

HOW  CAN HELP CREATE THE BEST SWIMSUIT MODEL, EVER.



**BACKGROUND:**

# TALENT

DOESN'T OWN OR CONTROL THE CONTENT THAT THEY PRODUCE.

# BRANDS

AREN'T HAPPY PAYING TO PRODUCE, LICENSE AND DISTRIBUTE CONTENT.

# PROCESS

IS DATED, INEFFICIENT AND NO ONE IS MAKING REAL MONEY, TOGETHER.

**MISSION:**

# BUILD

A NETWORK THAT RE-DEFINES HOW TALENT AND BRANDS PRODUCE, DISTRIBUTE AND MONETIZE CONTENT.



**“THE FIRST ONE TO CONNECT-THE-DOTS WINS”**

> Mike Jurkovac, Producer, *Yes We Can Video*



◀◀ A SHOWCASE OF THE WORLD'S TOP SWIMSUIT SUPERMODELS PHOTOGRAPHED BY THE WORLD'S BEST PHOTOGRAPHERS IN COLLABORATION WITH THE BIGGEST NAMES IN MUSIC ▶▶

**THE OPPORTUNITY:**

# CREATE THE BEST SWIMSUIT MODEL, EVER.

This is a multi-million dollar business in and of itself. In other swimsuit publishing models the magazines produce the content and keep the profits from the Brands and all of the downloads. In our model, we partner the World's best photographers with the World's top swimsuit models and musicians and split the profits, equally, among the respective content owners.

**We have direct access to the right girls and photographers** – most of whom have not/ would not shoot for the established publications in this category BUT would love to create the **ULTIMATE** high-end, Pirelli Calender-like **SWIMSUIT** content with us – especially if they can share in the upside from their efforts. Note: we have vetted this model with the likes of **Alessandra, Adriana, Doutzen, Bar, Irina, Angela, Zoe** and **Marisa** and their respective agents and received their support in moving forward with this project.

**We have relationships with the right musicians to score the videos** – like the swimsuit special we produced for TNT, each of the shoots would be scored by a different artist. Think **Black Eyed Peas, Linkin Park, Carrie Underwood, Coldplay, Dave Matthews Band, Justin Timberlake, Kanye West, Shakira, Beyonce** and **Kid Rock**. But in this case, each of the segments would also be available as a music video download (after the show aired) with the artists and models and photographers sharing equally in the respective productions.

**We have built the tool that makes all of this immediately monetizable** – our proprietary "cYclick®" widget makes each of the videos its own retail store where you can buy the featured swimsuit, accessories, song, ringtone, answer tone, etc. with a click of your mouse – right from the respective band, model or Brand's selected web site or from fashionTrust.tv and YouTube if it's easier.



**“MEMBERSHIP HAS  
ITS PRIVILEGES”**

THE GIVE AND THE GET.

# **\$2.5 MILLION PRODUCTION/LICENSE/MEDIA INVESTMENT BY AMEX DELIVERS:**

- 1. NIGHTB4® THE SUPER BOWL TV SPECIAL:  
FASHION ROCKS MEETS THE 12 HOTTEST  
SWIMSUIT MODELS AND BANDS HOSTED  
BY AMEX AND THE FASHIONTRUST®.**
  - 2. LIMITED EDITION SWIMSUIT ART BOOK  
AND PIRELLI-LIKE CALENDAR BROUGHT  
TO YOU BY AMEX AND FASHIONTRUST®.**
  - 3. 10 EDITORIAL FEATURES/SUPER BOWL  
PARTIES IN MIAMI, LA, NYC, DC, CHICAGO,  
DENVER, VEGAS, BOSTON & PHILADELPHIA  
HOSTED BY AMEX AND FASHIONTRUST®.**
- + RIGHTS FOR AMEX TO USE THIS CONTENT  
TO PROMOTE THEIR INVOLVEMENT IN THE  
NIGHTB4® THE SUPER BOWL PROPERTY.**

PHOTO by JAMES



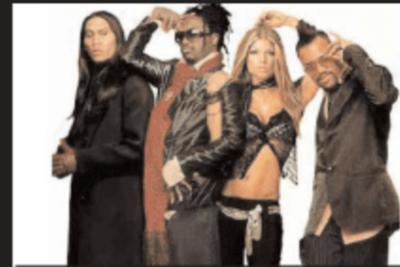
1.

AMERICAN EXPRESS PRESENTS SUPER BOWL SATURDAY NIGHT:

# THE NIGHTB4® THE SUPER BOWL SUPERMODEL SPECIAL.

This is the "official" Saturday Night Super Bowl Party featuring **Alessandra, Doutzen, Bar, Irina, Brooklyn...** plus "behind-the-scenes" footage from their shoots with the likes of Albert Watson, Russell James and other cYclops commissioned photographers... scored to original tracks from **The Black Eyed Peas, Linkin Park, Carrie Underwood, Shakira, Kanye West, Coldplay, Dave Matthews Band, Justin Timberlake, The Killers, Lady Gaga, Missy Elliot** and **Kid Rock**. The special is co-produced by cYclops and David Saltz who is also producing the NFL Halftime Show again this year. The current plan is to feature three live performance segments from Landshark Field with girls modeling a limited edition line of NFL-inspired swimwear. Each of the segments would also be available for download via our proprietary "cYclick®" widget creating immediate revenue opportunities from a music, merchandise and licensing standpoint.

**PRODUCTION BUDGET: \$2 MILLION DOLLARS. CBS AD BUY: \$500k.**



BLACK EYED PEAS



BEYONCE



LINKIN PARK



SHAKIRA



COLDPLAY



CARRIE



DAVE MATTHEWS BAND

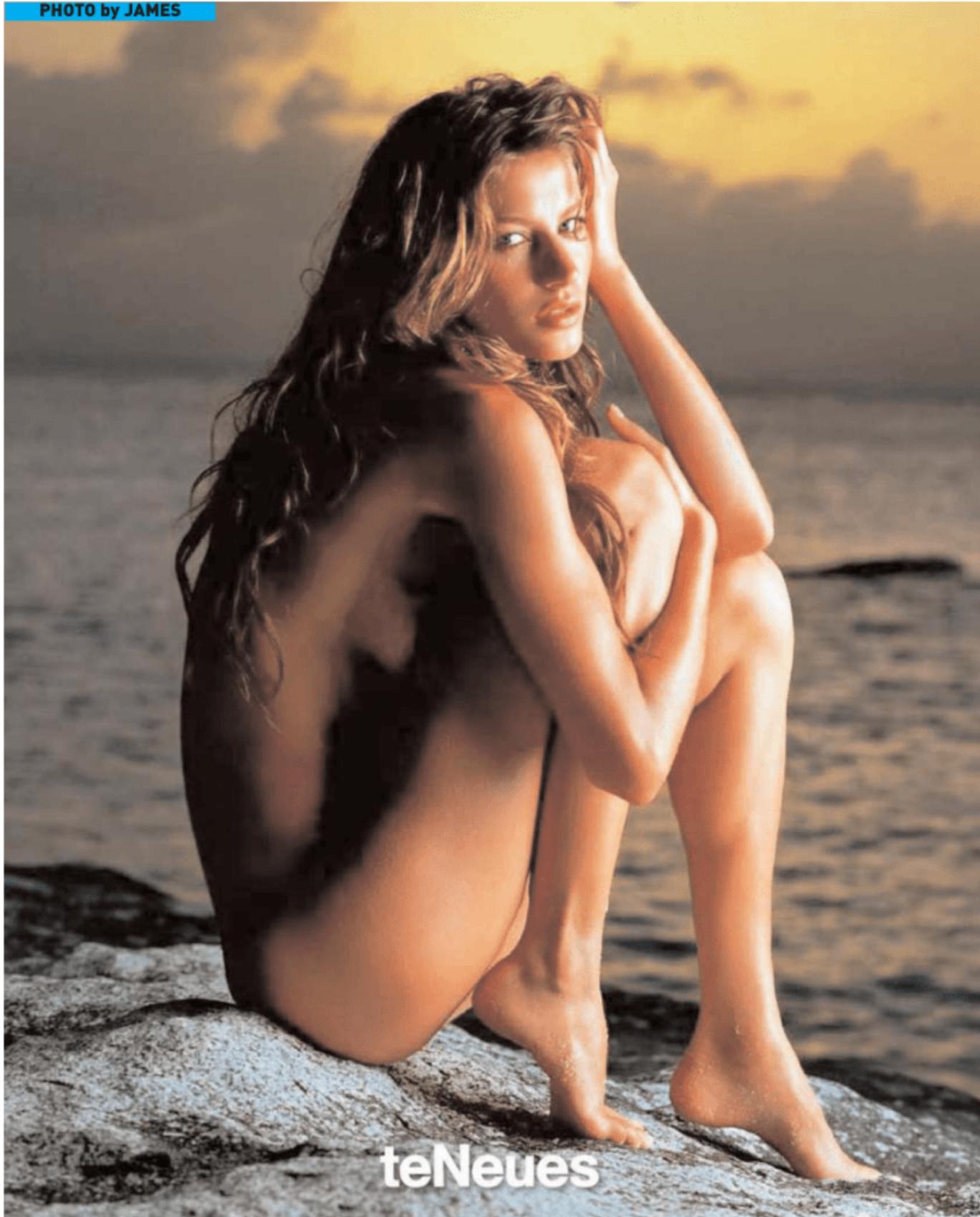


KID ROCK

DAVID SALTZ ©2009 CYCLOPS LLC

cyclops

PHOTO by JAMES



2.

AMERICAN EXPRESS PRESENTS:

## THE ULTIMATE SUPERMODEL BOOK AND CALENDAR.

TeNeues publications, the World's leading art book publisher, with credits ranging from Bruce Weber, Mario Testino and Russell James, has committed to produce and distribute our respective **SWIMSUIT, DONE RIGHT 2010** printed products globally. This will include a limited edition art book and a Pirelli-like calendar that will also be customizable via a special fashionTrust™ web tool via the internet. We are currently in discussions with a "who's who" list of the World's top photographers including those pictured below. Final offers will be made to the short list when we have secured proper financing for the CBS special which will be the primary vehicle to drive awareness of the program.

**PRODUCTION BUDGET: INCLUDED IN OVERALL PROGRAM.**



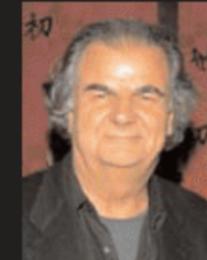
JAMES



WATSON



LINDBERGH



DEMACHELIER

PHOTO by JAMES



### 3.

**NICHE MEDIA DELIVERS:**

## TARGETED EDITORIAL DISTRIBUTION FOR AMEX POWERED IMAGERY.

We have partnered with Niche Media and their respective titles in ten of the top U.S. fashion markets to secure COVER stories and featured editorial from each of our respective shoots – current plan would be to feature a different girl in each market with all of the editorial content united via the respective girls channels on fashionTrust®. Niche Media will vet high-end brands to purchase media inventory to accompany the respective features. Each of its publications has its finger on the pulse of the community it serves, as chronicled by the most in-the-know contributors writing about the topics that matter most to them. The magazines are luxurious, oversize, and filled with the world's most sought-after brands, which results in a high renewal rate with advertisers. Due to the national network they've created in the country's top markets, we can deliver a direct, intimate connection to each affluent community through these publications.

**PRODUCTION BUDGET: INCLUDED IN OVERALL PROGRAM.**



NYC



LA



VEGAS



MIAMI



CHICAGO



HAMPTONS



PHILLY



BOSTON



DC



DENVER

THE FASHIONTRUST ©2009 CYCLOPS LLC

## THE ASK:

# WE'RE LOOKING FOR A \$2.5M INVESTMENT.

The investment can come from a single Brand or Brands.

**AMEX NIGHTB4® THE SUPER BOWL SPECIAL** – which includes the production of the host and bumper segments; plus twelve (12) 3- to 4-minute “music videos”; PLUS all of the print assets for the respective BOOK, CALENDAR and 12 EDITORIAL features has been budgeted at \$2M. That breaks down to \$1.3M for the twelve day print shoot; \$400k for the behind-the-scenes music video shoots; and \$300k for the respective edits and music clearances (assuming that all of the music is negotiated in a manner similar to that that we secured for the TNT special).

**CBS SUPER BOWL SPECIAL AND FASHIONTRUST.TV INVENTORY** – the current agreement with CBS is that we will deficit finance the production and deliver \$500k in advertising support from a Brand or Brands in support of the show. The title sponsor would have first rights to this inventory AND secure the “presenting” credit in all of the show’s branding and promotion; they would also receive preferred “product placement” in all of the respective content that we produce. We are currently vetting a “short-list” of blue-chip brands in the following categories: **a)** title sponsor; **b)** swim; **c)** hydration/ nutrition; **d)** beverage; **e)** technology; **f)** luxury brand; **g)** credit card; **h)** retail distribution; and **i)** communication (handsets and mobile). The title sponsor could obviously come from any of these categories and would negate that category.

[ ] **TITLE SPONSOR CBS SPECIAL = \$2.0M** (this includes \$250k of the CBS inventory plus up to \$250k of inventory on fashionTrust.tv at a \$20 CPM). Or, \$2.5M to be the exclusive sponsor of all of the program elements.

[ ] **CATEGORY EXCLUSIVITY (CBS and fashionTrust.tv) = \$250K PER CATEGORY** (this includes up to \$125k per category of inventory on fashionTrust.tv at a \$20 CPM).

[ ] **TITLE SPONSOR FOR MUSIC VIDEOS (fashionTrust.tv only) = \$25K PER VIDEO** (this is the opening and closing title card for each video and “organic/ editorial-like” product integration into the respective video, direct links to featured products via our proprietary cYlick® tool plus up to \$10k of fashionTrust.tv inventory at a \$20 CPM).

## WHY MODELS, PHOTOGRAPHERS AND BANDS WILL PARTICIPATE:

# THIS IS THE SEXIEST SWIMSUIT MODEL, EVER.

In our model everyone profits equally for their content contribution. The owners of the **visual content** are the models and the photographers/ directors; they split net revenue for the content that they create, equally. The owners of the **audio content** are the artists/ bands; they split the net revenue from the assets that they supply equally amongst their label and publisher(s). There are no other outside deductions from iTunes, or the respective magazines, etc. The people who make the content make the money from the exploitation of that content. Participating Brands get immediate benefits from that content and via our proprietary “cYclick®” widget and instantly measurable results and direct sales at the click of a button.

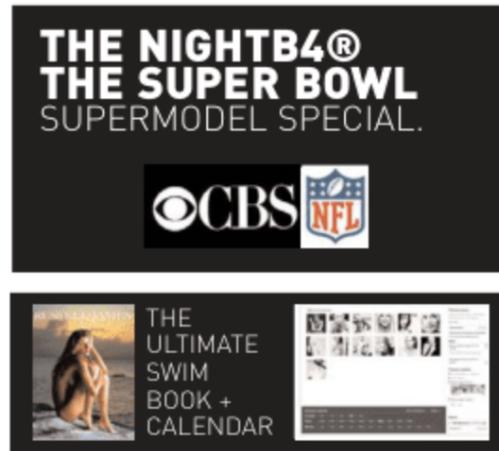
### So what does this mean?

The Brand(s) help us finance the content and participates in the upside of the media and the content creators self-promotion of that content on their sites.

Everything else breaks out like this:

- **\$1.99 music video download** = 50/ 50 split between the owners of the audio and video content after a 10% deduction for cYclops/ fashionTrust™ (tag-trigger).
  - image: model and photographer split \$.90 (or Brand if they own/ buyout usage)
  - audio: artist/ band+label+publisher(s) split \$.90
  - cYclops/ fashionTrust™: \$.19 for license and “bridge-producing” the content, clearances, deal
- **\$0.99 MP3 (song) download** = 100% to the owners of the audio content after a 10% deduction for cYclops/ fashionTrust™ (tag-trigger).
  - image: n/a
  - audio: artist/ band+label+publisher(s) split \$.90
  - cYclops/ fashionTrust™: \$.09 for license and “bridge-producing” the content, clearances, deal
- **\$0.99 wallpaper download** = 100% to the owners of the still content after a 10% deduction for cYclops/ fashionTrust™ (tag-trigger).
  - image: model and photographer split \$.90 (or Brand if they own/ buyout usage)
  - audio: n/a
  - cYclops/ fashionTrust™: \$.09 for license and “bridge-producing” the content, clearances, deal

This is a topline of the splits; basic rule is “content owners” split net profits.



**BUY WHAT SHE IS WEARING**



**THIS IS WHERE THE BRANDS WIN. ONE CLICK AND YOU GO FROM THE VIDEO RIGHT TO THE BRAND'S ONLINE STORE.**

**BUY THE VIDEO, MP3, ALBUM, RINGTONE, ETC.**



**THIS IS WHERE THE ARTISTS WIN. ONE CLICK AND YOU CAN BUY THE VIDEO OR MUSIC DIRECT FROM THE CONTENT OWNERS.**

**BUY STUFF FROM THE MODEL'S SITE**



**THIS IS WHERE THE MODEL AND HER FANS WIN. ONE CLICK AND YOU CAN LEARN MORE ABOUT THE MODEL OR BUY STUFF FROM HER SITE.**

# BIOS



**RUSSELL JAMES – FOUNDING PARTNER** Born in Perth Western Australia Russell James is currently one of the world's leading fashion photographers. Over the past decade his images have become synonymous with provocative, unique perspectives of many of the most prominent women of our time in the worlds of entertainment, fashion and beauty. His work has appeared in a wide range of leading international publications such as **Vogue, W, American Photo, and Sports Illustrated**. His works are often featured in art books including **"THE WORLD'S TOP PHOTOGRAPHERS: PORTRAITS"**, Heidi Klum's **"BEAUTY"** and **"SARDINIA"**. Russell has also been awarded prestigious titles such as the Hasselblad Masters Award. Russell's diverse photographic achievements range from exhibiting for the likes of Hérmes in association with Guggenheim to breakthrough advertising campaigns for global brands, such as Rolex, Victoria's Secret, Evian and Revlon, to emotional portraits of many of the world's leading celebrities, musicians and supermodels, such as Scarlett Johansson, Halle Berry, Faith Hill, Black Eyed Peas and countless others. In January 2009 fashion guru Donna Karan, Hugh Jackman and the Australia Government hosted the launch of Russell's **"NOMAD TWO WORLDS"** art project. Focused on aboriginal reconciliation and featuring music by Black Eyed Peas front man will.i.am the project is now touring the world with the assistance of Richard Branson and his Virgin Unite initiative. James has also excelled in the world of directing and is frequently engaged as a director for art films, music videos and for television commercials for global brands such as Gillette and Victoria's Secret.



**MICHAEL JURKOVAC – FOUNDING PARTNER** The son of a Wisconsin high school football coach, Mike Jurkovic founded cYclops in 1994 with Liz and Albert Watson. Driven by the mantra of "creative excellence with no tolerance for mediocrity" espoused by FCB's late and legendary creative director, Mike Koelker, Mike has used his "make it happen" attitude to produce an astonishing body of work under the cYclops banner — well over \$250 million in commercial, short film and integrated content production in its first ten years in business. Despite all the impressions Mike has scored for the many brands he's worked on, none have been as important as the work he did last year for brand Obama — his collaboration with director Jesse Dylan and pop superstar will.i.am to produce the viral video sensations **"YES WE CAN"** and **"WE ARE THE ONES"** in support of the candidacy of Barack Obama. The videos won an Emmy Award and were viewed by 40 million people around the world. More importantly, they were effective—the clips motivated people as no other messaging did to get involved and play an active part in what has become the most significant transformation of American society in the past century. Posted to will.i.am's web site, [www.dipdive.com](http://www.dipdive.com), they starred celebrities and artists like John Legend, Jessica Alba and Scarlett Johansson, and spawned dozens of online parodies. This level of engagement led to the development of a companion site, [www.hopeactchange.com](http://www.hopeactchange.com), where people were able to upload their own pictures and videos expressing their attitudes about the election. Other notable projects Mike has executive produced include BMG's ground-breaking ELVIS brand integrated content, **MOBILE GRACELAND** and **ELVIS: 30 #1 HITS** programs which have currently delivered international sales of over 10,000,000 units and **INSTANT DEF**, a \$7 million-plus branded content initiative for Snickers. The **Wall Street Journal** called this brand integration and merchandising program "groundbreaking", and in many ways it was — a collaborative effort between Masterfoods, BBDO, The Black Eyed Peas (who starred in the short film series), Interscope Records and cYclops where each entity shared equally in the property.



**LARRY LOBAUGH – CHIEF CREATIVE OFFICER** Larry Lobaugh is a known talent within the fashion industry for his creative vision as a art director, creative director and producer for some of the most provocative images in print. His career has spanned 7 years with retailer Saks Fifth Avenue — New York to 16 years with **VICTORIA'S SECRET**. Larry's conceptualization, brand identification and foresight into fashion trends contributed to the explosion of sales within the VS catalog fashion series from **"CASUAL"** to **"SWIM"** to the intimate apparel sub brands **"PINK"**, **"VERY SEXY"** and the **"CHRISTMAS DREAMS AND FANTASIES"** holiday editions.



**JOE CERBO – CHIEF EXECUTIVE OFFICER** For the last 15 years, Joe Cerbo has developed an impressive reputation as the "go to guy" for anything related to developing business, finding untapped revenue streams, leading Internet development projects and generating creative strategies for both established and start-up companies. At **FORD MODELS**, Joe was instrumental in helping to develop their new online media group as well as being responsible for driving new agency business and overseeing all of Ford's offices in regard to sales and client development. His new media and ad agency experience with companies like Ripe Digital Entertainment, Advance Internet and PRICE have positioned him perfectly to lead companies in this new age of ever-changing technology, paradigm shifting business models and social and user-generated media



**SCOTT SPANJICH – DIRECTOR, CONTENT PRODUCTION** Scott started and ran the profitable music content division at @Radical Media where he attracted acclaimed directors Dave Meyers, F. Gary Gray, Chris Milk and Matthew Rolston. Besides growing a highly successful music video division for Radical, Scott was among the first to join human brands with products to create integrated entertainment for various distribution platforms. Scott has worked with just about every A-level act in music, and has a solid reputation of being able to contact, negotiate with and work creatively with the biggest and the best.



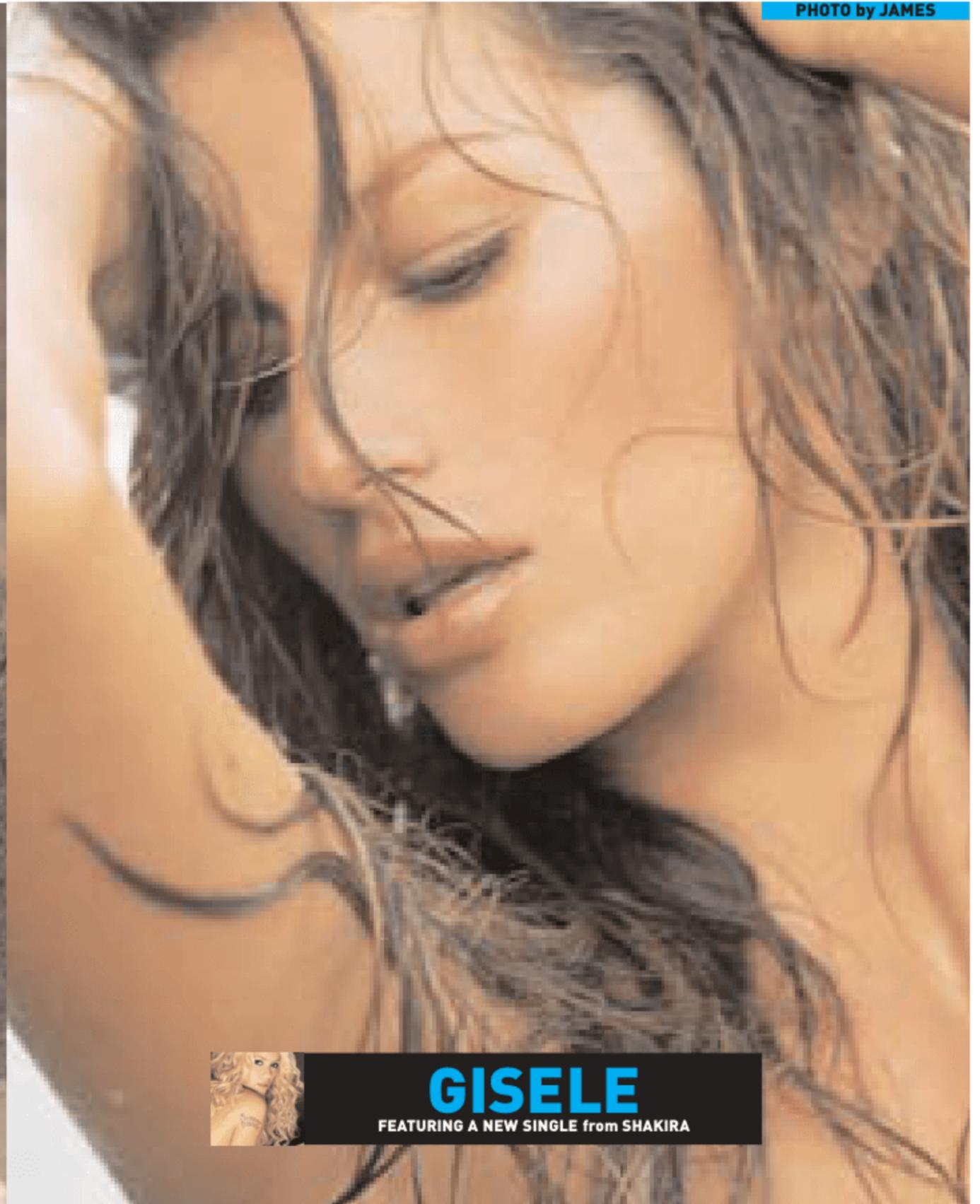
**SHERI HOWELL – DIRECTOR, BRIDGED-CONTENT** spent more than 11 years in MTV's Music Department, where she rose to the title of Vice President Music & Talent. In addition to serving as liaison to major labels in relation to all MTV Video programming and talent decisions (video rotation, **VIDEO MUSIC AWARDS**, **MTV MOVIE AWARDS**, etc.) she worked closely with artists, managers and record companies to create original programming around new record releases and new music trends. Based on her involvement in the creation of **YO! MTV RAPS**, **MTV JAMS**, and **AMPd**, and successful image programming around artists such as Metallica, Red Hot Chili Peppers, Foo Fighters, Madonna, P. Diddy and Nine Inch Nails, she was asked to form and head up a new Music Development Department at the network and was named VP Music Development and VP Development for MTVP (the network's off-channel development and production arm). During her next 3 years in this position, the subsequent "light switch" and upgrading of video and music based programming hours increased ratings substantially, and MTVP's **MAKING THE BAND** series she co-created became a hit for ABC. Sheri brings her relationships with the top music artists, her production knowledge and contacts, and her cross-platform synergy and programming acumen acquired while (as a senior MTVN executive) she helped to propel a little niche market music video channel into the Viacom cash cow powerhouse BRAND called MTV.

**SOME SAMPLE PAIRINGS.**

PHOTO by JAMES



PHOTO by JAMES



**GISELE**

FEATURING A NEW SINGLE from SHAKIRA

PHOTO by JAMES



PHOTO by JAMES



PHOTO by JAMES

lock for the...  
insider trade secrets without ever pausing for breath. Ask any die-hard beauty addict the secret to flawless skin. An expertly executed, innocently blushing cheek, expert-but few could actually quit their day jobs to don to the world. Here six brave beauty woman who did that.

Photographs by Russell James. Hair by Italo Gregorio for Warren Tricomi. Make Up by Charlie Green. Model, Karolina Korikova with DNA Models. Art Direction by Ali Franco



**KAROLINA**  
FEATURING A BLACK EYED PEAS REMIX BY DAVID GUETTA

PHOTO by JAMES



PHOTO by JAMES



# ANGELA

FEATURING A DAVE MATTHEWS BAND REMIX by KID ROCK

