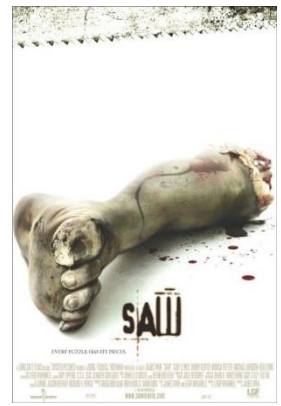




# LIONSGATE

## SAW 10<sup>th</sup> ANNIVERSARY RED CROSS E-BAY AUCTION RADIO PROMOTION SUMMARY

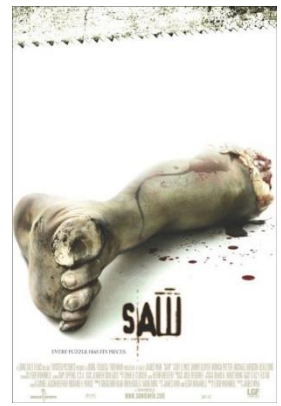


Station	Promotion
<p><b>Baltimore</b> <b>WERQ-FM 92.3</b> Urban Contemporary</p> <p>Robert Cardoni 410-907-0322 rcardoni@radio-one.com 1705 Whitehead Rd Baltimore, MD 21207</p> <p><b>Radio One</b></p> <p><b>Station Value: \$750.00</b> <b>Mindshare Value: \$940.52</b> <b>Total Impressions: 63,000</b></p>	<p><b>ON AIR PROMOTION</b></p> <p>The Saw American Red Cross Auctions will be included in 5 x :10 on air mentions beginning on 10/25</p> <p><b>Mentions: 5</b></p>
<p><b>Chicago</b> <b>WBBM-FM 96.3</b> Rhythmic-CHR</p> <p>Steve Hardey 312-729-3839 shardey@b96.com 180 N. Stetson, Suite 963 Chicago, IL 60601</p> <p><b>CBS</b></p> <p><b>Station Value: \$5,000.00</b> <b>Mindshare Value: \$100.00</b> <b>Total Impressions: 10,000</b></p>	<p><b>DIGITAL / SOCIAL PROMOTION</b></p> <p>The information for the charity auction with a link to the auction site will be posted into a blog on B96.com</p> <p><b>Digital Impressions: 10,000</b></p>
<p><b>Cleveland</b> <b>WENZ-FM 107.9</b> Urban Contemporary</p> <p>Haig Meguerditchian 216-774-0928 haig@radio-one.com 6555 Carnegie Avenue Cleveland, OH 44103</p> <p><b>Radio One Inc.</b></p> <p><b>Station Value: \$1,000.00</b> <b>Mindshare Value: \$1,394.29</b> <b>Total Impressions: 136,000</b></p>	<p><b>ON AIR PROMOTION</b></p> <p>WENZ-FM will run (8x) premium :15 units in prime this week then run another (8x) 6a-6a</p> <p><b>Mentions: 16</b></p>



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## SAW 10<sup>th</sup> ANNIVERSARY RED CROSS E-BAY AUCTION RADIO PROMOTION SUMMARY

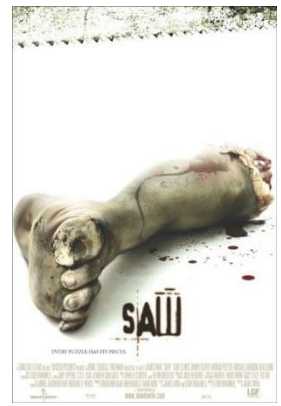


Station	Promotion
<p><b>Dallas</b> <b>KEGL-FM 97.1</b> Rock</p> <p>Krista Gern 214-866-8074 KristaGern@iheartmedia.com 14001 N Dallas Parkway Suite 300 Dallas, TX 75240 <i>iHeartMedia</i></p> <p><b>Station Value: \$5,600.00</b> <b>Mindshare Value: \$3,122.57</b> <b>Total Impressions: 307,457</b></p>	<p><b>ON AIR PROMOTION</b> 8X :15 promos to run 10/28 to 10/31. 2x each day. <b>Mentions: 8</b></p> <p><b>DIGITAL / SOCIAL PROMOTION</b> Station will post a blurb with link to the auction sites. <b>Digital Impressions: 199,457</b></p>
<p><b>Denver</b> <b>KBPI-FM 106.7</b> Rock</p> <p>Eddie Iwata 303-713-8570 edieiwata@iheartmedia.com 4695 S Monaco St Denver, CO 80237 <i>iHeartMedia</i></p> <p><b>Station Value: \$500.00</b> <b>Mindshare Value: \$45.00</b> <b>Total Impressions: 4,500</b></p>	<p><b>DIGITAL / SOCIAL PROMOTION</b> KBPI will include the Red Cross Auction and link in our weekly email blast to our listeners--- will probably go out on 10/28 or 10/29. Email blast reaches 106,000 loyal KBPI listeners. <b>Digital Impressions: 4,500</b></p>
<p><b>Detroit</b> <b>WJLB-FM 97.9</b> Urban Contemporary</p> <p>Chelsea Kivell 248-324-5403 chelsea@wnic.com 27675 Halsted Rd Farmington Hills, MI 48331 <i>iHeart Media</i></p> <p><b>Station Value: \$4,500.00</b> <b>Mindshare Value: \$5,145.15</b> <b>Total Impressions: 488,737</b></p>	<p><b>ON AIR PROMOTION</b> Will run promos telling listeners to go online to bid on the items for the Red Cross. 10x :15 12a-12a <b>Mentions: 10</b></p> <p><b>DIGITAL / SOCIAL PROMOTION</b> This can go on the website under a contest page. <b>Digital Impressions: 361,737</b></p>



# LIONSGATE

SAW 10<sup>th</sup> ANNIVERSARY  
**RED CROSS E-BAY AUCTION**  
 RADIO PROMOTION SUMMARY



Station	Promotion
<p><b>Detroit</b>  <b>WRIF-FM 101.1</b>            Rock</p> <p>Ken Wasilewski            248-521-3566            kwasilewski@greatermediadetroit.com            One Radio Plaza            Ferndale, MI 48220</p> <p><b>Greater Media</b></p> <p><b>Station Value: \$13,500.00</b>  <b>Mindshare Value: \$3,226.67</b>  <b>Total Impressions: 193,000</b></p>	<p><b>ON AIR PROMOTION</b>            Included in the current giveaways of the "Get Saw-ed" passes, 101 WRIF will include mention of the Red Cross Charity Auction, and will run some Public Service Announcement in regards to the charity  <b>Mentions: 15</b></p> <p><b>DIGITAL / SOCIAL PROMOTION</b>            Inclusion of the links and details on the auction on the Get Saw-ed Webcontest running on <a href="http://www.wrif.com">www.wrif.com</a>  <b>Digital Impressions: 1,000</b></p>
<p><b>Los Angeles</b>  <b>KROQ-FM 106.7</b>            Modern Rock</p> <p>Stacy Ezra            323-930-4461            stacy.ezra@kroq.com            5670 Wilshire Blvd, Suite 200            Los Angeles, CA 90036</p> <p><b>CBS</b></p> <p><b>Station Value: \$4,500.00</b>  <b>Mindshare Value: \$6,412.50</b>  <b>Total Impressions: 227,700</b></p>	<p><b>ON AIR PROMOTION</b>            Station will run 9x :15 mentions to promote the auction  <b>Mentions: 9</b></p>
<p><b>New York</b>  <b>WHTZ-FM 100.3</b>            CHR</p> <p>David Zaentz            212-549-0823            DavidZaentz@iHeartMedia.com            32 Ave of the Americas            New York City, NY 10013</p> <p><b>iHeartMedia</b></p> <p><b>Station Value: \$7,500.00</b>  <b>Mindshare Value: \$7,180.65</b>  <b>Total Impressions: 1,299,900</b></p>	<p><b>ON AIR PROMOTION</b>            7x :10 second promos on 3 of our stations (WHTZ-FM, WKTU-FM, WWPR-FM)  <b>Mentions: 21</b></p>



# LIONSGATE

## SAW 10<sup>th</sup> ANNIVERSARY RED CROSS E-BAY AUCTION RADIO PROMOTION SUMMARY



Station	Promotion
<p><b>San Diego</b>  <b>KIOZ-FM 105.3</b>            Rock</p> <p>Ashley O'Neil            858-522-5571            ashleyoneil@iheartmedia.com            9660 Granite Ridge Drive            San Diego , CA 92123  <b>iHeartMedia</b></p> <p><b>Station Value: \$300.00</b>  <b>Mindshare Value: \$25.00</b>  <b>Total Impressions: 2,500</b></p>	<p><b>DIGITAL / SOCIAL PROMOTION</b></p> <p>Link to the Auction Page and description of the Auction will be included on the Contest Page where the SAW ROE passes are being given away</p> <p><b>Digital Impressions: 2,500</b></p>
<p><b>10</b></p> <p><b>Station Value: \$43,150.00</b>  <b>Mindshare Value: \$27,592.33</b>  <b>Total Impressions: 2,732,794</b></p>	<p><b>Mentions: 84</b></p> <p><b>Digital Impressions: 579,194</b></p>