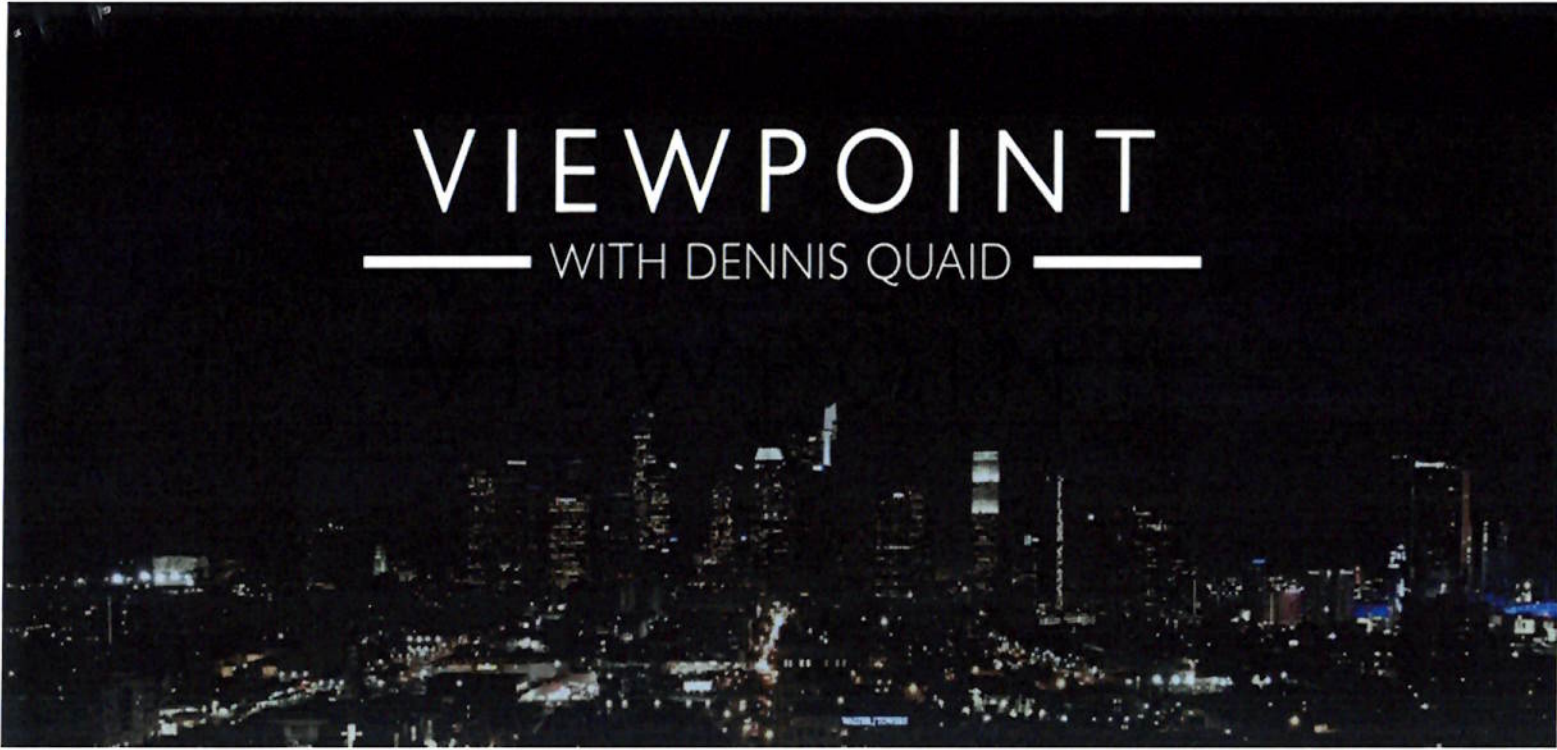




VIEWPOINT

— WITH DENNIS QUAID —

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VIEWPOINT

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CONTENT PROVIDER BENEFITS

PARTNERING WITH VIEWPOINT

VIEWPOINT is uniquely positioned in the educational media market. The segments created are not just for a "general" audience; rather, these segments are customized to feature important aspects of your specific industry. Our partnerships allow **VIEWPOINT** to feature the biggest names, organizations, and breaking storylines to create the most intuitive and entertaining content available for the viewer.

PUBLIC TELEVISION SEGMENT

VIEWPOINT will develop and deliver a 3-5 minute educational segment comprehensively covering your field, hosted by Dennis Quaid. This cutting edge, network ready segment will feature topics specifically pertaining to your industry, and what role your organization plays in it. Every segment highlights new technologies, trends, and advancements being made while abiding by the strict educational statutes expected by Public Television.

PROJECT DELIVERABLES

As a thank you for participating as a Content Provider for the **VIEWPOINT**, a high end Commercial and Custom Documentary will be created and distributed to a wide array of national and international media outlets with millions of viewers. This content is high-quality, informative, and content-specific. These files will be provided as HD digital files at the completion of the project.

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NETWORK EXPOSURE

COMMERCIAL DISTRIBUTION

VIEWPOINT utilizes strategic partnerships with various networks such as CNBC, MSNBC, The Learning Channel, CNN, Fox Business, The Discovery Channel, and many more to place commercial segments that are constructed to communicate the key issues impacting your target markets. These national spots reach over 84 million households nationwide, and only air in peak and prime-time slots.

Additionally, these spots are independently distributed on a regional basis in the top one hundred DMAs across the country, reaching an additional 30 million households.

DOCUMENTARY

CUSTOM CORPORATE DOCUMENTARY

The **VIEWPOINT** team understands that to have the proper content, it is critical to secure exemplary stories from our participant's. We also understand and realize the need for organizations such as yours to have a valuable set of deliverables at the conclusion of the project.

In addition to the other segments created, **VIEWPOINT** will utilize the resources provided, such as the additional footage obtained on the one-day location shoot, to produce a 5-6 minute corporate identity segment solely featuring your organization, and for your exclusive use. Using the driving industry story from our Content Providers as the backbone, this customized segment will feature the content in groundbreaking ways. The final segment can serve as a conduit to audiences online and elsewhere.

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INTERNET EXPOSURE

INTERNET DISTRIBUTION & NARROWCASTING

VIEWPOINT has a unique laser targeted approach to internet branding for the series and our participant's educational content. Our Narrowcasting campaign involves the demographic targeting of audiences most inclined to take interest in your story and/or product. Content Providers and Partners of the **VIEWPOINT** have the ability to Narrowcast information and link directly to the video and/or applicable online content through a customized email campaign. Those receiving the email are demographically selected opt-in viewers who have an explicit interest in the topic and content presented.

PTV FACTS

PUBLIC TELEVISION FACTS

Public Television base is Affluent, Educated Adults as a Target Audience.
Public Television Viewers in areas of: (% more likely than US Average)

WEALTH

- 84% more likely to own \$150,000+ in stocks
- 42% more likely to have used money management or financial counsel
- 21% more likely to own investment real estate
- 67% more likely to have spent \$6,000+ in foreign travel in the last year

EMPLOYMENT

- 14% more likely to have the job title of Vice President
- 13% more likely to have the job title of President

EDUCATION

- 25% more likely to have completed post-graduate education
- 25% more likely to have taken adult education courses in the last year
- 54% more likely to attend museums
- 44% more likely to be a book club member

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PRODUCTION CYCLE

PRE-PRODUCTION SCHEDULE

- Sign and Return Production Authorization - Upon Receipt
- Pre-Production Fee Due - Upon Receipt of Invoice, net 14 days
- Fill out and Return Project Research Questionnaire - Within 2 weeks of Receipt
- Send Collateral Materials (Logos, documents, website, etc.) - Within 2 weeks of Receipt

PRODUCTION SCHEDULE (90 DAY PROJECT SCHEDULE)

Day 1 - Field Producer Assigned to your Project at beginning of the Month

Day 2-3 - Field Producer reviews Project Research Questionnaire and Collateral Materials and Speaks with the Participant

Day 7-8 - Shoot Date and Location are confirmed by Participant

Day 30-45 - Script is Written and Story Board is developed

Day 35-50 - Participant Informs Field Producer of Script Approval or Technical Revisions within a Week of Receipt

Day 55-65 - Shoot Takes Place on Date and Location Selected by Participant

Day 65-80 - Segments are Edited based on Approved Script and Shot List

Day 85-90 - Segments are Approved by Participant within 10 days of Receipt

Day 90 - Segments are Delivered to the Participant in HD format on a Flash Drive

Day 90+ - Participant is Notified of Public Television Distribution and Scheduled for Commercial Airings and Internet Distribution