

TIMES SQUARE DOMINATION

Owning the Crossroads of the World



<p>Planet Hollywood Times Square IN-SYNC Package "C-2"</p>	<p>Reuters & NASDAQ FOX Newscorp and ClearChannel's SpecHD, JVC & Spectacolor's Las Vegas Strip</p>	<p>Planet Hollywood Times Square</p>	<p>Experiential Marketing Program Including: PH "Ground Level" – (PH Store) 9 am – 4 pm</p>
<p>Times Square Domination SuperScreen Network Plus Planet Hollywood in Times Square</p>	<p>Pre & Post-Midnight – "Roadblocks – ALL DAY - on our "TSD Network" Super Screens</p> <p>"C-2" Time Blocks – if available: 1st 5 MIN Pre-Midnight ROADBLOCK <ul style="list-style-type: none"> • 11:40 pm to 11:45 pm 2nd 5 MIN Post Midnight ROADBLOCK <ul style="list-style-type: none"> • 12:10 am to 12:15 am <i>or</i> "E" Time Blocks – if available: 1st 5 MIN Pre-Midnight ROADBLOCK <ul style="list-style-type: none"> • 11:45 pm to 11:50 pm 2nd 5 MIN Post Midnight ROADBLOCK <ul style="list-style-type: none"> • 12:20 am to 12:25 am Plus, IN SYNC <ul style="list-style-type: none"> • 5 minutes/hr ALL DAY! - 6 am to 3 am • post NYE JAN ROS Bonus package (no </p>	<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 SkySuite • 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 "Store"</p> <p>NYE Sampling Program & Ground Level inside PH Store</p> <p>Our experienced team will assist in Staffing, Coordinating & Overseeing your Product Sampling inside the NYC Planet Hollywood activation location throughout NYE Day – 9a-4p.</p> <p>Incremental program / expense : facebook and Web-Based Photo Upload & Retrieval program NOTE: Sponsor to provide add'l budget or "gear" for branded Winter Weather Wearables INCREMENTAL SPONSOR EXPENSE if desired.</p>

