

The Erlick Group

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Strategic Sponsorships with Distinctive Entertainment Properties
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theatre tours music venues film family unique opportunities



Gaming Tours Timing Markets Reach Comments




Ongoing

125+

650K+ visitors / users

- Only national tour to offer video gamers "free" entertainment play from all major console manufacturers (Playstation, Wii, Xbox)/ software developers (Guitar Hero, Rockband, Wii Sports, Super Smash Bros. Brawl, Halo 3)
- 5 touring units expected to appear at county / state fairs, colleges, festivals, sporting events like NCAA Final 4 etc (500+ event days; total attendance 10M+)
- Male 12-34 but specific events heavily influence demos
- Benefits include commercials on multiple flat screen tvs, venue signage, on-site sampling/ kiosk, database collection, exit surveys etc.

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| Live Tours | Timing | Markets | Reach | Comments |
|--|-----------------|--|-------------|--|
|  | <p>Jan-June</p> | <p>5+ currently Cincinnati, Des Moines, Minneapolis, New Brunswick (NJ), Wilmington (DE) 3-4 expansion (TBD)</p> | <p>80k+</p> | <ul style="list-style-type: none"> North America's foremost Women's lecture series for 16 years Ultimate way to market upscale, well educated and affluent women between 35-55. Ability to attract high profile speakers Speak to professional women's needs for intellectual entertainment Integrating into media, strong on-site presence and customized speaker "meet and greets" smarttalkwomen.com |


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|--|---------------------------|-----------------------------------|------------------------------------|---|
|  | <p>Ongoing since 2001</p> | <p>50+ domestic/ intl too</p> | <p>1M+/year (women 40-100)</p> | <ul style="list-style-type: none"> Since 2001, hilarious international hit show entertained / inspired 11M women from coast to coast and internationally in 250 cities in 12 countries. 90-minute musical hilariously parodies two dozen classic baby boomer songs of '60s, '70s and '80s Multiple integrated opportunities such as sampling, logo inclusions in print / electronic media, literature distribution, and sweepstake promotions www.menopausethemusical.com |
|--|---------------------------|-----------------------------------|------------------------------------|---|

| Theatre NY | Timing | Markets | Reach | Comments |
|--|---------------------------------------|---------------------------------|------------|---|
|  | <p>Dec 15, 2009 - Jan 3, 2010</p> | <p>NY- Manhattan Center</p> | <p>45K</p> | <ul style="list-style-type: none"> Breathtaking, inaugural US performance by Global Events, top intl event marketing company 1000 square meters water plus 70+ acrobats, dancers, singers, synchronized orchestra, fire effects and aerial acrobats Storyline focuses on dreams of child that controls 4 elements Complete integration including media, on-site, product placement and ticket promotions www.dreams-show.com |

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| Theatre NY | Timing | Markets | Reach | Comments |
|--|-----------------|---|---|--|
|  | <p>November</p> | <p>New York and possibly London, LA and Chicago</p> | <p>1k in New York for one nite only performance</p> | <ul style="list-style-type: none"> ▪ One-of-a-kind theatre experience in 9th year where 6 short plays are written, rehearsed and performed within 24 hour period ▪ Past performers / writers included Jennifer Anniston, Rosie Perez, Rachel Dratch, Julianna Margulies, Liev Schreiber, Wallace Shawn and Terrence McNally ▪ Proceeds benefit Working Playground, not-for-profit cultural organization that provides vital arts programs for young people in underserved schools ▪ Benefits include product placement in show, venue signage, potential cast advertorial, "meet and greet", tickets and integration in incredible PR www.24hourplays.com |

| Music | Timing | Markets | Reach | Comments |
|---|--------------------------------|----------------------|------------------|--|
|  | <p>Cruises throughout year</p> | <p>Miscellaneous</p> | <p>1800/each</p> | <ul style="list-style-type: none"> ▪ Only full-ship charter in world (Holland Americas Line) dedicated to live jazz music ▪ First-ever Playboy Jazz Festival featuring Herbie Hancock, Dianne Reeves, Marcus Miller etc. ▪ 24/7 interaction with personalities ▪ 40%-50% African-American audience, highly unusual for cruises ▪ Inaugural attempt at sponsorships which will be integrated into programming to add to entertainment experience ▪ Looking for appropriate daily "pillow gifts" including logo hat, beach towels, wine openers, playing cards, CD holder, coffee mugs etc. www.jazzcruisesllc.com |

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|--|-------------------|-----------------------|------------|--|
|  | <p>August 3-5</p> | <p>Litchfield, CT</p> | <p>15k</p> | <ul style="list-style-type: none"> ▪ 8th year upscale program ▪ Lineup includes Nancy Wilson, Ramsey Lewis, Sonny Rollins and Kenny Rankin ▪ College educated audience; \$100k HHI www.litchfieldjazzfest.com |
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| Music | Timing | Markets | Reach | Comments |
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|  <p>Long Island Summer Festival (Friends of the Arts)</p> | <p>July/August</p> | <p>Long Island, NY</p> | <p>30k</p> | <ul style="list-style-type: none"> ▪ Not-for-profit group offers 10 concerts including Linda Ronstadt, Michael McDonald and Art Garfunkel ▪ 80% upscale attendees from Nassau/Suffolk ▪ 2k - 3k / show www.fotapresents.org |
| Venues | Timing | Markets | Reach | Comments |
|  | <p>On-going</p> | <p>New York</p> | <p>500k</p> | <ul style="list-style-type: none"> ▪ Facility in Times Square (42nd Street between 7th and 8th Avenue) ▪ 20 million tourists/year; 250k commuters/day ▪ 700 seat club; 150 seat restaurant ▪ Interior / exterior signage; preferred card; food/ beverage concession ▪ Multi-cultural audience (30% African-American; 15% Hispanic) ▪ American Express is preferred card www.bbkingblues.com |
|  | <p>On-going</p> | <p>New York, Las Vegas, Japan (Tokyo, Osaka, Fukuoka, & Nagoya) Milan, Italy (Feb 03)</p> | | <ul style="list-style-type: none"> ▪ World's finest jazz club is located in Greenwich Village ▪ For over 20 years featured top names in Jazz, Blues, Latin, R&B, etc. ▪ American Express is preferred NY Club card www.bluenote.net |
| Film | Timing | Markets | Reach | Comments |
|  | <p>Now</p> | <p>Unlimited</p> | <p>Unlimited</p> | <ul style="list-style-type: none"> ▪ Ability to create compelling 360 marketing partnerships with array Hollywood / music's greatest icons including Abbott & Costello, Eartha Kitt, Duke Ellington and Marlene Dietrich ▪ Possibilities include co-branded print / electronic advertising and licensed products www.modaentertainment.com/licensing.html |
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| Film | Timing | Markets | Reach | Comments |
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|  <p>British Academy of Film & TV Arts (BAFTA East Coast)</p> | Ongoing | NYC | TBD 150-400/event | <ul style="list-style-type: none"> Vibrant community resource for top East Coast professionals who actively collaborate with UK industry 60+ screenings/year, renowned celebrity Q&As, British Academy Awards Gala and custom events 2008 screenings included "Slumdog Millionaire" with Danny Boyle and the film's stars and "The Wrestler" with Mickey Rourke and Marissa Tomei Sampling/signage at events, post-screening VIP events, customized access to membership etc. |
|  | 2010 | Multiple US/ global markets | 5M-8M | <ul style="list-style-type: none"> Cosmic large screen epic examining whole of time from very birth of universe to final collapse back to original state supported by 20+ prestigious, international science advisors Renowned creative team including writer/director Terrence Malick (Badlands, Days of Heaven and The Thin Red Line), visual effects artists Dan Glass (Matrix trilogy, Batman Begins and Speed Racer) and Douglas Trumbull (2001: A Space Odyssey, Andromeda Strain and Close Encounters of the Third Kind) Produced by Brad Pitt Expansive array of sponsorship benefits including integration into print / electronic / online media plans, direct marketing, national/ local PR, educational outreach, exclusive screenings, co-branded merchandise |
|  | Summer 2009 | Tri-state Can also add in other major markets (Atlanta, SF, Boston, Chicago and Seattle) | 90K+ | <ul style="list-style-type: none"> Relaxed, all-family, outdoor family film festivals featuring 2-story screens in NYC Parks and in all boroughs (160+ summer 2008) Perfect environment to promote product in uncluttered setting as audience arrives early and stays for evening Benefits include integration into media, banners, product sampling, commercials on giant screens before screening and invaluable goodwill associated with NYC Parks and assorted city / suburban recreation areas www.FreshAirFlicks.com |

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| Family | Timing | Markets | Reach | Comments |
|--|----------------------------|--|-----------------------------------|---|
|  | <p>11 months / year</p> | <p>8 majors including NY tri-state (multiple venues), Boston, DC and Atlanta</p> | <p>300K+</p> | <ul style="list-style-type: none"> ▪ Incomparable one ring, not-for-profit circus with int'l cast from 23 countries ▪ Draws loyal, upscale / educated family audience ▪ Complete integration possibilities including print / electronic media, on-site, ticket promotions, guest ringmaster, private performances, concession sales and potential for product placement ▪ Community outreach includes Clown Care unit that visits children in hospitals www.bigapplecircus.org |
|  | <p>TBD</p> | <p>60+</p> | <p>80K+</p> | <ul style="list-style-type: none"> ▪ Inaugural production based on Mary Pope Osborne's "Magic Tree House" series of books-phenomenon since 1992 for kids 5-11 ▪ 53M+ sold in US, 53 Published titles, 174 weeks on NY Times Bestseller list-longer than any other series besides Harry Potter ▪ Reaches across all social, geographic and economic groups; equal appeal for boys and girls ▪ Goal is to create parallel stage experience to engage imagination of young audiences ▪ Sponsorships assure ticket prices will be affordable for all ▪ Benefits include integration into print/electronic media, venue signage, web links, author "meet and greet", wrapped tour vans and buses, sampling, co-branded merchandise (with prior approval) etc. www.MTHmusical.com |
|  | <p>2-5 year nat'l tour</p> | <p>March-Aug 2009 Houston Museum Natural Science Sept 2009-Jan 2010 Denver Museum Nature & Science May 2010-Oct 2010 Dallas Art Center Other markets TBD at this point</p> | <p>3.5M+ within first 3 years</p> | <ul style="list-style-type: none"> ▪ Unprecedented collection of treasures of Genghis Khan, world's greatest conqueror, unveiled for first time in nat'l tour at leading science museums ▪ Historic first collaboration of leading US museums and those in Mongolia and China ▪ Unique interactive exhibits insure engaging and educational visit for families ▪ Integration into local media, national/local pr, onsite signage, exclusive events with curators for VIPs, ticket promotions etc. www.genghiskhan_exhibits.com |

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| Family | Timing | Markets | Reach | Comments |
|--|---------------------|----------|--|---|
|  | Ongoing | Nat'l | 200K+ middle / high school students, teachers and parents annually | <ul style="list-style-type: none"> 40 year old market leader annually leads student group educational / performing arts travel programs Segments include 3-14 day tours to markets like DC, NY and FLA as well as 3-5 day trips to leading regional music performance contests 2M+ direct mail exposures Company looking for select brands to be organically integrated into programming as well as partner to underwrite scholarships to allow other children to enjoy experiential learning benefits www.worldstrides.com |
|  | 2009 | National | TV, partner cross-promo, PR Est. 300M impressions | <ul style="list-style-type: none"> Target moms 25-39 with children 3-6 New PBS hit series reaches 80% DMAs National online contest for real kids to appear on 2010 PBS series Sponsor integration into extensive national/ local PR, PBS media, online events, etc. Multiple cross-promos already in place including Kidtoons Movie Theatres and March of Dimes. 2-minute Preview: raggs.com/tvseriesbrandpromo www.raggs.com |
|  | Ongoing | 200+ | Paid Show Audience 200K + Camps/Camp Appearances 200K+ China 30k+ | <ul style="list-style-type: none"> Since 1962, basketball show-team demonstrates incredible athleticism, entertainment and community involvement Each performance in high school gyms successfully raises funds for schools Benefits include media integration, on-site signage/PSAs, product placement, player "meet and greet", exclusive clinics etc. www.harlemwizards.com |
|  <p>Moscow Ballet</p> | November - December | 80 | 325k+ | <ul style="list-style-type: none"> Internationally renowned tour Integration into print, TV and radio Women 25-54; \$75k HHI Matinees: 20% children Fall auditions for local participants (300-500 attend) Good mix B/C markets www.nutcracker.com |

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| Young Professionals | Timing | Markets | Reach | Comments |
|--|----------|--|---------------------------|--|
|  | On-going | 22 US markets / expanding globally in 2009 | 100K+ young professionals | <ul style="list-style-type: none"> ▪ Monthly, thousands young professionals 21-45 attend business/social networking events in hot venues (55% female) ▪ Ability to reach desirable demo via targeted email blasts, website, 1:1 sampling at events which range from 300-1000+ and other social media partnerships www.netparty.com |
|  | On-going | 21+ | 40K+ | <ul style="list-style-type: none"> ▪ since 1995, sponsored best attended events for young, Jewish single professionals ▪ "The Ball"- #1 attended singles party in country for past 14 years is held Christmas Eve in NYC (4,500+ in 2008) ▪ Same integrated / customizable benefits package as Net Party www.letmypeoplego.com |
|  | Ongoing | 12+ | 7K+ | <ul style="list-style-type: none"> ▪ Mobile gallery tour in third year dedicated to discovering emerging photographers around globe ▪ Produced by Wall Kandy, works in conjunction with W Hotel in leading markets to showcase winners' work ▪ Since inception, discovered 80+ photographers giving them incredible media / consumer exposure ▪ At each gallery event, 550-650 guests mingle for 2-3 hours viewing work and meeting artists ▪ Audience demographics - thirtysomething, \$200K+ HHI, live in lofts, want to collect art as well as 24-35 "trendsetters" www.unscenetour.com |

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| Unique Opportunities | Timing | Markets | Reach | Comments |
|--|-------------|----------|-------------------------------------|--|
|   | July- | Nat'l | Millions | <ul style="list-style-type: none"> ▪ Caribbean Travel & Life's "Affordable Caribbean" is new/timely 13-part TV series airing Saturday mornings on Travel Channel beginning July 25, 2009 ▪ Each episode offers insider's guide to best accommodations, fine dining, local eats, shopping, activities, exotic beaches and nightlife ▪ 360 integration possibilities include prominent product placement, custom programming, print/online extensions, reuse footage etc. ▪ Paid programming produced by Shamrock Studios and Caribbean Travel + Life and not commissioned / endorsed by any TV network owned / operated by Discovery Communications |
|  | On-going | National | 250k+ high school / college coaches | <ul style="list-style-type: none"> ▪ Leading/proven online/offline fundraiser for expansive range college/high school teams ▪ Solves major ongoing problem effectively raising \$ with no financial risk/minimal coach/student effort/no product selling ▪ Endorsed by numerous college associations ▪ Amazing integration possibilities including coach/donor site links, email blasts to database with product/promotional offers, direct mail/product sampling, online research www.mysportsdreams.com |
|   | Summer 2009 | 15 | 10M+ | <ul style="list-style-type: none"> ▪ Patented, interactive kiosk delivers cooling fog and messages to user ▪ Receive instant relief from hot environment (global warming) without getting wet due to evaporative mist controlled by blower fans ▪ Able to add Bluetooth media server as well ▪ Launching national network to target all-family demo in ideal setting with select zoos/aquariums ▪ Concept proven globally as well as in US in multiple locations www.coolmediausa.com |

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| Affluent Market Opport | Timing | Markets | Reach | Comments |
|--|---------|---------|----------------------------|---|
|  | Ongoing | Nat'l | 4M unique visitors / month | <ul style="list-style-type: none"> ▪ Unique/expansive online network of 8+ affluent lifestyle channels including Equestrian, Private Aviation, Sailing, Yachting, Golf, Classic Cars, Sports Cars, Wine & Cigar etc. ▪ Including publishing partners, network offers 4M unique visitors/month with media income approaching \$250k ▪ Martini Media Network attracts more C-level execs at greater income levels than popular websites/media with similar demos ▪ Innovative customized on-line/off-line elements, including event sponsorships, direct mail, widgets and mobile, provide quantifiable solutions <p>www.martinimedianetwork.com</p> |

| International Platform | Timing | Markets | Reach | Comments |
|--|---------------------|---------|--------------|---|
|  | October 23-25, 2009 | Global | 100 invitees | <ul style="list-style-type: none"> ▪ Second edition global gathering created by international experts, including former managing director World Economic Forum (Davos) ▪ Invitees are successful entrepreneurs and / or leaders important family businesses ▪ Stimulating 2.5 day session in Scottsdale, AZ, provides new knowledge, insights and invaluable networking for elite community international peers ▪ Registration fee \$7500/participant ▪ Seeking limited number appropriately positioned sponsors with potential benefits including executive presentation, tasteful product placement like test drives, spirits sampling, jewelry showcase as well as discussion re art/science behind product design etc. |

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