



Hosts on the VoiceAmerica Talk Radio Network are hand-selected by our Executive Producers who work with them to develop quality content that will add value to our programming lineup.

"Users continue to prove that they want to consume radio on their terms," said Tom Webster, vice president, Edison Media Research. "On-demand media and a wealth of portable devices are creating listening occasions that were previously either unavailable or under-utilized, which is increasing the overall demand for audio content."

Marketing for All Hosts

Production & Promotion:

All VoiceAmerica shows are professionally produced and air live once a week on one of our six genre-based networks (with at least one rebroadcast per show). We give our hosts total creative freedom over their weekly broadcast and content with professional advice and training.

All shows include professional production of:

- » Openers, closers, show promos & re-joiners
- » Commercial spot for the host played 3 times during show
- » Promotional commercial for the show promoting it daily across the channel
- » Graphic show promotion on the network website one week prior to airing (many hosts use this to help brand themselves)
- » Custom branded show page

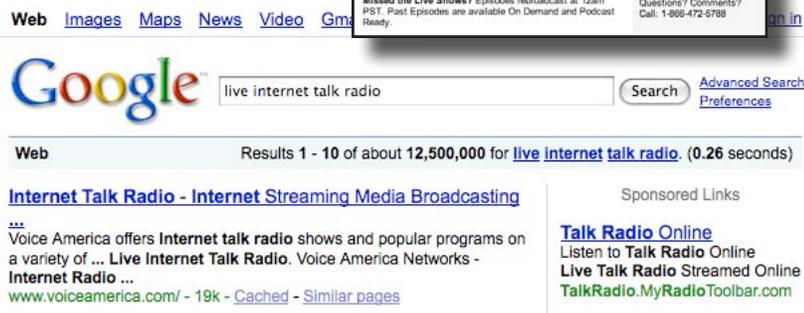
Weekly eCard Campaigns

VoiceAmerica provides personalized eCards for each episode that can be sent directly through the host page. Not only are you able to forward this to your current database, but your guests and listeners are able to access this and forward this to their network which helps build and maintain a strong listenership.



#1 Google™ Ranking in the Industry

IAB reports that 89% of online adults have used search engines, and 49% use them daily. By becoming a VoiceAmerica host, you become a member of the online community that is ranked number one for “internet talk radio” as well as “live internet talk radio” on the Google™ search engine.



Social Network Sharing & Direct Feeds

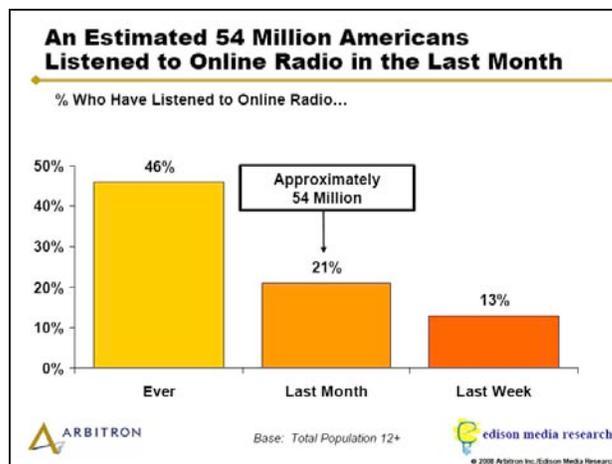
VoiceAmerica understands that social networking and user interaction have become a vital part of any media website, so we provide all of our hosts with one click sharing capabilities to all of the most popular online sites such as MySpace, Facebook, LinkedIn and many, many more. Your on-demand library also includes bookmarking links, a branded favicon and a direct RSS feed so listeners are only one click away.



The Modavox network of channels generates close to 3 million unique visitors on a monthly basis and continues to grow. - Feb. 2009

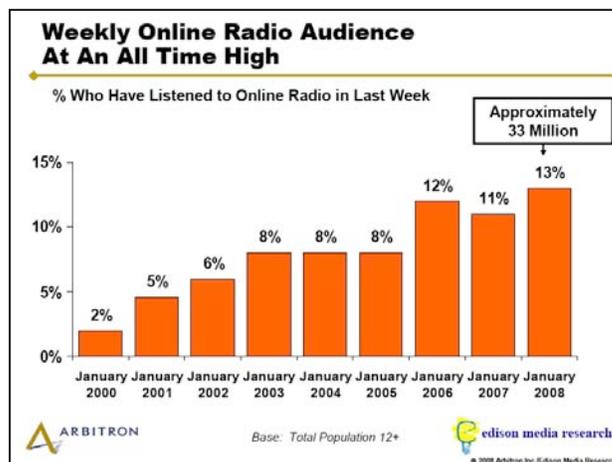
Online listening has resulted in the highest total weekly audience for online radio since Arbitron and Edison began tracking this measure in 2000.

- » Thirteen percent of Americans age 12 and older reported listening to online radio in the last week.
- » Fifteen percent of Americans age 25-54 are weekly online radio listeners.
- » Online radio delivers 14 percent of persons in the prime 18-49 radio buying demo.



Modavox's Audience:

- » 42% of our listeners are female and 58% of our listeners are male
 - » 57% of our female listeners are between the ages of 25-49
 - » 43% of our male listeners are between the ages of 25-55
 - » 62% of respondents have listened for over a year
 - » 42% have been listening for 5 months or less
 - » 68% say they tuned in 3 or more days each week
- *Specific demographics are driven by the content, the host and the show



Scarborough Research (May 2008)

reports the digital savvy (leading digital consumers) are:

- » More likely to be white collar
- » 57% live in a household of \$75K or more
- » More educated: 36% have a college degree or more
- » More entrepreneurial
- » More involved with corporate purchasing decisions
- » Slightly above average political participation
- » Active and athletic & more likely to be fans across sports leagues
- » Heavy streamers & downloaders of internet media: 69% Download audio; 33% listen to streaming audio
- » Heavy online spenders: 54% have spent over \$500; 35% have spent over \$1,000; 18% have spent over \$2,500

Currently, the VoiceAmerica Network has a minimum 'Sticky Factor' of 24-25 minutes per listener.

Stickiness is anything about a website that encourages a visitor to stay longer or come back frequently. On the VoiceAmerica Talk Radio Network, it is the quality of our content, talented hosts, and compelling guests.

Personalities that have done or currently do shows on the VoiceAmerica Talk Radio Network:



Eddie George, Heisman Trophy winner & former NFL running back
George Lucas Foundation, Director George Lucas' Educational Foundation
Dr. Pat Baccili, International award winning talk radio host & TV commentator
Joyce Bender, Presidential Award for her VoiceAmerica talk show
Royal Caribbean, Travel cruise line



Gary Null, New York Times best-selling author & 25 year radio show veteran
Jack LaLanne, Fitness guru for more than 50 years
Gloria Horsley, Founding member of Open to Hope Foundation, expert in grief counseling
John Gray, Best selling author & relationship expert "Men are From Mars, Women are from Venus"
Teri Arranga, Director of Autism One & general manager of Autism One Radio



Jordan Kimmel, Business expert on ABC, CNBC, & Fox Business News
Jordan Goodman, Weekly commentator on NBC News at Sunrise
Monroe Diefendorf, International speaker & frequent guest on "Dollars & Sense"
Mike Norman, Fox News Business contributor
Daniel Gutierrez, 2006 Latin Business Magazine's "Top 100 Hispanics"



Ray Ellis, Former NFL Safety Philadelphia Eagles & the Cleveland Browns
Pat Summerall, Former NFL player & Sportscaster at CBS, FOX & ESPN
Kwamie Lassiter, Former NFL Safety for the Arizona Cardinals
Joe Cribbs, Former NFL pro-bowler with the Buffalo Bills
Fred Barnett, Former NFL wide receiver with the Philadelphia Eagles & Miami Dolphins



Dr. Joe Dispenza, Scientist, author, public speaker
Dr. Demartini, World-renowned speaker/author appearing on Larry King Live & The Early Show
Dr. Zhi Gang Sha, Bestselling author & renowned healer in both the East and West
Gabriel Cousens, Internationally celebrated spiritual teacher, author, lecturer & World Peace worker
Sri Ram Kaa & Kira Raa, Columnists for UFO Magazine & featured in Newsweek



Jill Buck, Author of the Go Green Initiative
Terry K. Phelan, Featured in Natural Home and Mother Earth News magazines
Betsy Rosenberg, Regular guest on CNN Headline News & Fox's Hannity and Colmes
Nelson Martinez, Developed campaigns for Sony, Miller Brewing, Domino's, the NFL & Verizon



Larry Henry, Indianapolis 500 worldwide radio broadcaster, writer & producer for Ford Racing podcast
Melvin Benzaquen, Featured in the New York Times, Forbes & All Muscle