itandi Group, Ltd.

A place-based digital media opportunity reaching consumers in New York Metro area hair and nail salons

Salon Clients Watch itandi

Salon place-based original digital programming targeted to a captive consumer audience spending 30-60 minutes receiving salon services

- **Content Can Be Changed In Near Real Time**
- **Existing Media Can Be Repurposed**
- **30 Minute Program Loop, News & Entertainment Programming**
- **Ad Units: Video, Flash, Banners, Crawls, Static Messages**
- **Monthly ROS Placements Or Multi-Month Sponsorships**
- **On-Premise Product Sampling Program**
- **Sworn Affidavit Post Buy Reports**

Programming and ads run without audio.

Salons want itandi programming for their clients

- Salons pay itandi for equipment and installation
- Salons run their own ads to up-sell salon products/services

Salon investment and opportunity to generate incremental revenue ensure that itandi screens are turned on throughout the day!

Frequency

- All spots repeat every 30 minutes all day every day in each salon
- The average salon is open 7 days for 10 hrs
- Each spot will air an average of **140x per week in each salon**

Custom Research Provides Insights On Program Content With Strongest Appeal

- Strongest Female Content Preferences
  - celebrity/entertainment
  - fashion
- Strongest Male Content Preferences
  - news
  - sports updates
- Dual Interest
  - News, weather, horoscopes, sports, travel, trivia, nightlife, dining

Source: itandi On-Premise Exit Survey

Custom Research Validates Effectiveness

- 94% noticed the itandi flat screen panels
- 49% watched itandi programming exclusively
  - versus 30% reading, 29% chatting, 8% cell phone/PDA
- 23-48% recall for featured advertisers

And 25% of respondents said they were "likely" or "more than likely" to use advertised products/services

Source: itandi Exit Interview

On-premise salon advertising provides opportunity to build reach with frequency

HAIR SALON VISITATION

50% go to a hair salon every 6-8 weeks

Source: Salon Industry Association

NAIL SALON VISITATION

72.5% every 2 weeks

16.5% every week

Source: Bobbit Business Media

itandi custom exit interview research confirms these industry rates

Salon Customer Profile of New York Adults Who Spend $150+ Every Six Months In A Salon

49% Workout At A Health Club
30% Workout At Home 2+ Times/Wk
21% Do Aerobics

28% Have Bachelor's Degree
27% Have A Post Graduate Degree
52% Work Full Time
48% Professional/Managerial
41% HHI $100K+
18% Have Financial Investments

43% Have Vacationed Abroad
23% Booked With An Agent
16% Booked Trip On The Web
12% Vacationed On A Cruise Ship

49% Vacationed In US
6% Booked With An Agent
18% Booked Trip On The Web

25% 18-34, 45% 35-54
90% Female
73% Caucasian, 17% African American

37% Go To Bars and Nightclubs
41% Dine Out 1+ Times/Wk
35% Go To Live Theater
73% Go To The Movies

75% Buy Based On Quality/Not Price
44% Say They Are Spenders/Not Savers
53% Consider Themselves Purchase Influencers
33% Influenced By What Is New And Trendy

Source: MRI 2006 Doublebase/ New York

ROS Programming Wheel

STANDARD FEATURES	UPDATED	DURATION/30 mins
Horoscopes	weekly	three :30 spots
Sports Scores	daily	:30
Headline News RSS	15 mintues	:30
Business News RSS	15 mintues	:30
Entertainment News RSS	15 mintues	:30
Weather RSS	15 mintues	:15
Jumblers	random	two :30 spots
Gameface	random	two :30 spots
Entertainment Trivia	random	:15
General Trivia	random	:15
Quotables	random	:15
Today's Famous Birthday	daily	:15
Photo of the Week	weekly	:15
This Day in History	daily	:20
Reel Critic	bi-weekly	:60
SplashNews	weekly	:180

SPECIAL FEATURES	UPDATED	DURATION/30 mins
News You Can Use	random	varies
Beauty Minute	random	varies
Fashion Focus	random	varies
Consumer News	random	varies
Local News	random	varies
Travel Diary	random	varies
Good Eats	random	varies
Nightlife	random	varies
Science Report	random	varies
Health Beat	random	varies
Say That Again!	random	varies
ShowBuzz	random	varies
Around Town	random	varies
Money Talks	random	varies

Most features can accommodate surround, banner, text crawl or bug sponsorship.

JUMBLERS or GAMEFACE Program Segments Surround Screen or Banner Unit

- **Segment Airs 2X Every 30 Minutes**
- **Each Ad Runs For :30/:60 Total Ad Viewing**
- **Ads Remain On Screen Throughout Each Segment**
- **Ad Content Can Be Changed 2X/Month**

Horoscope Sponsorship

itandi's Most Popular Viewing Segment

Three :30 Segments

- **Features Four Astrological Signs Per :30 Segment**
- **Ad Remains On Screen Throughout Each :30 Segment**
- **Ad Appears Total Of :90 Every 30 Minutes**

Ad Content Can Be Changed Up To 4X/Month

Advertainment

itandi has time reserved for compelling content such as travelogues, fashion updates/trends, and informational clips.

Advertainment both entertains and informs our audience, while subtly promoting the sponsor of this content.

These opportunities are available individually and/or in conjunction with advertiser spots.

Build Stronger Brand Connections

- Distribution Method
  - Controlled behind the reception counter
  - One piece per patron at checkout
  - On-screen prompt in digital ad
- Verification
  - Set-up and weekly check-ins by itandi

Interact with itandi's audience

Use mobile marketing to connect with our captive audience with special offers, contests, voting, promotions and additional information.

There are virtually unlimited ways to connect a mobile campaign to your on-screen ad at minimal cost. Some ideas:

- Restaurants/Bars can offer a mobile coupon
  - Free appetizer with every two entrées
  - Buy one cocktail get another free
- Cosmetic Companies can maximize sampling
  - Onsite: Distribute samples to highly *qualified* and *interested* consumers
  - By mail: Build your database by offering purchase specials or mailed samples
- Real Estate can generate serious leads
  - Showcase properties and invite consumers to text for additional information
  - Change properties weekly or more frequently
- Entertainment venues can offer invitations to shows and special events
  - Discount ticket coupons
  - Sneak previews

Contact us for ideas on interacting with our audience.

Contact Information

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