

Sports Media, Inc.

Super Bowl Stadium Domination StareWays AdStep!

Opportunity: StareWays Adstep® graphics advertising throughout the stadium, all interior stairs and bowl stairs with the exclusion of stadium restricted areas behind the goal posts. Super Bowl 2006 StareWays Stadium Domination TV coverage is expected to be exposed 8-12 minutes including Pre-game, in game, newscasts and post game to more than 145 million viewers worldwide. Additional press exposure is more than possible. Exclusive Agent, Sports Media, Inc.

Location: Ford Field, Detroit, Michigan

Dates: Install prior to November 24, 2005 and Advertising removed by June 15, 2006

Featured Event: SUNDAY, FEBRUARY 5 - SUPER BOWL XL



Stadium Domination StareWays AdStep®, Offers the Largest Amount of Stadium Advertising with Television Exposure, Pre Game, In Game and Post Game

Advertising Benefits

- ◆ First time media event exclusive offer
- ◆ High visibility and exposure
- ◆ Effective advertising and branding medium
- ◆ Captive audience for a minimum of 3 hours per event
- ◆ Worldwide Super Bowl exposure Pre-Game, In-Game, And Post Game
- ◆ Multiple impressions initiated by television and fan base
- ◆ Build relationships directly with the consumer & team
- ◆ Two Regular season games in 2005
- ◆ Possible Playoff games in Detroit 2005
- ◆ Bonus 6 other events through June 2006
- ◆ All Games covered by ABC, NFL Networks, FOX, CBS or ESPN
- ◆ Increase traffic to company website
- ◆ Hours of Brand building for less than 1¢ an impression



First Time Offered at NFL Super Bowl

Featured Event: SUNDAY, FEBRUARY 5 2006 SUPER BOWL XL (40)

- ◆ Rate Card \$2,500,000
- ◆ Regular Season game attendance:
 - ◆ 2005 2 games 64,000 each 128,000
 - ◆ 2006 Super Bowl 70,000 70,000
- ◆ Super Bowl TV Audience 145,000,000
- ◆ All Games covered by ABC, NFL Networks, FOX, CBS, ESPN and News
- ◆ Bonus Events: 6 Non NFL Events

NFL games were the top-rated shows 73 percent of the time, up from 69 percent last year and 55 percent in 2001. (Source NFL.com)

Media, Production, Installation, Removal and Licensing included in package price.