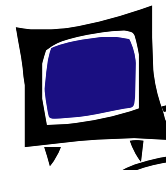




Tower Media
Tuned-in to Results!

The logo features a stylized television set icon to the left of the company name. A black line starts from the bottom of the TV icon, loops around the text, and ends in a tail.

Why Tower Media?



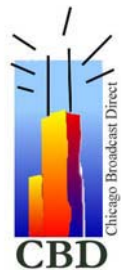
Tower Media

233 N. Michigan, Suite 2350
Chicago, Illinois 60601
312.856.9200

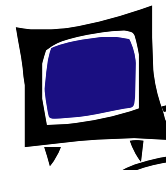
Tower Media is a full service Direct Response (DR) media agency specializing in advertising campaigns that improve our clients' ROI.

We hold every dollar accountable to its performance by using a calculated rate of return integrated into the objectives of each campaign. Building from a foundation of measurable results, our expert media strategists target the best combination of television, internet, print, radio, and outdoor mediums to continually drive revenue.

Our industry affiliations include:



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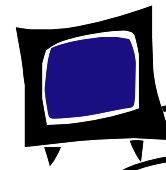
Phil Rozansky, President

Phil founded Tower Media in 1991 to put his pioneering media strategies to work. Since then, he has successfully used direct response advertising to directly drive revenue and profits for a wide range of customers. From selling more than \$100 million in long form media for Super-Station WGN to helping Feed the Children grow from a non-profit with humble beginnings to an \$800 million charity, Phil's entrepreneurial spirit infuses campaigns with longevity and growth.

As a respected member of the Direct Response community, Phil diligently participates in professional organizations to better the industry as a whole. In addition to co-founding Chicago Broadcast Direct, he is a member of the Chicago Association of Direct Marketing, the Direct Marketing Association, and the Direct Response Marketing Alliance. Phil utilizes his passion and experience in DR to assist others by guest speaking on topics such as "Branding with DR" and "Direct Response in a Multi-Media Environment."

With a background rooted in business, Phil has worked in many facets of multi-media advertising. Since starting Tower Media, he effectively helped Video Professor, a computer software-training program, generate sales to over 3 million people. He also holds a Masters Degree from the Kellogg Graduate School of Management.

How we work



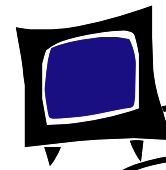
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We maximize DR Services... Tower Media has more than 15 years of market experience with measurable metrics to provide innovative campaigns that work in all mediums, including:

- **Long Form DRTV** (30- & 60- minute infomercials)
- **Short Form DRTV** (60- & 120- second spots)
- **Internet/Multi-media Campaigns** (SEO, social networking, keyword purchasing, etc.)
- **Radio Ads** (short form :60s & :120s or long form 30 minute programming)
- **Print Ads** (local and national newspapers, magazines, direct marketing)
- **Outdoor Ads** (billboards, vehicle signage, bus stops, etc.)

We make DR Easy



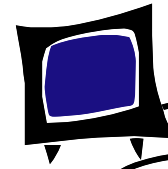
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We Make DR Easy and Accessible... Our proven path to success

1. **Free Product Analysis.** We perform a thorough evaluation of your marketing potential to determine whether your product can benefit from DR. The free analysis includes feedback on best selling options and multi-media campaigns for your product.
2. **Business Planning and Consultation.** Our media execs establish accomplishable campaign objectives, financial analysis, and cost/revenue projections.
3. **Competitive Research.** We thoroughly examine industry and demographic trends in conjunction with campaign ideas to monitor the competitive landscape.
4. **Media Buying.** We make targeted purchases from multi-media outlets that best support your campaign.
5. **Tracking and Reporting.** We continually monitor campaign results and adjust all ads that do not meet the projected ROI. Testing never stops.

Direct Response Advertising



Tower Media

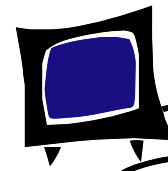
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Direct Response (DR) delivers measurable results that maximize profitability.

DR drives advertising dollars to their highest potential through detailed tracking that reports productivity.

Results are not lumped into impressions or loose recognition, but precisely measured through our proven network of telemarketers, call centers, fulfillment houses and other media vendors.

Is DR right for you?



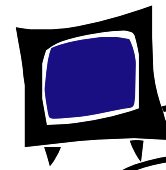
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Yes, if you're looking to...

- Make every advertising dollar count
- Effectively measure consumer response
- Build your brand name
- Cost efficiently advertise to the largest possible audience
- Motivate consumers to take action

Yes, If you are
interested in...



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Vast Reaching Television Ads - Whether you want to quickly communicate an idea or explain a product in detail through an infomercial, Long Form and Short Form DR ads cast a wide net on cable and broadcast television.

Limitless Options of the Internet - From SEO and keyword targeting to paid searches and social networking, the dynamic medium cost effectively reaches your audience, reinforces your brand, and provides traceable response to ads.

Effective Use of Radio Ads - Affordable local and national radio pinpoints your target with a surprising degree of accuracy. From talk shows to music stations, DR advertising gets your message heard by the right audience.

Steeply Discounted Print Ads - Print media has the distinct advantages of a long shelf life, high tracking capacity, and the ability to target both widespread and tightly knit demographics. We often secure discounts of up to 80% off the rate card through our longstanding relationships.

Strategically Placed Outdoor Ads - Outdoor advertising is geographically targeted to effectively reach your audience. A well-executed DR outdoor campaign impresses viewers and inspires action.