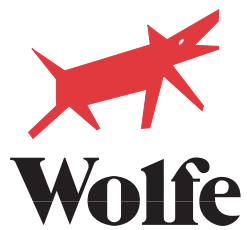


GATEWAY





WOLFE'S PRESENCE IN THE LESBIAN AND GAY MARKET



Wolfe Video is the leading distributor of gay and lesbian feature films in the United States. Over its twenty-two year history, the

company has established and maintained a formidable reputation for its catalog of high quality, award-winning gay and lesbian feature films and for the strength of its relationship to its customer base. Wolfe is a known and trusted community resource and is able to influence the purchasing decisions of its customers. Lesbian and gay consumers rely on Wolfe's recommendations to identify popular trends in products and services.

Wolfe is recognized worldwide as the leader in lesbian and gay

entertainment. With hundreds of titles on the Wolfe label and the largest number of titles representing gay and lesbian content of any studio, we fully own this marketplace. Our well-established reputation enables us to work with the largest entertainment companies in the world. Studios releasing lesbian and gay movies, either theatrically or on DVD, rely on Wolfe's outreach to maximize their coverage. We promote broadcast opportunities and sell international rights. Wolfe's leadership is strong. Our Executives have been recognized by numerous organizations as among the most influential businesswomen in the entertainment industry.






Advertisers often question the need for advertising specifically with Lesbian and Gay media outlets, when they appear to reach all consumers through mainstream publications. In fact, Lesbian and Gay consumers are far more likely to respond favorably to ads placed through trusted sources in the LGBT media, particularly when imagery is specifically targeted to men or women. — CMI, 2007



OUR COMMUNITY

Lesbian and gay consumers constitute an attractive, highly responsive market for advertisers. These households are the primary supporters of burgeoning entertainment, travel and other industries—all of which have recognized the purchasing power of these communities in the marketplace. With our solid record of successful outreach to lesbian and gay consumers and the experience of twenty-two years, **Wolfe is positioned to broaden the reach of your message** and to maximize the potential return on your advertising investment.

WOLFE'S DATABASE IS THE LARGEST COMPOSITE OF LESBIAN AND GAY CONSUMERS AVAILABLE.

-  RESPONSIVE AND BRAND LOYAL
-  EARLY ADOPTERS, TASTE MAKERS, AND TRENDSETTERS
-  SOCIALLY RESPONSIBLE AND FAMILY ORIENTED
-  HIGHLY EDUCATED AND FINANCIALLY SECURE
-  SOCIAL SPENDERS

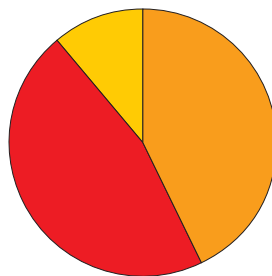
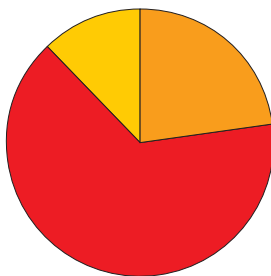





WOLFE'S AUDIENCE

RELATIONSHIPS

WOMEN

MEN

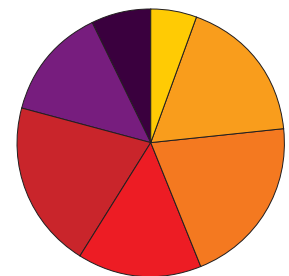
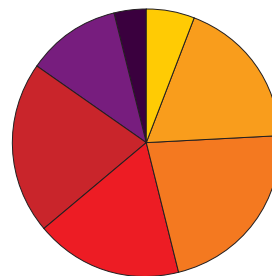




-  In Relationship, Living separately
-  Single
-  Partnered & living together

INCOME

WOMEN

MEN



-  Less than \$25,000
-  \$25,000-\$49,999
-  \$50,000-\$74,999
-  \$75,000-\$99,999
-  \$100,000-\$149,000
-  \$150,000-\$249,999
-  \$250,000 or more

SOURCE: COMMUNITY MARKETING, INC.



TWO MARKETS IN ONE



Wolfe's strength is its capacity to deliver both gay AND lesbian buyers. While there is a growing awareness among advertisers of the value of gay and lesbian consumers as targets for their advertising, the gay and lesbian community is not monolithic. Lacking a full understanding of this market, most companies employ advertising models based upon the assumption that outreach targeting male consumers will be similarly attractive to females. This failure to differentiate between the gay and lesbian populations results in the inability of the advertising message to reach half of its intended target market.

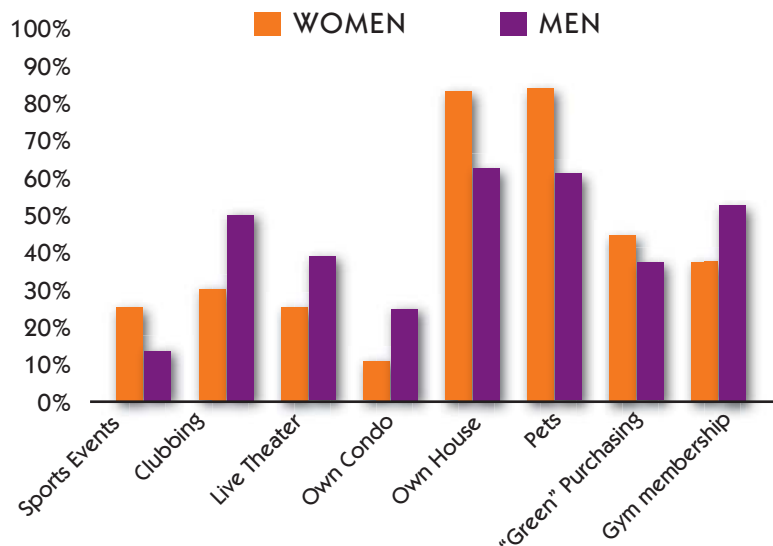
There is a pervasive, yet incorrect, belief that the demographics of lesbian and gay consumers and households are similar—if not identical—to one another.

In fact, while there is some similarity among characteristics such as discretionary income, **extraordinary cultural differences exist** between these two groups. The basic tenets of advertising, which clearly differentiate between marketing styles targeting men and women in the mainstream, are nearly wholly ignored when reaching out to gays and lesbians. As with the recognized differences between straight men and women, lesbians and gay men demonstrate similar differences with regard to entertainment choices, social and political issues, leisure activities, product preferences and purchasing decisions.

Wolfe's expertise in specialty marketing within this unique niche equips us to reach these diverse segments of the target audience with messages that are on point and resonant with both gay and lesbian consumers.

Lesbian-specific ads are not as common as images of gay men, and therefore they are even more likely to be noticed by this demographic.

— CMI, 2007





WHY WOLFE? OUR CUSTOMERS ARE DIVERSE, DYNAMIC AND DESIRABLE

Recently, companies have recognized the strength of the gay and lesbian markets and have increased their advertising commitments to target these consumers. In fact, since 2005, advertising spending focused on the lesbian and gay communities has **increased at the rate of three times that of traditional media**. Wolfe's customers are diverse, highly educated and have money to spend.






“Wolfe has been invaluable to our advertising and sales efforts in this niche market.”

— Kirkland Tibbles, CEO, Funnyboy Films





THE WOLFE CONSUMER: **FAMILY ORIENTED**

The gay/lesbian family is actually two individual groups, each with its own cultural identity, interests, preferences and values. Wolfe's strength is in its ability to reach both gay men and lesbians in a manner that is both effective and efficient.

-  65% of lesbians and 46% of gay men are partnered and living with their significant other.
-  20% of lesbians and 5% of gay men have children under eighteen living at home.
-  Annually, gay and lesbian Americans spend an average of **\$22 billion** on their children.
-  83% of lesbians and 63% of gay men have pets and spend billions of dollars each year on their care.
-  Fortune 500 companies are realizing the financial upside of offering domestic partnership benefits to same sex couples, resulting in increased loyalty and business from the gay and lesbian community.






THE WOLFE CONSUMER: **SOCIALLY RESPONSIBLE**


-  91% of lesbians and 88% of gay men reported that their purchasing decisions are influenced positively by corporate involvement in their community.
-  The political nature of these demographics make them particularly sensitive and active in areas such as civil rights and the environment.



THE WOLFE CONSUMER: **FISCALLY FIT & HIGHLY EDUCATED**

-  The spending power of lesbians and gay men is expected to reach \$608 billion in 2007.
-  The median household income for gay men is \$83,000 and \$80,000 for lesbian households—compared to the U.S. household median income of \$46,242. Additionally, 40% of gay men and 36% of lesbians reported **household incomes in excess of \$100,000.**
-  A large proportion of lesbian and gay consumers are professionals working in a variety of career fields. Survey data reveal that, among lesbian professionals, most are employed in the fields of medicine, education, law and management; gay male professionals are employed most frequently in the fields of medicine, education, accounting and law.

THE WOLFE CONSUMER: **RESPONSIVE & LOYAL**


-  78% of lesbians and gays prefer to buy brands that market directly to them.
-  85% of lesbians and gays identify advertising in LGBT media is a positive influence upon their decisions to purchase products or do business with a company.
-  92% of lesbians and 89% of gay men report that the way a company treats its gay and lesbian employees directly impacts their decision to do business with that company. In response, many Fortune 500 companies are now offering services such as domestic partnership benefits to lesbians and gay couples. In taking these actions, the corporate sector recognizes that, by aligning themselves with positive images of lesbians and gays, companies can increase their bottom line profits.








THE WOLFE CONSUMER: **SOCIAL SPENDERS**


Wolfe’s lesbian and gay consumers are vibrant, social, loyal and possess a higher percentage of discretionary income—a winning combination of attributes for the travel and entertainment marketer!

 97% of lesbians and gays dine out at least once per week; 59% of gay men dine out at least four times per week; and 65% of lesbians dine out at least three times per week.

 Gay men spend an average of \$5,000 annually on dining out, while lesbians reported spending an average of \$3,640. By comparison, in 2004, the average American spent \$2,434 dining out.

 Lesbian and gay individuals spend \$2,000 annually on travel; while the entire niche market spends in excess of \$40 billion annually.

 56% of lesbians and 62% of gay men have purchased movies or DVDs online within the past 12 months.

 Lesbians and gay men have proven themselves to be some of the earliest adopters of new technologies. Wolfe members were among the first users of the Internet, broadband, DVD, cell phones, Wi-Fi and now BluRay and HD.

SOURCE: COMMUNITY MARKING INC.

Wolfe has developed strong relationships with the numerous entertainment and media firms that have recognized the value of the gay and lesbian community. These include:








REACH OPPORTUNITIES



“Wolfe has been a great advertising and sales outlet for our films for many years.”

— Mark Halford, VP, Fox Home Entertainment

WOLFE VIDEO DIRECT

-  164,000 + Direct mail customers and prospects in the Wolfe database
-  200,000 + Direct mailers and catalogs per quarter
-  2,000 + Direct mail orders per month

DIRECT MAILING LIST RENTAL

Direct Mail List Rental is the most comprehensive way to market your products to the Wolfe direct mail customer base and prospects. This is a stand-alone mailing of your ad to our list! Wolfe can target Direct Mailings by location and gender. You provide necessary creative and/or printed materials.

OPPORTUNITY: A dedicated mailing (postcard or flyer) to the Wolfe direct mail base

REACH: up to 164,000 Direct mail customers in the Wolfe database

CATALOG ADVERTISING

Catalog Ads are an easy and cost effective way to market your products to the Wolfe direct mail customer base. Your ad will be included in regularly scheduled Wolfe mailings (Wolfe Tracks new release direct mailer or Wolfe Catalog).

OPPORTUNITY: Advertisement in a Wolfe Tracks mailer or Wolfe catalog.

REACH: 164,000 + Direct mailers and catalogs per quarter



PACKAGE INSERTS

Package Inserts are a highly effective way to market products to the best customers in Wolfe's direct mail base. Your ad will be targeted to customers making purchases and inserted into every Wolfe direct mail order. Ads may be co-branded.

OPPORTUNITY: One (1) 3" x 5" glossy postcard insert in every direct mail order shipment

REACH: up to 2,000 + Direct mail orders per month

GAY EVENTS SPONSORSHIP

Wolfe's Gay Gateway offers a unique opportunity to reach Gay consumers and organizations through key Gay Events. This vehicle leverages the fact that Gay and Lesbian consumers purchase from companies/brands that support Gay and Lesbian community causes.

OPPORTUNITIES: Party sponsorships
Street Team marketing
Event catalog advertisements
Contests and Giveaways

SAMPLE TARGETS: Women's Events (Final 4 Annual Wolfe Party)

REACH: varies by event








“Wolfe is a long-recognized and essential resource for companies reaching out to LGBT consumers.”

— Christian Anthony, CEO, Special Ops



WOLFEVIDEO.COM

-  1,000,000 + monthly impressions for Premium banner ads
-  100,000 + monthly impressions for Standard Target banner ads
-  1,000,000 + monthly impressions for contest/sweepstakes offers
-  493,000 + unique visitors per month on WolfeVideo.com
-  32,000 + double opt-in e-newsletter subscribers (15% click-through rate)
Unlimited Potential for movie trailer links

DEDICATED EMAIL BLAST

A Dedicated Email Blast is a comprehensive and cost-effective way to market your products to WolfeVideo.com online newsletter customers. Your HTML offer is sent directly to Wolfe online newsletter customers. Wolfe will work with you to develop necessary creative.



- OPPORTUNITY:** A dedicated HTML emails sent directly to the entire Wolfe On-line newsletter database.
- REACH:** 32,000 + double opt-in e-newsletter subscribers (60% women/40% men). 15%+ click-through rate.

BANNER ADS

Banners Ads are a cost-effective way to market your products to WolfeVideo.com customers. This is a banner ad displayed on WolfeVideo.com.

HOT BOX (All Audience offering)

- OPPORTUNITY:** One (1) 180 x 180 Hot Box banner ad on the largest Left side most prominent click through exposure level, of WolfeVideo.com Home Page
- REACH:** 1,000,000 + impressions for Premium ROS placement

* Click through is to a dedicated page on consumers site, to a dedicated, track enabled, URL location.

SKY SCRAPER (All Audience offering)

- OPPORTUNITY** One (1) 160x 600 banner ad on the Left side. ROS of WolfeVideo.com Home Page
- REACH** 1,000,000 + impressions for Premium ROS placement

*The Skyscraper ad, with its narrow targeting and large size, places the customer right along side their Wolfe Video Visitors at the decision time of entertainment choices. Click through is to Merchant's URL location.



“Wolfe has been a vital marketing and sales partner to Showtime.”

— David Bowers, VP Marketing Program Entertainment Dist, Showtime Networks Inc

LOWER LEADER BOARD (All Audience offering)

OPPORTUNITY One (1) 728 x 90 banner ad on the Bottom page.
ROS WolfeVideo.com Home Page

REACH 1,000,000 + impressions for Non-Premium ROS placement

***The Lower Leaderboard is an extremely large ad unit and reaches almost every 'browser' with its unexpected placement. A unique opportunity to double up on added placement * call for details.**

TOP 4 PICK (*Reserved for Film Studios)

OPPORTUNITY One (1) 180 x 90 Top 4 pick banner ad on Right center page of WolfeVideo.com

REACH 34, 000 + impressions per day, per box / up to 1 million impressions per month for each spot), 400,000 approx impressions directly to order page for featured film

***Click through is to a dedicated page (pre release order option) & info/order view on Wolfevideo.com. One of the 'Top Picks' spots located on the right side of the front page.**



Specs on image are a click through to the order page
Order page includes up to 1000 characters description on film
Box shot
Pre order option
Wish list hot button
Order now option



CONTEST/SWEEPSTAKES OFFER OR TRAILER LINK

Contest / Sweepstakes Offers and Trailer Links are cost-effective ways to market your products to WolfeVideo.com customers. This is a banner ad displayed on all pages of WolfeVideo.com which also includes custom sweepstakes page with viral Tell-A-Friend functionality.

OPPORTUNITY: One (1) 180 x 90 Contest Offer
OR one (1) Trailer Link

REACH: 1,000,000 impressions for contest/sweepstakes offers or movie trailer link
Client provides necessary creative.

THE QMOVIEBLOG NEWSLETTER SPONSORSHIP

OPPORTUNITY: Sole sponsor of our popular entertainment newsletter sent directly to entire online weekly opt-in newsletter database.

REACH: 32,000 subscribers (60% women/40% men). 15%+ click-through rate.

