



Safe and Secure TV Channel Program Distribution

*The ultimate goal of **Safe and Secure TV Channel** will be to offer each of our program participants the opportunity to produce and air a three-to-five minute segment or as much as a full 30- or 60-minute program depending on the significance and content of the message. All program content will be placed and delivered on the following media platforms:*

- **Interactive Satellite**

This distribution platform offers remote control click-through technology that allows viewers to obtain more information during the sponsor's segment. It also navigates viewers to an informational or e-commerce environment to increase sales and/or awareness for a sponsor's products, services, or information.

- **Local and National Major Cable Distribution Promotional Support**

In order to ensure an optimum viewing audience for our programming, we will engage in a very aggressive cross-channel promotional campaign that will encourage viewers to tune in to our programming.

- **Transactional High-Tech Internet Website**

This platform will enable Safe and Secure TV Channel's website to stream sponsors' segments as well as archive full shows. A strategic mass Internet video banner program will ensure the necessary hits on our website to help us realize substantial viewership.

- **Sponsor Safety Tip Vignettes**

Sponsors who produce educational information that can benefit viewers at home or elsewhere will have an opportunity to create user-friendly safety tip vignettes that can be downloaded and played on demand via the millions of iPods that consumers have learned to rely on.

- **National Print Magazine and Internet Support**

Major publications within the security industry will engage with Safe and Secure TV Channel to promote the channel's programming on its different media platforms by utilizing full page



advertisements as well as strategic banner placement on that print publication's website.

- **Major Trade Shows**

Safe and Secure TV Channel will be sharing and exhibiting its programming with participants at several major trade shows each year. Through Safe and Secure TV Channel's elaborate multimedia platform distribution, these participating sponsors will set themselves apart from their fellow competitors and will create significant goodwill among the millions of viewers who will consistently engage in Safe and Secure TV Channel's line-up of programming.

- **Trade Associations**

We will launch a major campaign tailored to safety and security trade associations that will give us access to hundreds of thousands of association members. Program series content will be offered to these associations for use in their ongoing seminars and meetings.