



Multimedia Broadcast Co-op Calendar January-December 2009

MultiVu's Multimedia Broadcast Co-op Tours will provide premium multimedia news delivery platforms which are designed to provide the most value for your PR video dollars and the best Co-op ROI in the industry.

- Seven-hour window for TV, radio station and Internet bookings
- Recording of a generic interview segment
- Participation is limited to a maximum of four sponsors per Co-op
- Live webcast video of the entire tour to clients
- **Multimedia News Release**
- **PR Newswire Monthly Features Package**
- Audio and Video Podcasting of the generic interview segment
- Opportunity to speak with the co-op spokesperson prior to the tour
- Weekly usage reports with viewership figures based on Nielsen data
- Multimedia highlight reel to use in marketing efforts
- Strategic placement of generic interview segment via News Update/ION and DirecTV and via more than 40 online portals
- Secure qualified spokesperson for each of the Co-op SMT broadcasts
- Trade Shows-Customized Multimedia Co-op SMTs
- Hispanic Multimedia Co-op SMTs

Strategic Placements for your Multimedia Broadcast

We will provide strategic placements via News Update/ION and DirecTV.

Multimedia News Release

Please note: The Multimedia News Release is for internal and marketing use only.

PR Newswire Monthly Features Package

PR Newswire Monthly Features Packages are articles that focus on special topics such as food, travel, pets, home improvement and health.

Key benefits include:

- Timeless or semi-timeless news
- Reach consumers directly
- Search Engine Optimization to maximize visibility

News Update/ION (Audience 3 million+)

Newsupdate is syndicated via the ION network feed in a "mini-newsmagazine" format program that airs on 150 affiliates nationwide.

- Air your produced footage, uncut, to ensure your key messages make it to air
- Guaranteed to air on network affiliates, PAX affiliates and independent affiliates
- Garners an audience of three million viewers

DirecTV (Audience 971,000)

- Over 15 million subscribers providing national airtime on top-rated networks
- Targets specific demographic clusters

Co-op SMT Spokesperson

Please note: The spokespersons are subject to change.

Trade Shows-Customized Multimedia Co-op SMTs

We can provide strategic customized Co-op SMT packages to fit your budget and PR/broadcast needs.

Please note: the participation fee for our trade show Co-ops is higher than our standard Co-op SMT rate.

Please note: the number of participants for our trade show Co-ops is higher than our standard Co-op SMT broadcast.

Hispanic Multimedia Co-op SMTs

- Customized calendar to fit your Hispanic/Latino's client(s) budget and specific PR/broadcast needs

For more information please call 888.776.0942 or e-mail: information@prnewswire.com

Multimedia Broadcast Co-op Calendar

January-December 2009

Additional A la Carte Services

(additional fees apply for the services below)

Internet Photo Distribution

Your photos are displayed on the Reuters Sign In Times Square, New York City. We will include:

- Your photo as a Web-ready element on more than 175 major Web sites

Premium Photo Distribution - Transmit your high-res photo(s) via AP Photo Express (AP National Circuit) directly to the media and archive your images for one year in NewsCom and AP Archive databases. This includes:

- Internet Photo Distribution and Times Square

Multimedia News Release - an interactive news release incorporating video, audio, still photos and text. This tool can cost-effectively extend the reach of your content to media, consumers, financial community, employees and other target audiences.

The Multimedia Co-op calendar for January-December 2009 follows. *Please note the calendar is subject to change.* On average, 15 to 20 (ore more) local and national television and radio stations across the country will broadcast each of these segments during their newscasts. Participation is limited to four sponsors per Co-op and is determined based upon availability and the news value of your message. For more information about participation, please contact your account manager.

Title	Spokesperson	Location	Potential Products	SMT Date	Deadline Date
Consumer Electronics Show (January 8-11)	Todd Townsend National Tech Expert	NYC or Las Vegas	Consumer electronics products featured	Jan '09	Dec '08
Women's Wellness Tips	Kelli Calabrese Nutritionist and Fitness Expert	NYC	Health and nutrition tips and products	Jan '09	Dec '08
Financial Wellness Month	National Expert TBD	NYC	Tips, tools and products to help get everyone on the right financial footing	Jan '09	Dec '08
National Getting Organized Month	National Expert TBD	NYC	Tips, tools and the latest trends to getting and staying organized	Jan '09	Dec '08
North American International Auto Show (January 17-25)	John Davis Motor Week	Detroit, Michigan	OEM's, automotive suppliers and exhibitors	Jan '09	Dec '08
Super Bowl Party (February 1)	Marc Silverstein Food Network or National Chef Maureen Petrosky	NYC	Foods, recipes, beverages, decorations, games, entertainment	Jan '09	Dec '08
International Builder's Show (January 20-23)	HGTV Host and National Home and Interior Design Expert Martin Amado	NYC or Las Vegas	Latest building products and services	Jan '09	Dec '08
Chinese New York Celebrations (January 26)	National Expert TBD	NYC	History, activities, food, beverages and decorations	Jan '09	Dec '08
Chicago Auto Show (February 11-22)	John Davis Motor Week	Chicago Illinois or NYC	OEM's, automotive suppliers and exhibitors	Feb '09	Jan '09
International Toy Fair (February 15-18)	Tim Walsh National Toy Expert	NYC	Toys, toys, toys!!	Feb '09	Jan '09

Multimedia Broadcast Co-op Calendar

January-December 2009

Title	Spokesperson	Location	Potential Products	SMT Date	Deadline Date
Black History Month	National Expert TBD	NYC	History, activities, events and news!!	Feb '09	Jan '09
Heart Health	Julie Upton Nutritionist Or Kelli Calabrese Nutritionist and Fitness Expert	NYC	Rx, OTC, exercise, food	Feb '09	Jan '09
National Senior Independence Month	National Expert TBD	NYC	Tips, tool and latest news on celebrating and increasing independence	Feb '09	Jan '09
National Weddings Month	National Expert TBD	NYC	Tips, tool, news on the latest trends for a unforgettable wedding	Feb '09	Jan '09
Valentine's Day Romance	Leah Ingram National Gift and Lifestyle Expert	NYC	Romantic tips, tools and great gift ides for your sweetheart	Feb '09	Jan '09
Photo Marketing Association (March 3-5)	Julie Chytrowsky National Photo Expert	Las Vegas	Cameras, accessories etc.	Mar '09	Feb '09
International Home and Housewares Show (March 22-24)	Martin Amado HGTV Host and National Home and Interior Design Expert	Chicago or NYC	Home and housewares, appliances, cleaning	Mar '09	Feb '09
National Nutrition Month	Julie Upton Nutritionist or Kelli Calabrese Nutritionist and Fitness expert	NYC	Latest nutrition news, foods, beverages, etc.	Mar '09	Feb '09
National Women's History Month	National Expert TBD	NYC	History, activities, events and the latest news!!	Mar '09	Feb '09
Spring Spruce Up	Martin Amado HGTV Host and National Home and Interior Design Expert	NYC	Organizational products, Ccleaning products, home improvement products, gardening products	Mar '09	Feb '09
National Prepare Your Home To Be Sold Month	National Expert TBD	NYC	Tips, Tools and the latest news to help prepare your home for sale	Apr '09	Mar '09
New York International Auto Show (April 10-19)	John Davis Motor Week	NYC	OEM's, automotive suppliers and exhibitors	Apr '09	Mar '09
Earth Day Green and Efficient Home	Martin Amado HGTV Host and National Home and Interior Design Expert	NYC	Eco-friendly tips, and tools for a greener home and life	Apr '09	Mar '09
National Pet First Aid Awareness Month	National Pet Expert Steven May	NYC	Latest tips and tools for a healthier pet	Apr '09	Mar '09

Multimedia Broadcast Co-op Calendar

January-December 2009

Title	Spokesperson	Location	Potential Products	SMT Date	Deadline Date
Spring Car Care/National Car Care Month	Barbara Terry National Automotive Expert	NYC	Automotive tips and products	Apr '09	Mar '09
National African-American Women's Fitness and Health Month	National Expert TBD	NYC	Latest fitness, nutrition and health news!!	Apr '09	Mar '09
Spring Into A Healthier You	Kelli Calabrese Nutritionist and Fitness Expert	NYC	Food, exercise...etc	Apr '09	Mar '09
National Allergy/Asthma Awareness Month	Jim Morelli National Pharmacist or National Medical Expert Dr. Sandy Gelbard	NYC	Tips, tools and the latest news to help tackle allergy and asthma	May '09	Apr '09
Kitchen & Bath Show (May 1-3)	Martin Amado HGTV Host and National Home and Interior Design Expert	Atlanta or NYC	Appliances, fixtures, cabinets, doors etc.	May '09	Apr '09
Cinco de Mayo Spanish and English SMT	National Expert TBD	NYC	History, activities, food, beverages and decorations	May '09	Apr '09
Mothers Day Gifts (May 10)	Leah Ingram National Gift and Lifestyle expert	NYC	Gifts, beauty, fashion, jewelry, fragrance, etc.	May '09	Apr '09
International Hardware Show (May 5-7)	National Expert TBD	Las Vegas	Hardware, tools...etc	May '09	Apr '09
National Barbecue Month	National Expert TBD	NYC	Tips, tools and the latest BBQ news	May '09	Apr '09
Summer Survival	Stephanie Oswald-Travel Girl-Editor Or Courtney Caldwell-Road and Travel Magazine-Editor-TBC	NYC	Tips to know if you are staying at home, traveling by car, plane or auto.	Jun or July '09	May '09
Summer Celebrity Beauty Trends	Hitha Prabhakar or Mickey Williams National Beauty/Fashion Trends Experts	NYC	A variety of beauty products	Jun '09	May '09
Father's Day Gift Ideas (June 15)	Leah Ingram National Gifts/Etiquette and Lifestyle Expert	NYC	A variety of consumer products...etc for every Dad!	Jun '09	May '09
Summer Pet Care	Steven May National Pet Expert	NYC	Pet products for fun, health and safety	Jun '09	May '09
4th of July Picnic	National Chef Maureen Petrosky or Food Network's Marc Silverstein	NYC	Foods, beverages and activities	Jun '09	May '09

Multimedia Broadcast Co-op Calendar

January-December 2009

Title	Spokesperson	Location	Potential Products	SMT Date	Deadline Date
International Men's Month	National Expert TBD	NYC	History, activities, events and the latest news!!	Jun '09	May '09
Summer Beauty Trends	Hitha Prabhakar or Mickey Williams National Beauty/Fashion Trends Experts	NYC	Beauty products and tips	July or August '09	May '09
Healthy Summer Entertaining	Julie Upton National Nutritionist and Registered Dietitian	NYC	Nutrition tips foods and beverages	Jun or July '09	May or Jun '09
National Bikini Month	Kelli Calabrese Nutritionist and Fitness Expert	NYC	Tips, tools and the latest news to help get you bikini-ready	Jun or July '09	May or Jun '09
Wedding Season is upon us	Leah Ingram National Gifts/Etiquette and Lifestyle Expert	NYC	Tips on gift giving etiquette tips, gifts ideas for every wedding category	July or August '09	May or Jun '09
Mommy Matters	TBD	NYC	Facts, fiction, tips and tools for the expectant mothers	July or August '09	Jun or July '09
Cool Tools for Back To School	Drew Krasny National Consumer Trends Expert	NYC	Consumer product for kids of all ages	Aug '09	Jul '09
Back To School Healthy Eating for the Whole Family	Julie Upton National Nutritionist and Registered Dietitian or Kelli Calabrese Nutritionist and Fitness Expert	NYC	Food and nutrition tips and products	Aug '09	Jul '09
New-Back To School Health	National Pharmacist-Jim Morelli or National Medical Expert Dr. Sandy Gelbard	NYC	OTC products and general health tips for kids of all ages	Aug '09	Jul '09
New- Back To School-Driving Tips, Safety and Care for teen, college and adults TBD	Barbara Terry National Automotive Expert	NYC	Back to school car tips, tools and trends	Aug '09	Jul '09
National Preparedness Month	National Expert TBD	NYC	Tips, tools and latest news on how to be more prepared	Sept '09	Aug '09
Tailgating Party	National Chef Maureen Petrosky or Food Network's Marc Silverstein	NYC	Clothes, food, beverages, car, consumer electronic devices	Sept '09	Aug '09
Fall Back Into Beauty	Hitha Prabhakar or Mickey Williams National Beauty/Fashion Trends Experts	NYC	Top beauty tips, tools and trends	Sept '09	Aug '09

Multimedia Broadcast Co-op Calendar

January-December 2009

Title	Spokesperson	Location	Potential Products	SMT Date	Deadline Date
Fall Back Into Health and Fitness	Kelli Calabrese National Fitness and Nutrition Expert	NYC	Exercise and nutrition tips and products	Sept '09	Aug '09
Fall Home Alert Tips for a Green and Efficient Home	National Expert TBD	NYC	Eco-friendly tips, and tools for a greener home and life	Sept '09	Aug '09
Hispanic Heritage Month Spanish and English Co-op SMT	National Expert TBD	LA	News, culture and traditions	Sept '09	Aug '09
Armed and Ready for the Fall Allergy, Asthma and Cold and Flu Season	National Pharmacist Jim Morelli or National Medical Expert Dr. Sandy Gelbard	NYC	OTC products, tips on how to treat symptoms	Sept '09	Aug '09
Gifts for Grandparents (September 7)	Leah Ingram National Gifts/Etiquette and Lifestyle Expert	NYC	Tech gifts, clothes, activities, creative gift ideas	Sept '09	Aug '09
Fall Yard Maintenance	National Expert TBD		Products for preparing yard, lawn and garden for the winter	Sept or Oct '09	Aug or Sept '09
Fall Pet Alert	National Pet Expert Steven May	NYC	Pet products for fun, health and safety	Oct '09	Sep '09
Safe and Fun Halloween	Leah Ingram National Gifts/Etiquette and Lifestyle Expert	NYC	Food, treats, costumes, safety and activities	Oct '09	Sep '09
Winterizing Your Car	Barbara Terry-National Automotive Expert	NYC	Auto, tire, emergency kit...etc	Oct '09	Sep '09
Winter Beauty	Hitha Prabhakar or Mickey Williams National Beauty/Fashion Trends Experts	NYC	Beauty products from your head to your toes	Oct '09	Sep '09
Medicine Cabinet Makeover	Jim Morelli National Pharmacist or National Medical Expert Dr. Sandy Gelbard	NYC	OTC products, tips on what to keep and what to throw out	Oct or Nov '09	Sept or Oct '09
Winterize Your Home	HGTV Host and National Home and Interior Design Expert-Martin Amado	NYC	Home improvement products	Oct or Nov '09	Sept or Oct '09
National Alzheimer Month	National Medical Expert TBD	NYC	The latest news on Alzheimer	Nov '09	Oct '09
Thanksgiving Celebration	Food Network's Marc Silverstein or National Chef Maureen Petrosky-TBC	NYC	Foods, beverages and recipes	Nov '09	Oct '09

Multimedia Broadcast Co-op Calendar

January-December 2009

Title	Spokesperson	Location	Potential Products	SMT Date	Deadline Date
Holiday Gift Ideas for Everyone and Every Budget	Drew Krasny National Consumer Trends Expert	NYC	Gifts for every budget, (\$10, \$50 and \$100)	Nov '09	Oct '09
New-Holiday Travel	Stephanie Oswald-Travel Girl-Editor Or Courtney Caldwell Road and Travel Magazine	NYC	Information tips, tools and trends on traveling this holiday season	Nov Dec '09	Oct or Nov '09
High Tech Gift Ideas for Kids and Grownups	Todd Townsend National Tech Expert	NYC	High tech gadgets	Nov Or Dec '09	Oct or Nov '09
Gifts that Give Back	Leah Ingram National Gifts/Etiquette and Lifestyle Expert	NYC	Charitable gift ideas	Dec '09	Nov '09
Holiday Pet Alert	Steven May National Pet Expert	NYC	Pet products for fun, health and the holidays	Dec'09	Nov '09
Healthy Holiday Entertaining	Julie Upton National Nutritionist and Registered Dietitian or Kelli Calabrese Nutritionist and Fitness Expert	NYC	Nutrition, tips, foods and beverages	Dec'09	Nov '09
Holiday Parties/ Entertaining	Food Network's Marc Silverstein-or National Chef Maureen Petrosky-TBC	NYC	Host/hostess gifts, foods, beverages, décor	Dec'09	Nov '09
Holiday Glamour-Beauty and Fashions	Hitha Prabhakar or Mickey Williams National Beauty/ Fashion Trends Experts	NYC	Beauty products and fashions	Dec'09	Nov '09
New-Gifts for the Auto Enthusiast	Barbara Terry National Automotive Expert	NYC	Auto-related gifts	Dec'09	Nov '09
New Year New You	Julie Upton Nutritionist Or Kelli Calabrese Nutritionist and Fitness Expert	NYC	Health, nutrition, fitness and wellness tips and products	Dec'09	Nov '09



PR Newswire
United Business Media

MultiVu

MultiVu's Multimedia Broadcast Co-op Tours will provide premium multimedia news delivery platforms which are designed to provide the most value for your PR video dollars and the best Co-op ROI in the industry.



PR Newswire

United Business Media

MultiVu

(800) 832-5522 | (201) 360-6700 | www.prnewswire.com

Copyright © 2008 PR Newswire Association LLC. All Rights Reserved.