

TIMES SQUARE DOMINATION

Owning the Crossroads of the World



<p>Planet Hollywood International IN-SYNC Package "C-1"</p>	<p>Reuters & NASDAQ FOX Newscorp and ClearChannel's SpecHD, JVC & Spectacolor's Las Vegas Strip</p>	<p>Planet Hollywood Possible locations include: Acapulco * Cancun * Disneyland Paris * Honolulu Las Vegas * London * Myrtle Beach * NYC – Times Square Niagara Falls * Orlando (Disney)</p>	<p>Experiential Marketing Program</p>
<p>Times Square / Las Vegas Plus Planet Hollywood in 8 Markets</p> <p>Featuring your Brand in full media Packages at at least 10 Planet Hollywood locations across the USA, and the World!</p> <p><i>Including Video Screens, Sampling, VIP Party Tix @ each location, video feeds and much more</i></p>	<p>Pre & Post-Midnight – “Live from Planet Hollywood” Video Feed Roadblocks – ALL DAY - on our “TSD Network” Super Screens</p> <p>1st 5 MIN Pre-Midnight ROADBLOCK</p> <ul style="list-style-type: none"> • 11:40 pm to 11:45 pm <p>2nd 5 MIN Post Midnight ROADBLOCK</p> <ul style="list-style-type: none"> • 12:10 am to 12:15 am <p><i>Plus, IN SYNC – LIVE FEEDS from PH Int'l</i></p> <ul style="list-style-type: none"> • 5 minutes/hr ALL DAY! - 6 am to 3 am • post NYE JAN ROS Bonus package (no sync) <p><i>Plus Las Vegas!!!</i></p> <p>Silver Level Co-Sponsor of Las Vegas Activation @ Fashion Show Mall – and ALL CC/Spec digital signs on the Vegas Strip</p> <ul style="list-style-type: none"> • Activity TBD in conjunction with client needs 	<p>New Year's Eve – VIP Hospitality Package</p> <p>PRIVATE Planet Hollywood (PH) New Year's Eve Party in Times Square</p> <ul style="list-style-type: none"> • 30 VIP Tickets /Credentials to the Sky Suite • 7 pm until 1 am • Private Elevator Entrance to PH Sky Suite • Sampling opportunity on <u>ALL</u> floors of PH • Hot and Cold Food selection • Beverages – Open Bar • Clean & Staffed Restrooms • Complimentary Photographer • Music & Entertainment • Live feeds of Times Square 	<p>Product Distribution / PH NYE Sampling Program</p> <p>Our experienced team will assist in Staffing, Coordinating & Overseeing your Product Sampling in all Planet Hollywood activation locations throughout the “TSD Network.”</p> <p>Your very own Int'l “Sampling Army” -</p> <p>We will manage and staff, in conjunction with the PH Marketing Department, the selected Planet Hollywood sampling distribution points throughout the USA and the World.</p> <p>Incremental program / expense : facebook and Web-Based Photo Upload & Retrieval program</p> <p>NOTE: Sponsor to provide add'l budget or “gear” for branded Winter Weather Wearables</p> <p>INCREMENTAL SPONSOR EXPENSE if desired.</p>