



Spot Rewards Program

Extreme Reach provides TV stations compensation (on a per spot basis) for receiving spots using our service. On average, stations can expect to receive the following amounts quarterly:

| Average Spot Volume | Quarterly Payment |
|---------------------|-------------------|
| Low | \$65.00 |
| Medium | \$585.00 |
| High | \$1625.00+ |

See below for details.

We offer a state-of-the-art, all-software private network that delivers very high-quality, digital spots to your station. And regarding security, we follow security best practices in our technology infrastructures; hardware, software, networks, servers, data handling, storage, file transmissions, and human interfaces. Additionally, we've provided some unique features that make Extreme Reach unlike any other service on the market:

- We offer hundreds of digital video format options to select from so that you can receive your spots in the exact digital format you desire. Every time.
- We've created a free automated software downloader that runs silently in the background of one of your computers and retrieves your spots in an automated manner. This allows you to more easily incorporate it into your existing workflow.
- And we've provided a web interface that enables you to preview spots from anywhere within your station.

All of these features are designed to give you more control over the delivery process. And what's even more unique, we provide a monetary incentive for you to receive each and every spot we deliver. Yes, that means we pay your station for every spot downloaded!

What follows are commonly asked questions about the Spot Rewards Program. If you have any additional questions, please do not hesitate to call our toll-free Customer Service line at (877) 769-9382.

Q: How much money will I receive from the Spot Rewards Program?

A: Extreme Reach bases the incentive payments on standard SD and HD file sizes. We pay you \$0.50 for every SD spot and \$2.00 for every HD spot delivered to your station. We do not pay you for any spots that need to be re-downloaded as a result of you purging the original delivery on your end.

Q: When and how do I receive the spot reimbursements?

A: We make payments quarterly. And other than providing us the address to send you payments, there is no need to do anything else (i.e. no invoicing or statements). Along with the payment we'll send a detailed list of the spot deliveries made including date, time, SD or HD and the total amount paid.

Q. How significant could these payments be for my station?

A. That depends. If we're only delivering to you a small volume of spots, let's say two SD spots each day, then your quarterly payment would be \$65.00 ($\$0.50 * 2 \text{ SD spots} * 5 \text{ days per week} * 13 \text{ weeks}$). If we're delivering you a medium volume of spots, let's say 10 SD spots and 1 HD spot each day, then your quarterly payment would be \$585.00 ($\$0.50 * 10 \text{ SD spots} + \$2.00 * 1 \text{ HD spot} * 5 \text{ days per week} * 13 \text{ weeks}$). And if we're delivering to you a high volume of spots, let's say 30 SD spots and 5 HD spots each day, then your quarterly payment would be \$1625.00 ($\$0.50 * 30 \text{ SD spots} + \$2.00 * 5 \text{ HD spots} * 5 \text{ days per week} * 13 \text{ weeks}$).

x 5 HD spots = \$25.00 * 5 days per week * 13 weeks). Not bad! No other service pays you to receive spots from your customers!

Q: What if I have a duopoly, but just one download location, how much will I receive?

A: We pay per downloader and based on the number of spots received at that location. Not based on the number of stations.

Q: How much storage is necessary?

A: Storage depends upon two things: the size of each digital file and the number of digital files stored. We've designed our technology to keep your storage needs to an absolute minimum. That's why we store everything at the Extreme Reach data center indefinitely. So, if you delete a spot on your end, but need it again, you can easily re-download that spot at any time. This provides you the flexibility to adhere to your individual storage policy. If you keep a copy of everything at your location, that's great. If you wish to keep just a minimum of spots on hand, that works too. No high-powered server is necessary. Some use dedicated servers for this purpose and others use desktop or laptop computers that perform other functions.

Q: How much bandwidth is necessary?

A: As with storage, bandwidth usage depends upon two things: the size of each digital file and the number of digital files received. Sizes vary because we enable our station customers to select the digital format that they desire – and each format varies in size. Therefore, we based our program on average SD and HD file sizes. We know that an average SD digital file is 80MB and an average HD file is 500MB. For bandwidth, the lowest common denominator is a cable modem with 3MB download speeds. An SD digital file can be downloaded in 32 seconds (0.5 minutes) and an HD digital file can be downloaded in 200 seconds (3.3 minutes). For those that have T3 or DS3 lines, an SD digital file can be downloaded in 1.8 seconds and an HD file downloads in 11.2 seconds.