



# *Life @ Style*

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News

## **LIFESTYLE NEWS**

A registered trademark and a division of **Upgrade Entertainment, LLC**. This division produces and sells mini vignette, a type of advertising media in which the company purchases both standard spots as well as left over media spots on television and afterwards produces 15 or 30 second special **Lifestyle News** clips, endorsed by a socialite it will illustrate of a destination, product or service in a news segment format.

These clips air on over 80 networks 24 hours a day allowing you the flexibility and opportunity to reach all types of audiences, not just the typical current specific markets, which cost much higher. This can only occur with both perfect timing in the company's purchasing efforts and of course buying power, in order to pass on tremendous savings to the client.

## **THE TOP TEN REASONS WHY YOUR BUSINESS SHOULD ADVERTISE ON TV**

IMPACT MEDIA: TV is the most powerful medium of communication available because it combines image, sound, emotion and vivid product demonstration.

USA PRIMARY MARKET: The Hospitality industry has catered for decades the US market. It has been designed and structured to satisfy the demand of American vacationers who use TV as their most reliable source of information.

80 PLUS NETWORKS: Our extensive selection of channels reach all genders, social and economic groups.

24 HOUR TIME RUN: We analyze customers' demands and match it with the available times, networks and viewer's audiences.

CUSTOM MADE ADVERTISING SPOTS: Specific "tailored made" messages allow the clients to have an effective and attractive approach to their target audience.

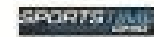
SPOTS OF 15" AND 30": Our air time and network selection provides the most cost-efficient method to acquire multiple spot time.

CELEBRITY ENDORSEMENT: Viewers believe and desire what celebrities use, talk about and the places they travel to. This valuable technique encourages the audience to use, try, increment and embrace a product / service and to travel to a specific destination.

CERTIFIED AIRING AFFIDAVIT: Our system will validate the time, frequency and networks used for spots with a written certification from the Television Standards and the Commission Industry.

BIGGEST ACQUISITION POWER: US market has the leading economic purchase influence in the Western Hemisphere

# Our Networks

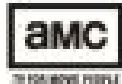


# *Network snapshots*



A&E A unique blend of critically-acclaimed programming, original movies and mini-series, documentary series and specials.

Male: 48.0% Female: 52.0%  
Key Demos: 25-54 Income: \$50,000-\$99,999



AMC is a 24-hour movie-based network dedicated to the American Movie Fan. AMC is BTV for Movie People.

Male: 52.0% Female: 48.0%  
Key Demos: 25-54 Income: \$50,000-\$74,999



BET Networks is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience.

Male: 45.0% Female: 55.0%  
Key Demos: 18-34 Income: \$50,000-\$74,999



Big Ten Network, is dedicated to capturing the passion and tradition of the Big Ten Conference and its 11 storied universities.

Male: 55.0% Female: 45.0%  
Key Demos: 16-30 Income: \$72,000



The Biography Channel knows everyone has a story. One of the fastest growing cable networks in 2006, The Biography Channel is dedicated to presenting the most compelling stories of the world's most interesting people.

Male: 45.0% Female: 55.0%  
Key Demos: 25-54 Income: \$75,000+



Boomerang: Has the best series and cartoons, is a first 24-hour Kids Network -an outrageous environment that celebrates cartoons!

Male: 49.0% Female: 51.0%  
Key Demos: 18-49 Income: \$21,000-\$99,000



Bravo brings viewers exciting, breakthrough entertainment with a new angle unlike anything else on television.

Male: 45.0% Female: 55.0%  
Key Demos: 18-54 Income: \$50,000-\$149,999



CMT keeps you connected with country with live concerts, original programs, and the chart-topping hits.

Male: 53.0% Female: 47.0%  
Key Demos: 18-54 Income: \$50,000-\$74,999



Cartoon Network is the best place for cartoons is the world's first 24-hour Cartoon Network -an outrageous environment that celebrates cartoons.

Male: 49.0% Female: 51.0%  
Key Demos: 18-49 Income: \$20,000-\$100,000



CNBC is the recognized world leader in business news, providing real-time financial market coverage and reporting on events that affect our global economy

Male: 48.0% Female: 52.0%  
Key Demos: 25-54 Income: \$50,000



CNN provides the perspective—the facts, the analysis, and the insight of what’s happening in the world, as the leader of news coverage.

Male: 52.0% Female: 48.0%  
Key Demos: 25-54 Income: \$50,000



Comcast SportsNet (or CSN) is a group of regional sports networks in the United States that is primarily owned by the Comcast cable television company.

Male: 72.0% Female: 28.0%  
Key Demos: 25-54 Income: \$58,000



Comedy Central is an American cable television and satellite television channel that carries predominantly comedy programming, both original and syndicated.

Male: 45.0% Female: 55.0%  
Key Demos: 18-34 Income: \$50,000-\$74,999



Court/Tru is an American cable television network owned by Time Warner through its subsidiary, Turner Broadcasting. The basis of the network’s programming has traditionally been live homicide trial coverage and other criminal justice programming; however, the network has branched out into more “caught on video” reality programs.

Male: 55.0% Female: 45.0%  
Key Demos: 16-30 Income: \$84,000



Discovery Channel is the world’s leading producer of non-fiction entertainment, innovative programs, approaches to history, exploration and an understanding of our planet.

Male: 67.0% Female: 33.0%  
Key Demos: 25-54 Income: \$50,000-\$99,999



Discovery Health Channel takes viewers inside the fascinating and informative world of cutting-edge health and medicine to experience firsthand, compelling, real life stories of medical breakthroughs and human triumphs.

Male: 65.0% Female: 35.0%  
Key Demos: 25-54 Income: \$75,000+



do it yourself projects

DIY Network is your television source for the best know-how and how-to when it comes to any type of do-it-yourself project.

Male: 53.1% Female: 46.9%  
Key Demos: 35-54 Income: \$25,000-\$49,999



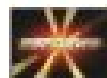
E! Entertainment is devoted to celebrities, entertainment and Hollywood, featuring from daily news to celebrity interviews and specials.

Male: 49.0% Female: 51.0%  
Key Demos: 18-49 Income: \$50,000-\$99,999



ESPN offers the widest and most diverse schedule of sports programming available.

Male: 69.0% Female: 31.0%  
Key Demos: 18-54 Income: \$50,000-\$149,999



ESPNEWS features continuous sports news, highlights, scores, analysis, live press conferences, statistics, and the first marriage between online (ESPN.com) and on-air.

Male: 70.0% Female: 30.0%  
Key Demos: 18-54 Income: \$50,000-\$99,999



ESPN2 is a differentiated 24-hour sports network that complements and extends the ESPN viewing experience.

Male: 76.0% Female: 24.0%  
Key Demos: 18-54 Income: \$50,000-\$99,999



ESPN HD is a sports channel 24 hours a day in high definition, is the first Latin American -speaking, Began April 28, 2008 (only Brazil ) and November 29, 2009, in the rest of South America.

Male: 80.0% Female: 20.0%  
Key Demos: 25-54 Income: \$50,000



ABC Family is an American cable television network currently owned by ABC Family Worldwide Inc., a division of The Walt Disney Company.

Male: 45.0% Female: 65.0%  
Key Demos: 18-34 Income: \$77,999



Fox Sports brings masses of impassioned fans the excitement of live, world-class sports events. Discovery Channel is the world's leading producer of non-fiction entertainment, innovative programs, approaches to history, exploration and an understanding of our planet.

Male: 73.0% Female: 27.0%  
Key Demos: 18-49 Income: \$50,000-\$99,999



Food Network is committed to exploring new, different, and interesting ways to approach food through culture, adventure, and travel.

Male: 41.0% Female: 59.0%  
Key Demos: 25-54 Income: \$50,000-\$99,999



FX is a leading provider of quality original series and movies, equipped with cable's highest rated original series.

Male: 60.0% Female: 40.0%  
Key Demos: 18-49 Income: \$50,000-\$99,999



Galavisión is a Spanish-language cable network that appeal to young Hispanics. Galavisión's line-up includes sports, music, variety, news, novelas, a live-action children's block and bicultural programming

Male: 23.1% Female: 66.9%  
Key Demos: 35-54 Income: \$25,000-\$49,999



Golf Channel provides golf news, views, interactive reviews and expert instruction, for the successful audience

Male: 71.0% Female: 29.0%  
Key Demos: 25-64 Income: \$50,000-\$149,999



Great American Country (or GAC), is a Nashville, Tennessee-based country music cable television network. GAC has been one of the fastest-growing cable networks for the past three years, and is currently available in more than 56,000,000 U.S.

Male: 59.0% Female: 41.0%  
Key Demos: 18-54 Income: \$59,000



GSN, the network for games, is the only interactive television network dedicated to games and competition that you can watch, play and win.

Male: 40.0% Female: 60.0%  
Key Demos: 25-54 Income: \$75,000



The National Geographic Channel brings adventure, exploration, culture and natural science to life through storytelling, imagery and eyewitness accounts.

Male: 57.6% Female: 42.4%  
Key Demos: 35+ Income: \$75,000+



NFL Network provides fans with a network to call their own. NFL Network gives fan unprecedented year-round access to all NFL events.

Male: 74.4% Female: 25.6%  
Key Demos: 35-54 Income: \$75,000



Nickelodeon puts kids first in everything with excellent programming, Nicktoons and live-action originals.

Male: 39.0% Female: 61.0%  
Key Demos: 2-49 Income: \$20,000-\$100,000



America's Leader in Outdoor TV - Watch the finest hunting, fishing, sport-shooting, off-road and adventure shows on your television

Male: 37.0% Female: 63.0%  
Key Demos: 18-60 Income: \$60,000-\$76,000



Oxygen Network puts a smart, fun, daring, and entertaining programming on romantic comedy, celebrity talk - from the mildly amusing to the downright hilarious.

Male: 32.0% Female: 68.0%  
Key Demos: 18-49 Income: \$50,000-\$74,999



RCN: is a Spanish-language cable network that appeal to Hispanics. RCN line-up includes sports, music, variety, news, novelas, a live-action and bicultural programming

Male: 80.0% Female: 20.0%  
Key Demos: 18-49 Income: \$50,000-\$99,999



Sci Fi fuels the imagination with original series and events, blockbuster movies and classic science fiction programming.

Male: 58.0% Female: 42.0%  
Key Demos: 18-54 Income: \$50,000-\$74,999



SOAP: is a channel that broadcasts current and past soap operas and primetime dramas, along with some original programming. The channel launched on January 20, 2000, and is owned by Disney-ABC Television Group, a subsidiary of The Walt Disney Company

Male: 43.6% Female: 57.40%  
Key Demos: 25-64 Income: \$50,000-\$149,999



Spike Network, the first network for men, is where all men find comedy, blockbuster movies, sports entertainment and innovative originals.

Male: 68.0% Female: 32.0%  
Key Demos: 18-49 Income: \$50,000-\$99,999



The Style Network is the destination for those who want to look, feel, and be their best. With dynamic original programming combining fashion, beauty, home, and entertainment, all the aspects of a positive lifestyle are within reach.

Male: 20.0% Female: 80.0%  
Key Demos: 18-34 Income: \$50,000+



SportsTime Ohio (STO) is a regional sports network in Cleveland and northern Ohio, launched in 2006. It was created to air Cleveland Indians games, and is owned by the family which owns the team.

Male: 87.6% Female: 12.4%  
Key Demos: 35+ Income:\$75,000+



SUN Sports is Florida's largest and leading regional network filled with a unique niche in sports programming with complete emphasis on local and regional teams/events.

Male: 86.0% Female: 14.0%  
Key Demos:18 -54 Income:\$50,000-\$149,999



TBS is a leading general entertainment and sports network, including top comedy programming, blockbuster theatrical movie premieres and hosted movie showcases.

Male: 54.0% Female: 46.0%  
Key Demos: 18-54 Income:\$50,000-\$99,999



America's Leader in Outdoor TV - Watch the finest hunting, fishing, sport-shooting, off-road and adventure shows on your television

Male: 37.0% Female: 63.0%  
Key Demos: 18-60 Income:\$60,000-\$76,000



TLC is your lifeline to programming that is fun, smart, informative and innovative, an entertaining link to real people and their experiences.

Male: 46.0% Female: 54.0%  
Key Demos: 25-54 Income:\$50,000-\$99,999



TNT, the #1 destination for Drama, delivers 100% dramatic entertainment with acclaimed original films, movies, sports, series and more.

Male: 53.0% Female: 47.0%  
Key Demos: 18-54 Income:\$50,000-\$99,999



Travel Channel redefines the concept of traveling, opens imaginations, touches emotions and changes lives.

Male: 53.0% Female: 47.0%  
Key Demos: 25-54 Income:\$50,000-\$149,999



Turner Sports is the division of Turner Broadcasting System owned by TimeWarner responsible for sports broadcasts on Turner channels including TBS, TNT, Tru TV and Peachtree TV, and for operating the interactive properties NASCAR.COM

Male: 83.6% Female: 17.40%  
Key Demos: 25-64 Income: \$50,000-\$149,999



TV Guide Channel is the premier entertainment network for viewers seeking the latest information on the best programs, hottest stars and latest trends.

Male: 43.0% Female: 57.0%  
Key Demos: 12-49 Income:\$50,000-\$99,999



TV Land is dedicated to presenting the best in entertainment on all platforms for Adults 25-54. Armed with a slate of original programming, acquired classic shows, hit movies and full-service website, TV Land PRIME is the channels programming destination dedicated to people in their 40's and 50's and the exclusive home to the premieres of the network's original programming.

Male: 20.0% Female: 80.0%  
Key Demos: 18-34 Income:\$50,000+

- 30 SECOND VIGNETTES
- COVERING ALL 52 STATES IN USA
- 24 HOURS A DAY
- COVERING ALL DEMOGRAPHICS WITH CABLE
- 80 PLUS NETWORKS
- AFFIDAVIT CERTIFICATIONS
- PRODUCTION INCLUDED
- BE ON THE AIR AS SOON AS IN 15 DAYS

*Lifestyle news*

*SAMPLE CERTIFICATION  
AND REPORT*

# *Lifestyle news*

NETWORK	12 AM TO 6 AM	6 AM TO NOON	NOON TO 6 PM	6 PM TO MIDNIGHT	TOTAL SPOTS
AEN	13	57	31	65	166
AMC	3	5	3	9	20
BET	12	26	15	13	66
BRAVO	4	6	2	12	24
CMD	2	31	1	32	66
CMT	14	5	12	5	36
CNB	20	4	4	37	65
CNN	21	55	99	170	345
DHLT	0	0	0	2	2
DSPA	0	0	1	1	2
DISC	21	55	99	170	345
ENT	12	7	12	7	38
ESPN2	33	38	46	77	194
ESPN	79	33	74	173	359
FOOD	20	19	19	16	74
FSE	0	0	2	2	4
GAC	0	2	1	3	6
GOLF	1	0	0	5	6
FSS	40	13	39	70	162
FSW	0	0	0	4	4
UNV	0	0	1	1	2
FOX	5	37	3	30	75
FXNC	15	112	4	172	303
GALA	0	7	3	10	20
HALL	4	0	1	1	6
HGTV	16	84	20	75	195
HIST	20	20	6	34	80
HLN	25	7	20	10	62
LIF	47	128	23	129	327
LMN	2	2	1	1	6
MNBC	8	11	2	1	22
MTV	8	2	37	40	87
MTV2	0	1	0	1	2

# *Lifestyle news*

NETWORK	12 AM TO 6 AM	6 AM TO NOON	NOON TO 6 PM	6 PM TO MIDNIGHT	
MVN2	0	1	0	1	2
NGC	0	0	1	1	2
OUTD	1	9	1	11	22
OXYGEN	1	1	0	2	4
SPX	57	10	16	48	131
SPD	1	8	1	6	16
SYFY	7	5	5	12	29
TBSC	128	58	48	112	346
TLC	76	5	20	45	146
TNT	160	28	44	96	328
TRU	1	5	1	5	12
TWC	22	33	30	36	121
TVL	6	3	9	8	26
TRAV	6	14	1	11	32
USA	90	80	64	116	350
VS	2	2	10	11	25

TOTAL COUNT	1003	1029	832	1899	4763
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21%

22%

17%

40%

Log Times Report

Run Date: 04/19/10 11:50:12

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Date: 04/12/10 - 04/18/10  
Level Of Detail: Detailed  
Retail/Region: ALL

First Sort: By Spot ID  
Second Sort: By Network  
Show Rates: No

Network/Group: ALL

Log Type: Verified

Spot ID(s): 54866015

Verified Logs

Customer	Order	Line	Invoice	Retail	Network	Spot ID	Spot Title	Date	AiredTime
<b>SpotID: 54866015</b>									
<b>Network: AEN</b>									
11068999	1	INV-178461	ARJN	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 00:21:43	
11068999	1	INV-178461	ARMH	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 00:41:48	
11068999	1	INV-178461	TXFL	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 02:42:00	
11068999	1	INV-178461	LALC	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 02:42:04	
11068999	1	INV-178461	TXCK	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 03:59:58	
11068999	1	INV-178461	TXSP	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 04:00:01	
11068999	1	INV-178461	TXLO	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 04:29:28	
11068999	1	INV-178461	TXMI	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 04:29:31	
11068999	1	INV-178461	LAJN	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 05:28:58	
11068999	1	INV-178461	TXMO	AEN	54866015	MIA-CleavaBra-CLEA0333 88869235328		04/15/10 05:29:00	