



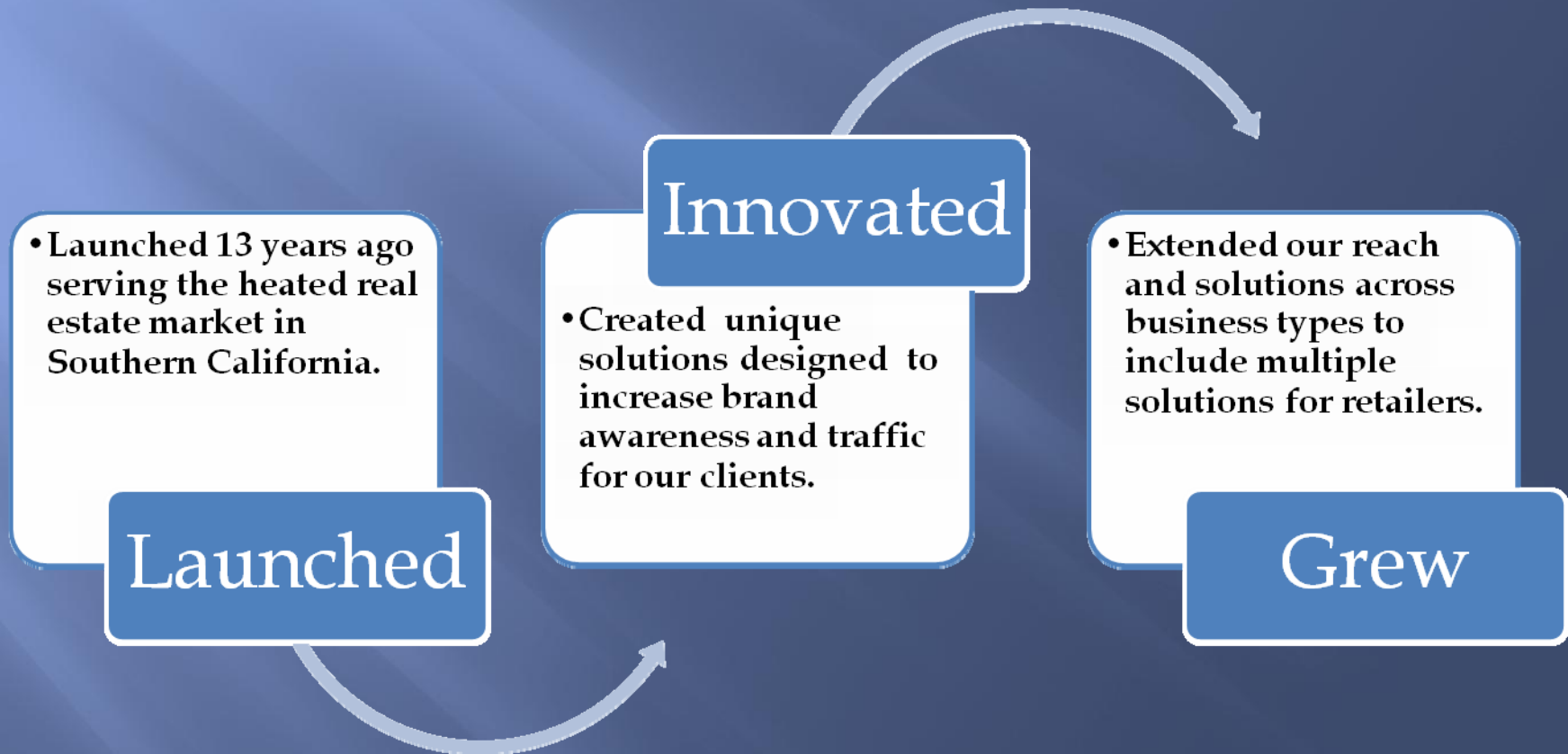
Growing awareness and traffic using
human media.

About Us

Business Overview

- Today Media Nation implements an elaborate field fulfillment operation that is supported by a sophisticated proprietary software platform. There is no similar offering in the marketplace with our level of expertise allowing Media Nation to be extremely agile; successfully competing and performing in new markets and verticals growing levels of awareness and traffic for our clients..
- Bradley M. Barlow -Managing Partner
- Brian G. Gehl - Managing Partner
- Bill Pisetsky - President
- Navin Narang - Founder

Where we began



Our Services

- Today, the demand for attention in the crowded media market continues to expand the opportunities for Human Media . In 2008, after a few acquisitions to add to our portfolio of services, we renamed our Human Media company Media Nation.

□

Travels with Target

- **Bicycle Mounted Billboards**

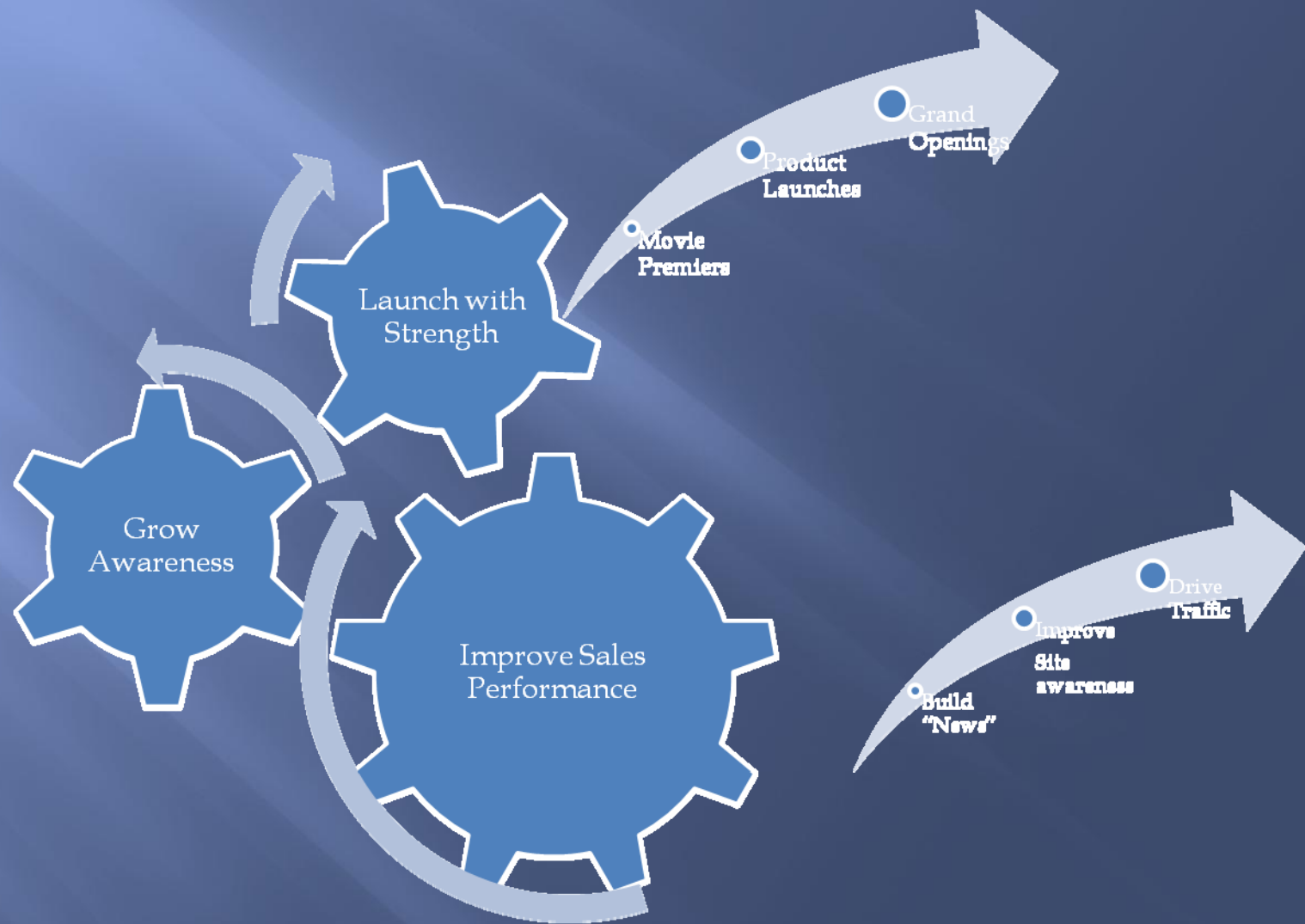
Engaging

- **Human Arrow Directionals**

In Motion

- **Live Billboards**

What we do for our clients today



Universal Studios

Breaking through with response media

Universal Studios Movie Launch Campaign

▣ Bike Billboards

- Get attention
- Travel to key target audience
- Engage a response



▣ Live Billboard

- Guerilla placements
- In motion messaging



Universal Studios Movie Launch Campaign Opportunities

▣ Human Directionals

- Engage passersby
- Personality in your ads



▣ Guerilla Flyers

- Promotional and fun
- Response media
- Homes, cars or other

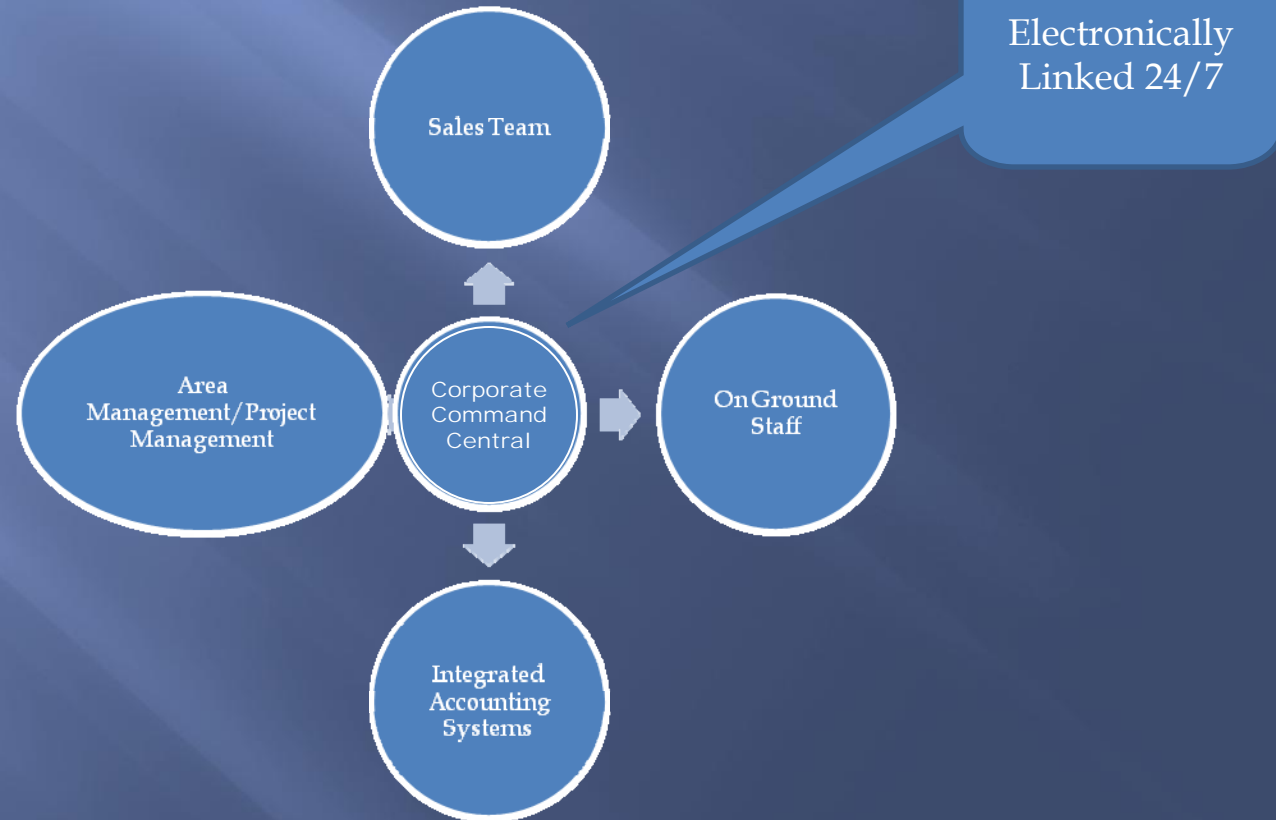
Three Key Advantages to HUMAN MEDIA

1. Compliments brand's quality perceptions.
 - Can compliment efforts to create a HALO of "Green" for your brand/product.
 - High Quality Presentation with trained, professional, uniformed employees presenting your media.
 - Human media can be "dressed in character" of promotion.
 - Large Visible 6 Color Process Media
2. Can "Hit" a moving target audience.
 - Traffic Flow Analysis for the optimal positions in the trade area.
 - Media Patterning: We develop demographically and geographically specific media presentation patterns.
3. Prepared to do battle in the guerilla marketing trenches
 - Dedicated Field and Account Management Team
 - Customer Service Hot Line number 24 / 7
 - "Command Central"

How we do it:

Proprietary Systems make us highly efficient and scalable

- ▣ Command Central: A \$2 MM Fully Integrated Automated Tracking Software System



Current Footprint



How scalable?

- ▣ From signed contract to the streets in 30 days for a new area.
 - Procure or relocate bikes to trade areas.
 - Two weeks to hire and train.

Timely. Targeted. Breakthrough

Timely Event
Marketing

Targeted
Promotions

Breakthrough
Sales Barriers



Bike Billboards



Live Billboards



Human Directionals

A great ROI

▣ Targeted reach

Spending (per 5 hr. block)	Targeted Unique Impressions (per 5 hr. block)	Cost per targeted impression	Brand Impact*	Profit/Spending
\$475	15,000	\$31 per thousand	\$3,000 (*@10% response) x \$2 profit	530%

*10% Brand Impact Based upon ultra targeted campaign. (Content Specific Demographic)

Case Study #1

- **Background:** Cricket is a National wireless carrier that is rapidly expanding into new markets.
- **Problem:** Cricket was opening 37 Stores in Las Vegas and needed immediate Brand Awareness.
- **Solution:** Media Nation in each Trade Area for Launch
 - Opening Day of Store Launch: 30% better then historical openings
 - Optimized visibility of Crickets message based on location and unique product unavailable from standard media
 - Utilized a Targeted Bike Billboard and Human Directional Campaign
- **Next Steps:** Media Nation to provide same campaign to Launch Crickets future market openings



Case Study #2

- **Background:** DR Horton, San Diego Home Builder
- **Problem:** DR Horton had four communities with over 70 homes for sale in a very competitive environment.
- **Solution:** Media Nation developed a Unique program for a grand opening using HD's and a unique Live Billboard product. Our research for the best times, placement and planning has resulted in DR Horton Selling 27 homes and received 26 applications in One day!
- **Next Steps:** Media nation to provide the campaign for all of California.



Case Study #3

- **Background:** Verizon Wireless has thousands of stores across the country.
- **Problem:** Increase “specific” store activations (Sales).
 - **Key Elements:** Corporate Professional Image, Increase Door Swings (sales)
 - **Solution:** Media Nation has the ability to “target market” individual stores for improving sales. Verizon Marketing Dept able to change message in a day. Door Swings increase from 35% to 45%
- **Next Steps:**
 - Verizon increased Media Nation from 1 store to 66 stores



Case Study #4

- **Background:** Fresh n Easy grocery stores are new in the U.S.
- **Problem:** Brand awareness is low and their penetration does not allow for broadcast media.
 - **Key Elements:** “Green” Image, Increase sales in new store openings.
- **Solution:** Media Nation has the ability to “target market” individual stores for improving sales. Using “Green” Bike Billboards to align with Clients Philosophies.
- **Next Steps:**
 - Next 100 store openings will include Media Nation.



Case Study #5

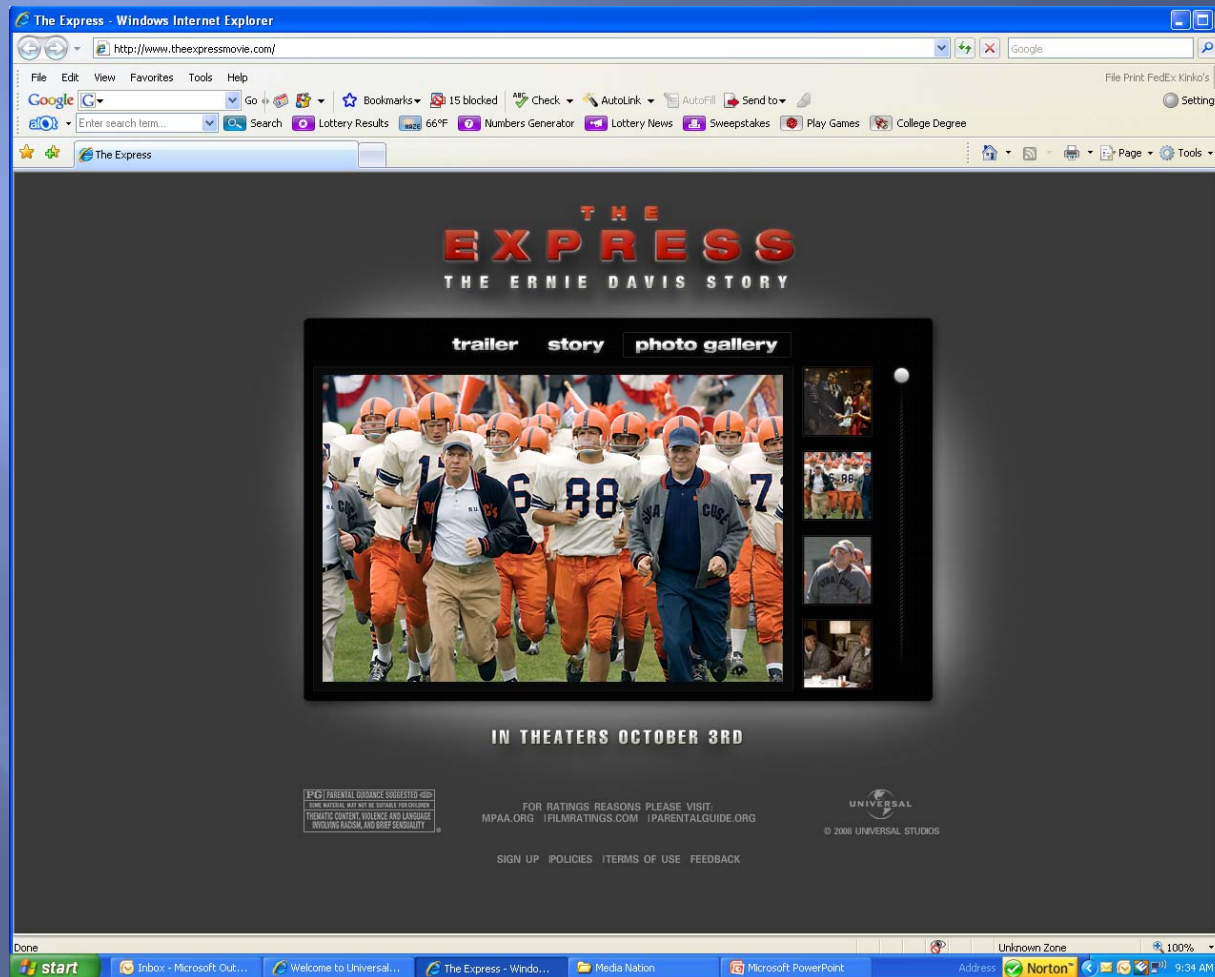
- ▣ Background: H&R Block has B sites and a very short “selling” season.
- ▣ Problem: Increase awareness of store locations during tax crunch time.
- ⦿ Solution: Media Nation targets trade areas to direct customers to pull in and make an appointment with time running out for their taxes. H&R Block had record appointments recorded.
- ▣ Next Steps:
 - Media Nation to be engaged for non tax season sales opportunities.



Universal Studios

Growing Awareness of your movies

Message: Ernie Davis is going to WIN the HEISMAN TROPHY!



Bikes around
40 of the Biggest
Football Stadiums
In the country.

Messaging
THE EXPRESS

Promotional
Opportunities:
Text and Win
Football Game Tix
In your town.

Message: Follow me to a kegger In Venice Beach!

Story: Paul Rudd and Seann William Scott star in Role Models as Danny and Wheeler, two salesmen who trash a company truck on an energy-drink-fueled bender.

Media Nation:
Bikes all over Venice,
Manhattan Beach,
Malibu,
Newport to launch
Universal's Role Models



Cross promotional messaging

REASONS TO BELIEVE

- ▣ Text and Win Tickets to this weekend's Football Game from UNIVERSAL'S MOVIE THE EXPRESS.
- ▣ 1-866-555-1424 txt EXPRESS
- ▣ Text and Win Tickets to the movie!
- ▣ UNIVERSAL'S MOVIE THE EXPRESS.
- ▣ 1-866-555-1424 txt EXPRESS