

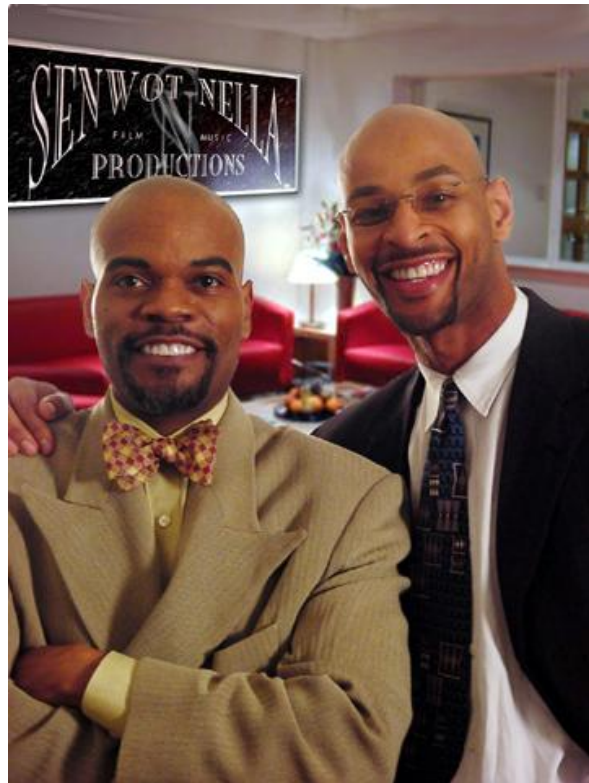
SENWOT NELLA MEDIA

ADVERTISING CAMPAGINS 2011

*Contact
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VP of Sales &
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SEWOT NELLA MEDIA is an independent film company located in Atlanta, Georgia. Fondly referred to as 'SN Media', Senwot Nella Media, penetrated the broadcast industry in 2001. SN Media is comprised of Sewot Nella Productions, which creates corporate electronic media kits, commercials, music videos, etc; Senwot Nella Music, which produces film scores, beddings, jingles, etc; Senwot Nella Films, which creates television show/series, documentaries, motion pictures, and the non-profit arm, SN Miracles Foundation, which provides assistance and financial support to charitable organization. For 10 years our film division has been creating unique television shows and films which reflect an innovative, forward thinking independent film company, recognizing the need to evolve with an ever changing audience. Establishing presence by launching television shows and documentaries such as, Secrets -- a television drama series, The CLOSET -- a dvd-drama series, The TOP10 Signs of Down Low Behavior and More... -- a docu-drama, Deceptions -- a Documentary, and Counter/Point -- a daily morning television news commentary show.

Founded by Maurice Townes and Kevin F. Allen, who's last names spelled backwards gives title to the company's unique name. Maurice Townes, Senwot, holds the position of Vice President of Film and Kevin F. Allen, Nella, holds the position of Vice President of Sales & Marketing. Their Corporate America background collectively includes Fortune 500 companies such as, IBM, Norrell, Oglethorpe Power Corporation, and The Home Depot. This foundation prepared them for the large-scale motion picture and television projects they're continuing to develop today.



“Employing approximately seventy-six industry professionals, helps with our extensive work for the community that strengthens and builds continued alliances,” states Townes.

In giving back to independent filmmakers, SNP employs dozens throughout the nation by providing them with the opportunity to film or create commercials.

SN Miracles Foundation, the company's non-profit charitable organization, which provides *MIRACLES* (*i.e.* financial relief and support) to US Veterans who are homeless, individuals with behavioral health & developmental disabilities, children with HIV/AIDS, as well as, providing educational scholarships within communities in their home cities of Baltimore, Maryland and Starkville, Mississippi.

The mission of **SEWOT NELLA FILMS** is to produce motion pictures and television shows that provide viewers with current, candid and resourceful information on controversial topics and misinterpreted issues that affect the beliefs of society. Visit **SEWOT NELLA FILMS** on-line at www.snfilms.net

Advertising Campaigns

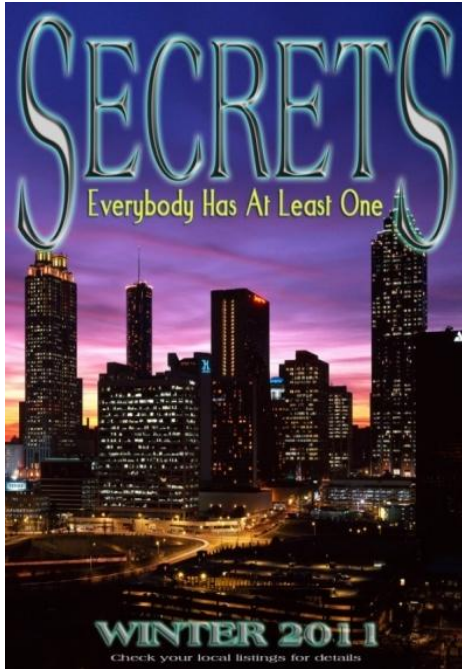
SEWOT NELLA FILMS offers competitive television broadcast and web-based advertising campaigns which reach an audience base of over 90 million or more households combined. In selecting that perfect “spot” which will reach your target audience, we’re that one stop shopping place. It’s almost a guarantee one of our massively different television movies, series, shows and/or documentaries will reach your target demographic.

We offer 4 types of advertising campaigns:

1. **The *Platinum Advertising*** - credited as *Sponsored By* or *Presented By*: This is our top advertising campaign package. When purchasing our Platinum campaign you’re obtaining a large portion (i.e. eighty percent ‘80%’) or exclusive advertising rights during the broadcasting of a series/show. This type of campaign is usually tied to an entire season, several episodes, one episode, a storylines, branding, brand recognition, etc. In addition, our Platinum Campaign provides customers with a very strong global presence via the internet (i.e. website, facebook, blog, myspace, twitter, etc.) This herein stated internet presence includes but is not limited to exclusive spots being streamed prior to web-based streaming episodes and display ads. This campaign allows you to saturate your demographic market/target audience with your product or services to the point of excluding others from participating. Please note: Fifty percent ‘50%’ internet advertising is included; an exclusive internet presence is available.
2. **The *Product Placement / Embedded Marketing (PP/EM)*** – credited as “Product / Service” provided by YOUR COMPANY’S NAME. When purchasing our PP/EM campaign your product and/or services are embedded within the context of one of our television series’/show’s storyline(s), news magazine series/program and/or documentaries, as well as, internet advertising via the series’/shows website. These PP/EM campaigns may be purchased individually or collectively. PP/EM campaigns provides a strong emotional connection for your demographic target market while viewing your product/services being displayed/used by characters your demographic audience are living vicariously through. In addition, this type of campaign is ideal for targeting a specific demographic group (i.e. teens, seniors, females between 25 – 35, etc.). With TIVO and DVRs viewers are saving shows/series to watch them when they want, causing advertising campaigns to suffer because viewers by-pass them. With this particular campaign your product is embedded within the show/series causing your product to be completely exposed to the viewer.
3. **The *Spot*** - This is our standard advertising campaign. When purchasing this campaign you have the option to reach your demographic target market via spots (i.e. commercials) ranging in length from a few seconds to several minutes. Premium spots are displayed during the first four (4) minutes and the last four (4) minutes of an episode, show/series and/or documentary. Premium spots have a stronger track record of reaching your demographic target market, because most viewers do not leave the room or change the channel of a program during the first ten (10) minutes and/or the last ten (10) minutes.

4. **The Internet** – Our internet based campaign provides a very strong global presence via internet (i.e. website, facebook, blog, myspace, twitter, etc.) This herein stated internet presence includes but is not limited to an advertisement being displayed before the series/show's website is opened; 2 mandatory spots (i.e. you cannot forward past or skip) being streamed prior to web-based streaming episodes and 2 additional mandatory spots being streamed at the half way point of the web-based streaming episode. This campaign allows you to saturate your demographic market/target audience globally with your products and/or services to the point of excluding others from participating. Some clients have used this campaign to include or launch contest, surveys tied to give-a-ways, new product samples, etc.

S e r i e s / S h o w s / D o c u m e n t a r i e s



SECRETS is a weekly episodic drama series.

On Thursday, October 6, 2011 at 9:00 pm EST, the series makes its television debut on DirecTv's channel 225 and Comcast in selected cities, airing in over 19.5 million households. The series is created/written by Maurice Townes & Kevin F. Allen who came up with the concept in 2006 after the success of their dvd-Drama Series, entitled The CLOSET, which aired on the now failed Q Television Network. The official website of the series is www.snfilms.net/secrets

SECRETS, is an informative, hypnotic and compelling dramatic series which grows on viewers in the most important way a good television drama series should: by encouraging curiosity about the growth and fate of key characters. One quickly falls in love with this self-funded

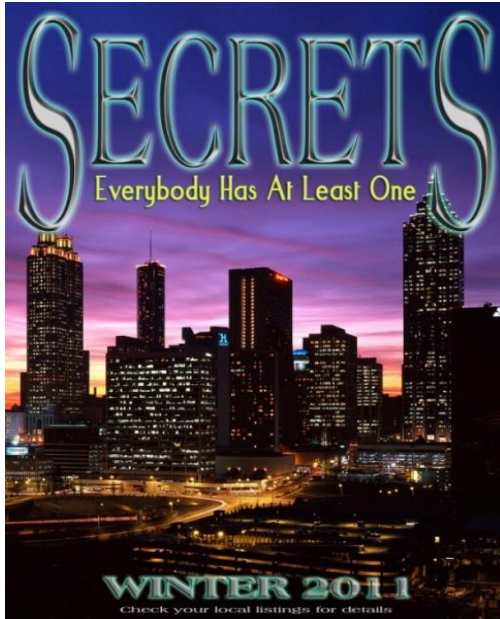
independent original drama series because it's drama displays a catalog of problems which dog some of the characters who are struggling with their "secrets" such as, drug/sex addiction, anorexia, hoarding, sexuality and cheating, to name a few. Within 5 minutes of viewing episode 1 the viewer is already hooked and care about the humanity of the series troubled characters. SECRETS, offers informative, yet entertaining topics for its mature audience.

Rate Card: SECRETS

Fall 2011

NOTE: Research has proven the average television viewer/consumer is ONLY motivated to respond to a television spot/commercial after they have viewed it at least seven (7) times on average.

The official website of the series is www.snfilms.net/secrets



TELEVISION – “SECRETS”	
Time	CATEGORY
1	Ultimate Spot 1
7	Ultimate Spot 7
25	Platinum Spot 25
26	Platinum Spot 26
27	Platinum Spot 27
31	Bronze Spot 31
32	Bronze Spot 32
44	Gold Spot 44
45	Gold Spot 45
46	Gold Spot 46
54	Platinum Spot 54
55	Ultimate Spot 55
12 Minutes Total	

Demographics

Ages: 18 and up

Household Income: \$30K and up

Race: All

Gender: All

DirecTV – 19.5 million households

Comcast (Atlanta and surrounding areas)

775,000 million households

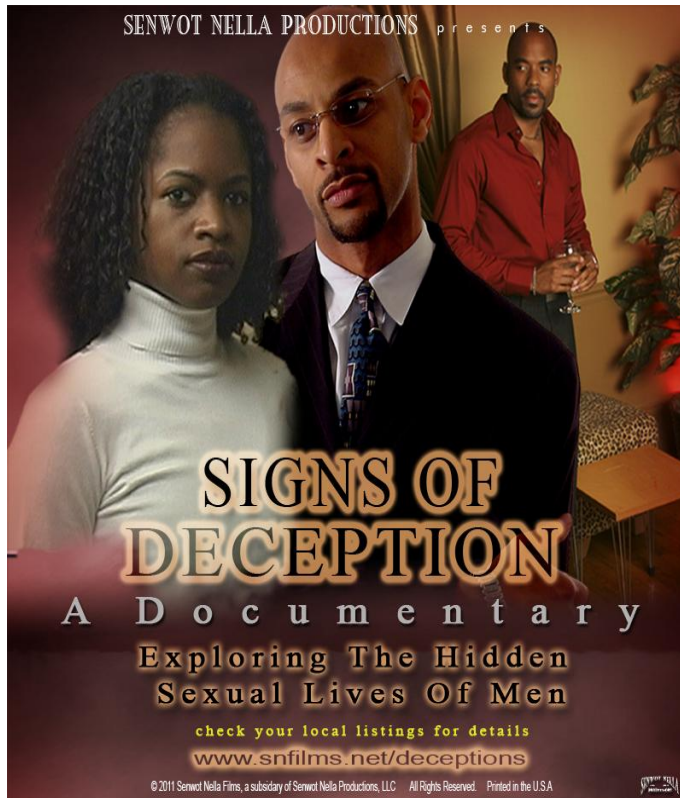
Broadcast Time: Thursdays at 9:00 pm – 10:00 pm EST beginning October 6, 2011

Current series similar to Secrets

The Glades – A&E

Sons Of Anarchy - F/X

Hawthorne - TNT



Does your husband, boyfriend or fiancé have a hidden sexual life? Finally, the “white elephant” is being revealed about this phenomenon of men who have hidden sexual lives with other men. Many women have known about this for years but it’s not until recently, with the heightened exposure of information from all forms of media (i.e. images, books and horror stories) that it has now become difficult for many women to know if they’re sleeping with men who sleep with men. Host, Kevin F. Allen will take you on a journey where access is rarely granted to women. View this documentary, **Signs Of Deceptions: Exploring The Hidden Sexual Lives Of Men** as your dating guide, assisting you in getting the answers to all of your

burning down low questions.

With AIDS and HIV running rampant among women and teens, especially within the African American Community, it is imperative individuals are educated regarding the spread of this deadly disease as quickly as the disease itself is spreading. A fraction of this disease is accelerating because there are men who have unprotected sex with men while continuing to have unprotected sex with women, but do not consider themselves “*bi*”, “*gay*” or even “*homosexual*”.

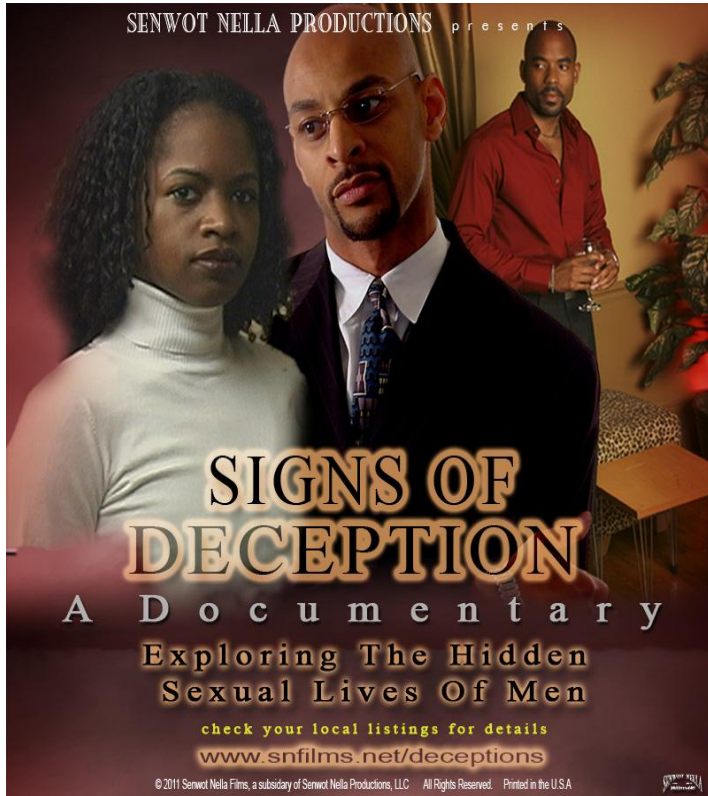
Signs Of Deception is a documentary, which explores the real-life stories of men who are “living a hidden sexual life” and men who have come clean from living that type of life, and how it effects all of the women around them. Hosted by Executive Producer/Screenwriter, Kevin F. Allen, this documentary, from groundbreaking Director/Screenwriter Maurice Townes, takes you deep into the hidden world and exposes the hidden secrets, lies and denial, which continue to run rampant. These intimate stories from men will intrigue you as they truthfully explain their manipulation and deception tactics towards their women/wives, their fears of exposure, and their struggle to stay hidden or come clean.

Welcome Kevin into your home as he graphically uncovers the Hidden Sexual world by segmenting real-life interviews from two “un-identified” married men (i.e. a professional athlete and a physician) currently living hidden sexual lives and two men (i.e. Kevin and New York Times Best Selling Author, JL King) who have come clean from living this type of lifestyle. The documentary encompasses a very candid women’s forum. This intimate group of women expresses their diverse views openly and some share their real-life experiences of

being misled, feelings of frustration and violation, confronting perceptions, failed expectations, and finally accepting the fact that some men will continue to have a “Hidden Sexual” lifestyle. Website: www.snfilms.net/deceptions

Rate Card: Signs Of Deception

Spring 2011



TELEVISION Documentary 4 hours – “Signs of Deception”	
Time	CATEGORY
1 st hour	
4	Spot 4
5	Spot 5
21	Spot 21
22	Spot 22
23	Spot 23
35	Spot 35
36	Spot 36
37	Spot 37
38	Spot 38
50	Spot 50
51	Spot 51
52	Spot 52
53	Spot 53
60	Spot 60
2 nd Hour	
4	2-Spot 4
5	2-Spot 5
21	2-Spot 21
22	2-Spot 22
23	2-Spot 23
35	2-Spot 35
36	2-Spot 36
37	2-Spot 37
38	2-Spot 38
50	2-Spot 50
51	2-Spot 51
52	2-Spot 52
53	2-Spot 53
60	2-Spot 60
14 Minutes Total per Hour / 4 Hour Total	

Demographics

Ages: 18 and up

Household Income: All

Race: All

Gender: Female (65%) / Male (35%)

Current documentary similar to Signs Of Deception

Taboo - National Geographic



Counter/Point is a 1-hour news/commentary show hosted by Kevin F. Allen and Maurice Townes. The show debuts March 21, 2012 in the top 10 US cities (i.e. New York, Los Angeles, Chicago, Atlanta, Miami, Houston, Dallas, San Fran, D.C./Baltimore and Philadelphia) via Comcast. Counter Point is very different from other shows of its type because news, political commentary, and controversial cutting edge topics are discussed with opinionated guest and celebrities while the hosts provide a counter/point during the sparkling discussions and debates. Kevin and

Maurice present their viewers of subject matters, issues, and topics that are discussed in a manner which exposes the core thoughts, opinions and motives of their guest.

Website: www.snfilms.net/counterpoint

NOTE: Research has proven the average television viewer/consumer is ONLY motivated to respond to a television spot/commercial after they have viewed it at least seven (7) times on average.

Rate Card: Counter / Point

Winter 2012

TELEVISION – “COUNTER / POINT’	
Time	CATEGORY
12	Ultimate Spot 12
13	Ultimate Spot 12
14	Platinum Spot 14
15	Platinum Spot 15
24	Bronze Spot 24
25	Bronze Spot 25
26	Bronze Spot 26
27	Bronze Spot 27
31	Gold Spot 31
32	Gold Spot 32
33	Gold Spot 33
45	Bronze Spot 45
46	Bronze Spot 46
47	Platinum Spot 47
48	Platinum Spot 48
55	Ultimate Spot 55
56	Ultimate Spot 56
17 Minutes Total	

Demographics

Ages: 23 – 70

Household Income: \$50K and up

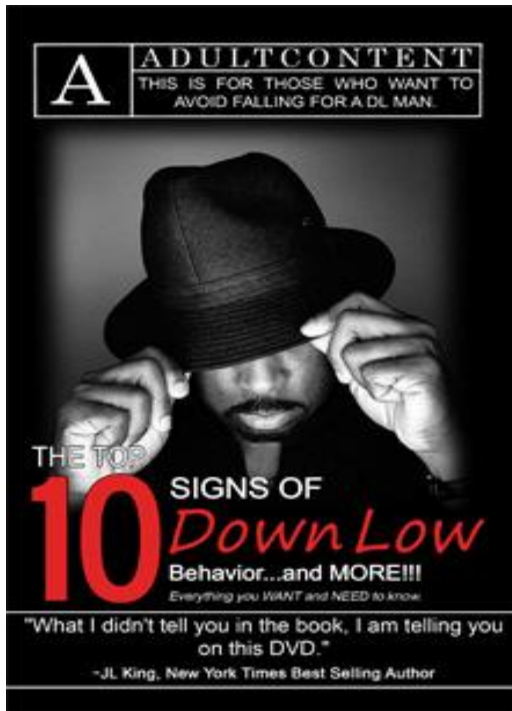
Race: All

Gender: All

Broadcast Time: Daily News Commentary Show beginning March 21, 2012 at 9:00 am – 10:00 am EST in 74 million households

Current shows similar to Counter/Point

The View - ABC



JL King, New York Times bestselling Author of "On The Down Low", has formed an alliance with independent film developer, Senwot Nella Films, producer of the jaw-dropping, groundbreaking dvd-drama series, The CLOSET and the television series Secrets. Together, these two power houses have created a provocative docudrama entitled, **The TOP 10 Signs of Down Low Behavior and More...**

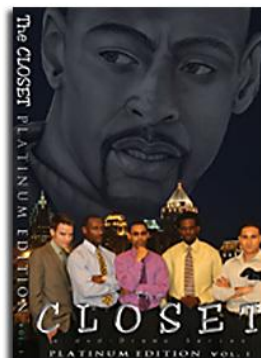
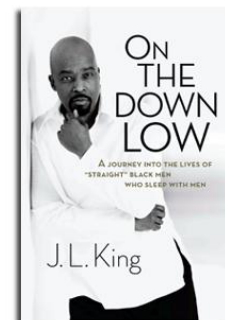
King's book landed him on Oprah, CNN, ETV and a host of other media outlets. This 120-minute docudrama is a follow-up, tell-all and reveals information down low men will NOT want unveiled. It positions King, an ex-down low man, in a rap-session with men who also once lived this life style as well as those who are currently exercising this deceptive and manipulative behavior. "The TOP 10 Signs", is finally providing Kings' female readers with ANSWERS to their number one question, "What are

the signs of down low men??" It tells women the top 10 down low behaviors that men who are living a hidden sexual life with other men will display; unbeknownst to their leading victims....the special woman in their life!

This project is a passion for all involved because of the alarming rate of HIV/AIDS among African-American women, which is drastically increasing quarterly, this trio has made it their quest to assist with educating women

PROJECT SUMMARY

According to the 2004 to 2006 CDC statistics HIV/AIDS is the leading cause of death for African American women aged 25-34, third leading cause of death for African American women aged 35-44 and fourth leading cause of death for African American women aged 45-54. Why is this happening at such a disproportionate rate? Sadly, heterosexual contact was the source of 78% of these new infections. What becomes even more frightening is the fact that every hour in the U.S. two young people under the age of 25 are infected with HIV.



After the release of King's 2003 New York Times Bestseller, "On The Down Low" and the release of Townes and Allen's award winning dvd-Drama Series entitled, "The CLOSET," these creative minds joined forces and created a 120 minute docudrama entitled The TOP 10 Signs of Down Low Behavior And More. This docudrama is an integral element in the empowerment journey for women, by heightening the awareness of the ever increasing rate of HIV/AIDS among women, particularly Black women. They have also

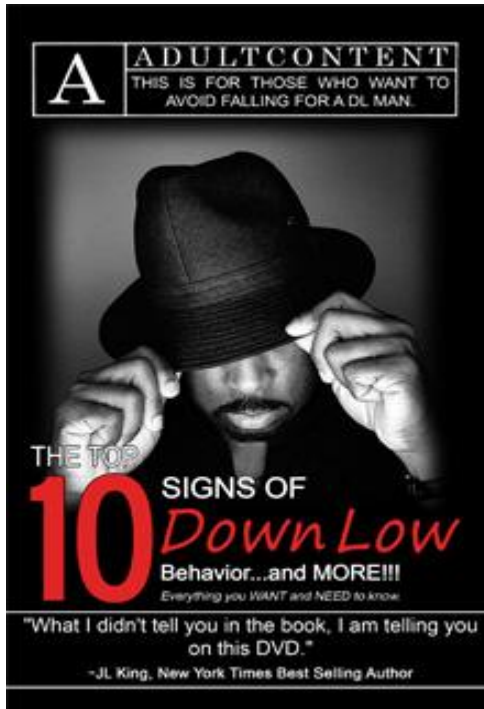
included “the family”, “the Black church” and other entities of the community. “Our belief is that, after seeing this docudrama, women will be provided with informative educational tools with which to further understand the status of their marriage/relationships -- abolish stereotypes and get the strength to leave, exit or divorce if it comes to that.” states Townes.

Website: www.snfilms.net/top10signs

NOTE: Research has proven the average television viewer/consumer is ONLY motivated to respond to a television spot/commercial after they have viewed it at least seven (7) times on average.

Rate Card: Top 10 Signs

Winter 2011



TELEVISION Documentary 2 hours – “Top 10 Signs of Down Low Behavior and More...”	
Time	CATEGORY
1 st hour	
4	Spot 4
5	Spot 5
21	Spot 21
22	Spot 22
23	Spot 23
35	Spot 35
36	Spot 36
37	Spot 37
38	Spot 38
50	Spot 50
51	Spot 51
52	Spot 52
53	Spot 53
60	Spot 60
2 nd Hour	
4	2-Spot 4
5	2-Spot 5
21	2-Spot 21
22	2-Spot 22
23	2-Spot 23
35	2-Spot 35
36	2-Spot 36
37	2-Spot 37
38	2-Spot 38
50	2-Spot 50
51	2-Spot 51
52	2-Spot 52
53	2-Spot 53
60	2-Spot 60
14 Minutes Total per Hour	

Demographics

Ages: 18 and up

Household Income: All

Race: All

Gender: Female

A&E – 99,000,000 of households [Source: Network (8/10)]

BET – 90,000,000 of households

TV-ONE – 77,000,000 of households

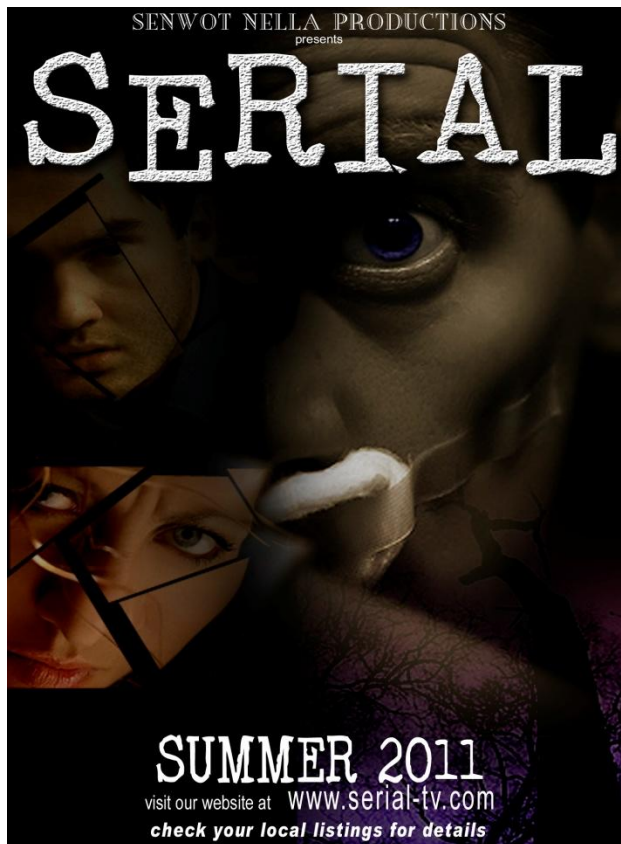
Bravo – 100,000,000 of households

We – 75,000,000 of households

ION – 85,000,000 of households

Broadcast Assumptions: Sunday evening after 9:00 PM with Encores: weekday and weekend late nights after 11:00 PM. Airing 2011 on multiple networks/cable systems.

Current documentary similar to Top 10 Signs
Taboo - National Geographic



SERIAL is an episodic drama series.

On Thursday, November 3, 2011 at 10:00 pm EST, the series makes its television debut on DirectTV's channel 225 and Comcast in selected cities, airing in over 19.5 million households. The series is created/written by Maurice Townes & Kevin F. Allen who came up with the initial concept for the series in 2005. The official website of the series is www.snfilms.net/serial

This taut, suspenseful, psychological episodic thriller centers on the National Center for the Analysis of Violent Crimes (NCAVC) / FBI's Behavioral Analysis Unit, which deals with serial killers. This superbly crafted, harrowing series is dark, moody, somber, and truly frightening, yet exhilarating. **BE WARNED: THE DEPICTIONS OF MURDER IN THIS SERIES ARE**

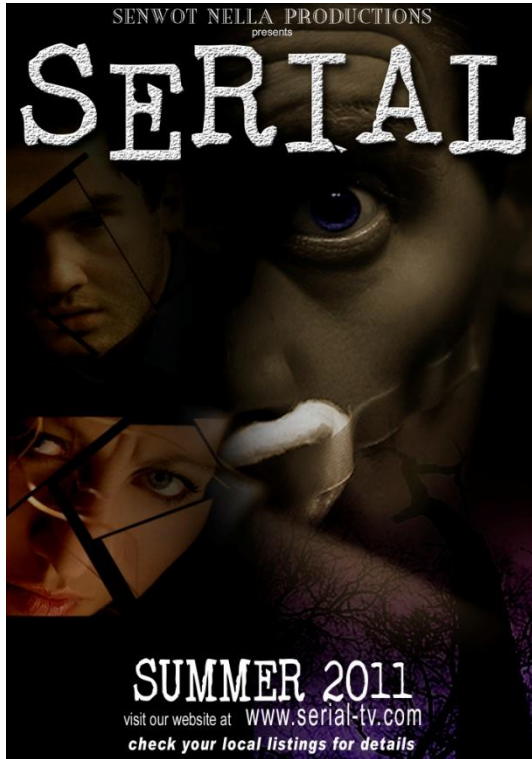
GRAPHIC.

Rate Card: SERIAL

Fall 2011

NOTE: Research has proven the average television viewer/consumer is ONLY motivated to respond to a television spot/commercial after they have viewed it at least seven (7) times on average.

The official website of the series is www.snfilms.net/serial



TELEVISION – “SERIAL”	
Time	CATEGORY
1	Ultimate Spot 1
7	Ultimate Spot 7
25	Platinum Spot 25
26	Platinum Spot 26
27	Platinum Spot 27
31	Bronze Spot 31
32	Bronze Spot 32
44	Gold Spot 44
45	Gold Spot 45
46	Gold Spot 46
54	Platinum Spot 54
55	Ultimate Spot 55
12 Minutes Total	

Demographics

Ages: 18 and up

Household Income: All

Race / Gender: All

DirecTV – 19.5 million households

Comcast (Atlanta and surrounding areas)

775,000 million households

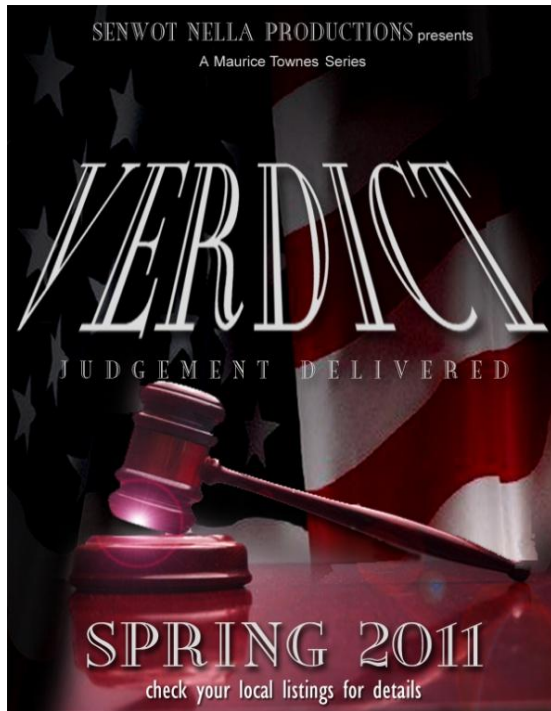
Broadcast Time: Thursday at 10:00 pm – 11:00 pm EST beginning November 3, 2011

Current series similar to Serial

The Glades – A&E

Sons Of Anarchy - F/X

Hawthorne – TNT



VERDICT is an episodic drama series.

On Friday, November 4, 2011 at 10:00 pm EST, the series, makes its television debut on DirecTV's channel 225 and Comcast in selected cities, airing in over 19.5 million households. The series is created/written by Maurice Townes who came up with the initial concept for the series after viewing the classic film, 12 Angry Men. The official website of the series is www.snfilms.net/verdict

VERDICT is gripping, penetrating and engrossing as it unravels and reveals the prejudices, stereotypes and the power of the law when it's placed in the hands of a diverse group of twelve unique individuals deliberating within the confined walls of a jury room. Unlike other "law type" series/show VERDICT begins each week as the

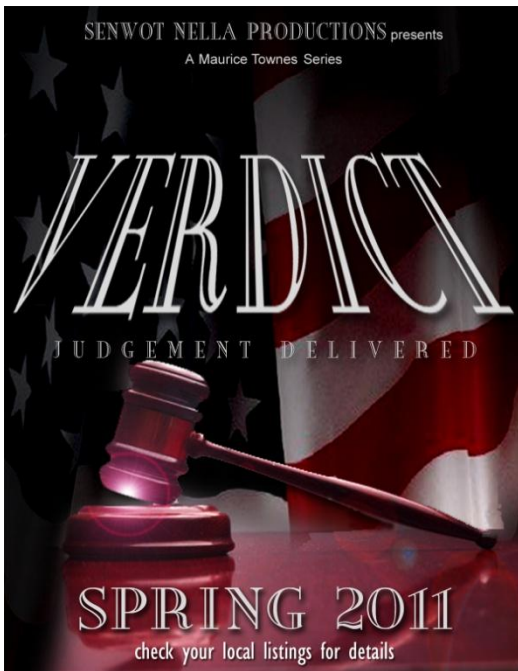
twelve jurors (different cast each storyline) enters the deliberating room for the first time. The series uncovers how the "workings" of the judicial process can be disastrous: *"LIFE IS IN THEIR HANDS - DEATH IS ON THEIR MINDS! It EXPLODES Like 12 Sticks of Dynamite."*

NOTE: Research has proven the average television viewer/consumer is ONLY motivated to respond to a television spot/commercial after they have viewed it at least seven (7) times on average.

Rate Card: VERDICT

Fall 2011

The official website of the series is www.snfilms.net/verdict



TELEVISION – “Verdict’	
Time	CATEGORY
1	Ultimate Spot 1
7	Ultimate Spot 7
25	Platinum Spot 25
26	Platinum Spot 26
27	Platinum Spot 27
31	Bronze Spot 31
32	Bronze Spot 32
44	Gold Spot 44
45	Gold Spot 45
46	Gold Spot 46
54	Platinum Spot 54
55	Ultimate Spot 55
12 Minutes Total	

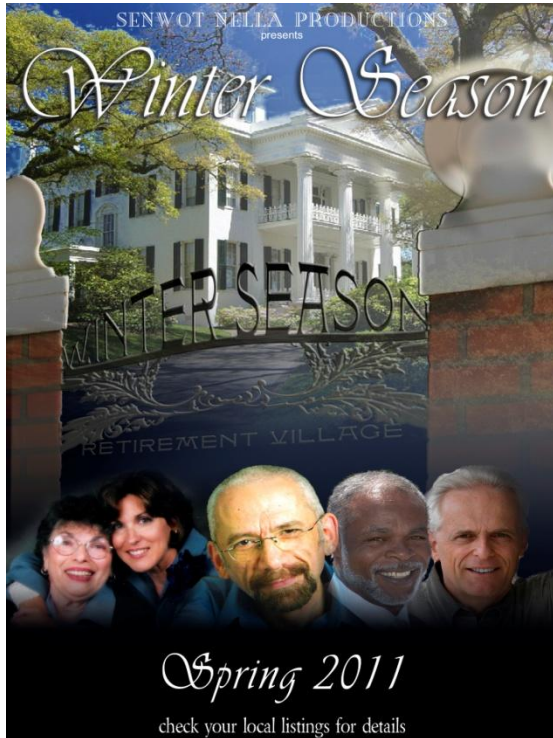
Demographics

Ages: 24 and up
 Household Income: All
 Race: All
 Gender: Female
 DirecTV – 19.5 million households
 Comcast (Atlanta and surrounding areas)
 775,000 million households

Broadcast Time: Fridays at 10:00 pm – 11:00 pm EST beginning November 4, 2011

Current series similar to Verdict

- Law & Order – A&E
- Law & Order: SVU - NBC
- Private Practice - ABC



Winter Season is an episodic drama series.

On Friday, November 4, 2011 at 9:00 pm EST, the series, makes its television debut on DirecTV's channel 225 or A&E or We or Hallmark or Oxygen or Lifetime. The official website of the series is www.snfilms.net/winterseason

“We all get old!” Is the slogan of Jake “Tiger” Schneider the 98 year old tenant of retirement home, Winter Season. Set in the heart of Miami, Florida there’s nothing wintery about Winter Season, expect its name. This warm-hearted, funny, tender and touching generational drama series is for audiences of all ages. The story begins with the death of Jake’s twin adult children, Alice and Adam. After losing his twins and his loving wife of 62 years four months prior, Jake moves from Boston to Winter Season, retirement home.

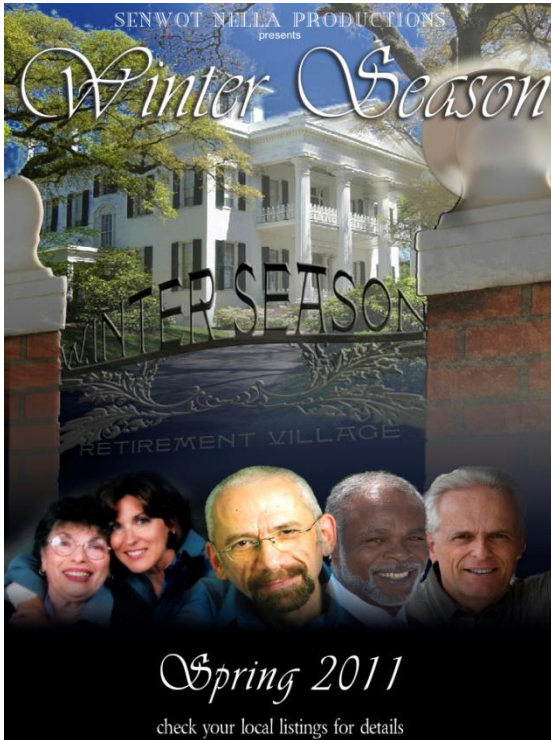
Upon arrival Jake discovers Winter Season is not the plush top-rated retirement home from the brochures but an old run-down home with limited staff and a limited future. Jake hides his disappointed upon his arrival and is greeted warmly by most but not by all. He forms great bonds of friendship, love and need with eight tenants and their children. The plots thicken as all of the tenants family issues begin to unravel.

NOTE: Research has proven the average television viewer/consumer is ONLY motivated to respond to a television spot/commercial after they have viewed it at least seven (7) times on average.

Rate Card: Winter Season

Fall 2011

The official website of the series is www.snfilms.net/winterseason



TELEVISION – “WINTER SEASON”	
Time	CATEGORY
1	Ultimate Spot 1
7	Ultimate Spot 7
25	Platinum Spot 25
26	Platinum Spot 26
27	Platinum Spot 27
31	Bronze Spot 31
32	Bronze Spot 32
44	Gold Spot 44
45	Gold Spot 45
46	Gold Spot 46
54	Platinum Spot 54
55	Ultimate Spot 55
12 Minutes Total	

Demographics

Ages: 18 and up

Household Income: All

Race: All

Gender: Female

DirecTV – 19.5 million households

Comcast (Atlanta and surrounding areas) 775,000 million households

Broadcast Time: Thursdays beginning Fall 2011 at 9:00 pm – 10:00 pm EST

Current series similar to Winter Season

None at this time.

Marketing Campaigns

NOTE: Research has proven the average television viewer/consumer is ONLY motivated to respond to a television spot/commercial after they have viewed it at least seven (7) times on average.

SEWOT NELLA FILMS has launched advertising campaigns creating a swell/buzz for the previous herein stated television shows via:

1. Radio Ads
 - a. Local and City Programs
 - i. Atlanta
 - ii. New York
 - iii. Chicago
 - iv. Los Angeles
 - v. Miami
 - vi. Washington, DC
 - vii. Philadelphia
 - viii. Boston
 - ix. Dallas
 - x. Houston
 - b. National Programs
 - i. Michael Baiseden Show
 - ii. Tom Joyner Morning Show
 - iii. Steve Harvey Show
2. Television Ads
 - a. CNN – Random Prime Time Advertising
 - b. MSNBC – Random Prime Time Advertising
 - c. Fox News – Random Prime Time Advertising
 - d. TNT
 - i. The Closer
 - ii. Hawthorne
 - iii. Leverage
 - e. BET - Random Prime Time Advertising
 - f. TV One - Random Prime Time Advertising
 - g. HGTV - Random Prime Time Advertising
 - h. ABC
 - i. Grey's Anatomy
 - ii. Desperate Housewives
 - iii. Dancing with the Stars
 - i. NBC
 - i. The Event
 - ii. Law & Order SVU
 - j. CBS

- i. NCSI - all
 - ii. How I met your mother
 - iii. Criminal Minds
 - k. Lifetime Movie Network - Random Prime Time Advertising
 - l. Lifetime
 - i. Project Runway
 - ii. Lifetime original movies
 - m. Oxygen
 - i. Bad Girls Club
 - ii. House of Glamour
 - n. F/X
 - i. Son of Anarchy
 - ii. Sirens
 - o. LOGO
 - i. Nip/Tuck re-runs
 - ii. Queer As Folk
 - iii. Noah's Arc
 - p. A&E
 - i. The Glades
- 3. Internet Ads – Several blog pages and website ads (i.e. google, msn, yahoo, blackplanet, etc.)
- 4. Mobile billboards – buses, bus stops, taxi tops, etc. in major cities.
- 5. Billboards in cities
 - a. New York – 3
 - b. Atlanta – 2
 - c. Chicago – 3
 - d. Houston – 2
 - e. Los Angeles – 2
 - f. Las Vegas - 2
- 6. Television/Radio Talk shows
- 7. National Publications (i.e. Magazines/News Papers)
- 8. Social Networks
 - a. Facebook
 - b. Twitter
 - c. Myspace
 - d. High traffic blog sites

Testimonials

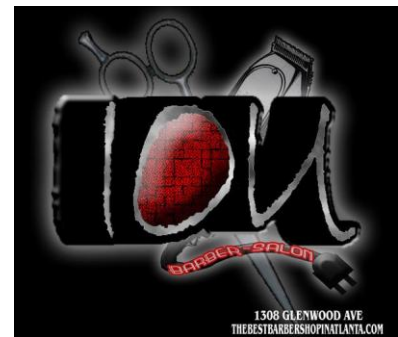
Sweet Blessing is presently a Sponsor. Located in Decatur, Georgia this desert café has been a sponsor of The CLOSET dvd-Drama Series since 2006. Sweet Blessing, deserts café has been used as the backdrop of several scenes with the series. Sweet Blessing's sponsorship has introduced them to customers on a global scale. There are links to Sweet Blessing website from www.thecloset.tv This sponsorship has increased their customer sales by 85% during the first year and is increasing yearly. Sweet Blessing website is www.mssweetblessings.com. Photo on right from The CLOSET dvd-Drama Series.



Geir and Laila is presently a Sponsor. Based in Norway and distributed out of California this upscale eau de parfum for men and women respectively, has been a sponsor of 3 episodes of the dvd-Drama Series, The CLOSET. Geir and Laila have been incorporated within two main storylines within the series. Geir and Laila sponsorship gives them strong exposure within their target audience. This sponsorship has increased their product sales by 87%. Geir and Laila websites are www.geirpower.com and www.laila.com respectively. Photo on left of Laila from The CLOSET dvd-Drama Series.



Images Of Us (IOU) Magazine was a sponsor for 3 episodes. Based in Atlanta and distributed nationally this upscale magazine targets Blacks American and was placed throughout the dvd-Drama Series, The CLOSET. IOU Magazine was placed directly in front of its target audience providing very strong exposure. This sponsorship increased the circulation of this magazine by 80%. Also Images Of Us owner, Joe Seymour, is the



owner of Images Of Us Barbershop & Salon. This barbershop & Salon is currently one of the locations within the series, Secrets. Donnell Cross, one of the characters in Secrets, owns a barbershop & salon and, you guessed it, we film those scenes at IOU Barbershop & Salon.



Top 10 Cities – Number of Households Summary Report (Comcast Zones)

TOP 10 Cities	# of Households
Atlanta	2,310,490
Baltimore	820,940
Chicago	3,501,010
D.C.	1,100,000
Dallas	897,000
Houston	2,146,200
Los Angeles	875,000
Miami	753,813
New York	4.2 million The Largest Comcast Market in the Nation
Philadelphia	2,100,000
San Fran	1,700,000

Senwot Nella's Home Base Atlanta - Demographic Detail Summary Report (Comcast Zones)

Population Demographics - Atlanta

2009 Estimate

Total Population	4,586,828
Population Density (Pop/Sq Mi)	851.8
Total Households	1,572,599

Population by Gender:

Male	2,257,081	49.2%
Female	2,329,747	50.8%

Population by Race/Ethnicity

2009 Estimate

White	2,569,623	56.0%
Black	1,509,476	32.9%
American Indian or Alaska Native	13,696	0.3%
Asian or Pacific Islander	192,388	4.2%
Some Other Race	178,409	3.9%
Two or More Races	123,236	2.7%
Hispanic Ethnicity	468,787	10.2%
Not Hispanic or Latino	4,118,041	89.8%

Population by Age

2009 Estimate

0 to 4	335,157	7.3%
5 to 14	674,177	14.7%
15 to 19	327,153	7.1%
20 to 24	297,902	6.5%
25 to 34	611,601	13.3%
35 to 44	741,765	16.2%
45 to 54	687,213	15.0%
55 to 64	498,668	10.9%
65 to 74	247,992	5.4%

75 to 84	119,085	2.6%
85+	46,182	1.0%

Median Age:

Total Population	35.7
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Households by Income

2009 Estimate

\$0 - \$15,000	132,825	8.4%
\$15,000 - \$24,999	113,835	7.2%
\$25,000 - \$34,999	130,291	8.3%
\$35,000 - \$49,999	209,049	13.3%
\$50,000 - \$74,999	316,417	20.1%
\$75,000 - \$99,999	229,528	14.6%
\$100,000 - \$149,999	253,782	16.1%
\$150,000 +	186,871	11.9%
Average Hhld Income	\$77,599	
Median Hhld Income	\$65,335	
Per Capita Income	\$27,044	

Employment and Business

2009 Estimate

Age 16 + Population	3,511,815	
In Labor Force	2,447,808	69.7%
Employed	2,219,640	90.7%
Unemployed	223,860	9.2%
In Armed Forces	4,308	0.2%
Not In Labor Force	1,064,007	30.3%
Number of Employees (Daytime Pop)	2,144,185	
Number of Establishments	170,125	

Housing Units

2009 Estimate

Total Housing Units	1,848,515	
Owner Occupied	1,102,664	59.7%
Renter Occupied	469,935	25.4%
Vacant	275,917	14.9%

Vehicles Available

2009 Estimate

Average Vehicles Per Hhld	1.90	
0 Vehicles Available	91,684	5.8%
1 Vehicle Available	502,960	32.0%
2+ Vehicles Available	977,954	62.2%

Marital Status

2009 Estimate

Age 15+ Population	3,577,601	
Married, Spouse Present	1,834,234	51.3%
Married, Spouse Absent	184,986	5.2%
Divorced	365,723	10.2%
Widowed	173,856	4.9%
Never Married	1,018,803	28.5%

Educational Attainment

2009 Estimate

Age 25+ Population	2,952,506	
Grade K - 8	127,404	4.3%
Grade 9 - 12	221,660	7.5%
High School Graduate	791,956	26.8%
Some College, No Degree	562,035	19.0%
Associates Degree	203,203	6.9%
Bachelor's Degree	670,398	22.7%
Graduate Degree	375,850	12.7%

Cabletrack as of 09-14-10

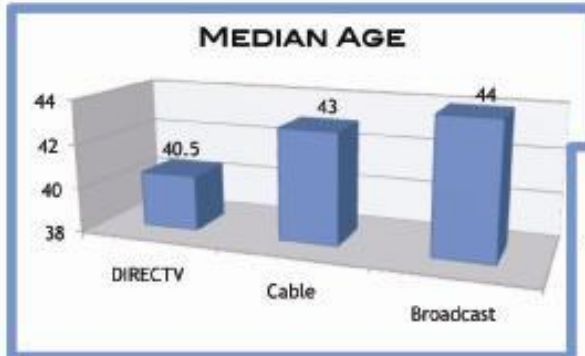
DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage and insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen ViP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

AGS Demographic data© 2009 by Experian/Applied Geographic Solutions.
Current year data is for the year **2009**, 5 year projected data is for the year **2014**.

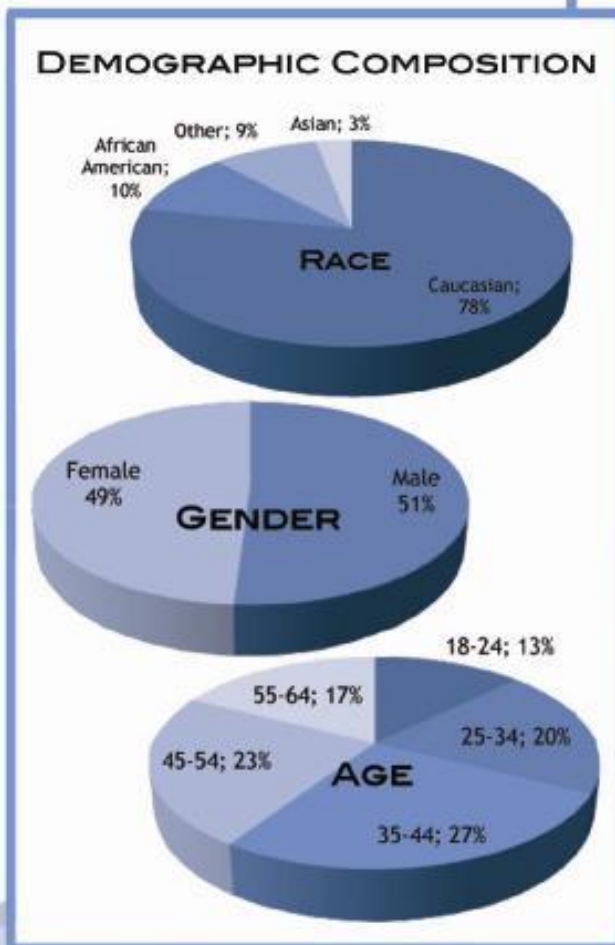
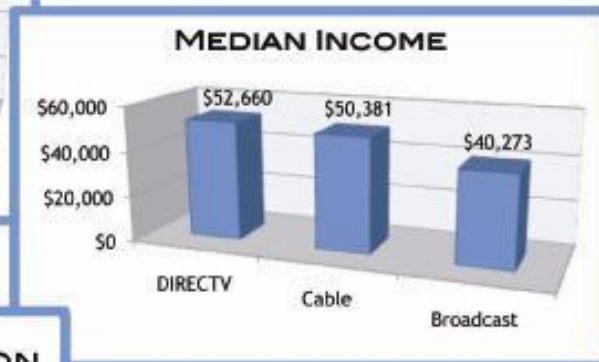
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DIRECTV Subscriber Profile

DIRECTV represents over 18M of America's most desirable television households.



The average DIRECTV viewer is younger and more affluent than the average cable & broadcast viewer.



INCOME (A25-54 INDEX)

HHI \$75k+ 134 (vs. 131 cable)
 HHI \$150k+ 154 (vs. 138 cable)

EDUCATION

29% attended college
 (compared to 25% of cable subscribers)

MARITAL STATUS

The DIRECTV A25-54 subscriber is 19% more likely to be married compared to the cable subscriber (130 vs. 111)

GEOGRAPHY

66% reside in A/B counties
 34% reside in C/D counties

VIEWERSHIP

DIRECTV viewers watch 4+ more hours of television per week than the total US viewer.

Source: Spring Study MRI 2009 Total Day

