



ADVERTISING OPPORTUNITIES

PET BIRD ENTERTAINMENT, LLC., IN CONJUNCTION WITH THE NEW ORLEANS CONVENTION & VISITORS BUREAU, WOULD LIKE TO ANNOUNCE THE PLACEMENT OF THE TELEVISION SERIES, *FOREVER NEW ORLEANS TV*, ON THE TRAVEL CHANNEL PAID PROGRAMMING BLOCK BEGINNING IN SPRING 2008.

NOW IS THE TIME TO HELP NEW ORLEANS RECOVER, ONE VIEWER AT A TIME!






ABSTRACT: TRAVEL CHANNEL IS ON TIER ONE OF CABLE NETWORKS, WITH A SUBSCRIBER BASE OF 89,000,000 HOUSEHOLDS, WITH AN ESTIMATED 92,133,000 SUBSCRIBERS EXPECTED IN 1Q'08.

WE HAVE SECURED TIME ON TRAVEL CHANNEL ON SUNDAY MORNINGS AT 830 (7:30A CDT), SCHEDULED FOR AIR BEGINNING SPRING 2008. THE LEAD-OUT FOR THAT SLOT (WHICH IS THE SHOW IMMEDIATELY FOLLOWING THE PAID TIME BLOCK) WILL HAVE AN ESTIMATED 151,000 VIEWERS.

TRAVEL CHANNEL DEMOGRAPHICS SHOW A HIGHER MEDIAN INCOME THAN THE GENERAL POPULATION, AND ALSO A HIGHER MEDIAN INCOME FOR THOSE WHO WATCH CABLE. AND OF COURSE, THOSE WHO WATCH THE STATION ARE NATURALLY SKEWED TOWARD THOSE INTERESTED IN TRAVEL.

PAYMENT IS REQUIRED 20 DAYS IN ADVANCE.

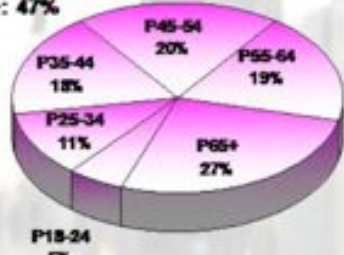


4Q07 At-A-Glance

General Facts

Primetime Audience Composition
Base: A18+


Male 18+: 53%
Female 18+: 47%



Launch Date: November 1997**

Subscriber Count (July'07): 89.7 million

Primetime Geographic Distribution



Viewer Profile

A18+ Median Age*: Travel 48.1

A25-54 Median HH Income*: Cable Avg \$69,120 Travel \$72,628

Primetime Audience Distribution

<u>M-Su 8-11P</u> <u>Base: A18+</u>	Cable Avg	TRAV	Index
HHI \$100K+	18%	20%	111
HHI \$75K+	30%	35%	117
HHI \$50K+	48%	57%	119
HHI \$100K+/POM	7%	9%	129
HHI \$100K+/COLL	14%	17%	121
HHI \$75K+/POM	11%	13%	118
HHI \$75K+/COLL	22%	26%	118
Own Home	75%	83%	111
New Car Prospect	14%	16%	114
PC Owner w/ Internet	67%	76%	113
DBS Owner	29%	30%	103

Source: Nielsen Media Research, 2007 (03/26/07-06/24/07) Live+7. Prime - M-Su 8-11P.
Cable average includes all ad-supported cable networks.
**MS 2007 Doublecheck: Study based on viewing post 7 days. **DCI Takeover



TOTAL EXPECTED VIEWERSHIP FOR LEAD-IN/OUT (WHEN AVAILABLE)

PER THE NUMBERS GIVEN BY THE TRAVEL CHANNEL, HERE ARE THE EXPECTED HOUSEHOLDS FOR THE LEAD-OUT FOR THE TIME SLOTS WE ARE LOOKING AT.

OVERALL, TRAVEL CHANNEL HAS A CURRENT SUBSCRIBER BASE OF 89,700,000, WITH AN ESTIMATED 92,133,000 HOUSEHOLDS ANTICIPATED IN THE FIRST QUARTER OF 2008.

IMPORTANT NOTE TRAVEL CHANNEL'S PAID PROGRAMMING BLOCK IS PRE-EMPTED AT THE LOCAL LEVEL IN AS MANY AS 12-MILLION HOMES. I'VE BEEN ASSURED BY TRAVEL THAT NEW ORLEANS IS *NOT* ONE OF THOSE MARKETS.

THE FOLLOWING ARE THE ESTIMATED NUMBERS OF THE LEAD-IN (THE SHOW IMMEDIATELY PRECEDING THE PAID PROGRAMMING TIME WE ARE LOOKING AT) FOR TRAVEL CHANNEL.

<u>TRAVEL</u>	<u>ESTIMATED 1Q'08 HHLDS</u>	(2Q NOT YET AVAILABLE)
SAT	9AM-9:30AM	117,000
SUN	9AM-9:30AM	151,000

***TIMES ARE EASTERN/PACIFIC. NOTE CENTRAL TIME AIRS ONE HOUR EARLIER.**



AD RATES FOR 2Q'08
EFFECTIVE APRIL 2008

THE FOLLOWING RATES ARE FOR A ONE-TIME AIRING DURING THE FIRST DOMESTIC RUN OF FOREVER NEW ORLEANS TV DURING THE TRAVEL CHANNEL'S PAID PROGRAMMING BLOCK IN SPRING OF 2008.

	30s	60s	90s
PER SPOT	\$2200	\$4400	\$6600
3 OR MORE SPOTS	\$2000 EACH	\$4000 EACH	\$6000 EACH

PRODUCT PLACEMENT

THERE ARE A LIMITED AMOUNT OF WINE AND/OR LIQUOR PLACEMENTS PER SHOW DURING THE DINNER SEGMENT. EACH PLACEMENT IS INTEGRATED INTO THE SHOW SEAMLESSLY AS A WINE PAIRING WITH THE DISHES. ONE WHITE AND ONE RED PER DINNER SEGMENT (THOUGH A LIQUOR DRINK MAY BE SUBSTITUTED).

THIS PLACEMENT IS NOT A ONE-TIME EVENT. INSTEAD, IT WILL BE USED THROUGHOUT THE AIRING OF SEASON ONE.

IN ADDITION TO THE COSTS BELOW, ONE CASE OF EACH WINE MUST BE SHIPPED AT WINERY/DISTRIBUTORS COST.

ONE WHITE/RED OR LIQUOR	\$2000
BOTH WHITE & RED	\$3500



BILLBOARD SPONSOR

A BILLBOARD SPONSOR IS GIVEN SPECIAL RECOGNITION IN ADDITION TO A 30-SECOND ADVERTISEMENT SPOT WITHIN THE PROGRAM.

THE SPONSORSHIP WILL INCLUDE A 5-SECOND BILLBOARD THAT STATES: “FOREVER NEW ORLEANS TV IS SPONSORED IN PART BY _____.” AND WILL INCLUDE EITHER SCRIPTED TEXT OF YOUR COMPANY NAME, OR, IF PROVIDED BY YOUR COMPANY, A LOGO OF YOUR COMPANY ON A FULL SCREEN GRAPHIC BACKGROUND IN THE *FOREVER NEW ORLEANS TV* STYLE.

THE PRICE FOR BILLBOARD SPONSORSHIP IS AS FOLLOWS:

PER SHOW	\$3800
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CLOSED CAPTIONING

CLOSED CAPTIONING IS A BROADCASTING REQUIREMENT FROM THE FCC AND CAN BE PURCHASED WITHOUT A READY-TO-GO COMMERCIAL. PET BIRD ENTERTAINMENT, LLC, WILL GIVE A “BILLBOARD” GRAPHIC BUMPER INTO THE FOURTH SEGMENT, ANNOUNCING THE CLOSED CAPTIONING SPONSOR. IN ADDITION, THE INFORMATION WILL BE INCLUDED IN THE CLOSING CREDITS.

THIS IS NOT A ONE-TIME EVENT. THE CLOSED CAPTIONING SPONSOR WILL BE NAMED AS SUCH THROUGHOUT SEASON ONE.

THERE IS ONLY ONE CLOSED-CAPTIONING SPONSOR PER SHOW.

PER SHOW	\$2000
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COMPLETE SHOW BUYOUT

IN ADDITION TO THE OPPORTUNITIES ALREADY MENTIONED, THERE ARE ALSO TITLE SPONSORSHIPS AVAILABLE FOR PURCHASE. THIS WOULD GIVE YOUR COMPANY ALL 16-ADVERTISEMENTS IN THE SHOW, IN ADDITION TO BEING NAMED IN THE BEGINNING OF THE SHOW'S AIRING. THINK "PLANET EARTH IS SPONSORED BY BANK OF AMERICA."

THIS GIVES A CERTAIN CACHE' THAT IS NOT GIVEN A REGULAR ADVERTISEMENT, AS IT GIVES THE APPEARANCE THE SHOW WAS BROUGHT TO THE AIRWAVES BY A PARTICULAR COMPANY.

THIS IS A PRIVILEGE THAT IS LIMITED AND IMPACTFUL.

COMPLETE TITLE SPONSORSHIP AND ALL 16 COMMERCIALS IN ONE SHOW	\$71,000
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