



Fact Sheet

The Digital College Network is North America's largest collegiate digital network reaching more than 4.3 million college students, faculty and alumni every month in 310 prestigious college and university locations across the United States. By mid-2010, the network will be expanded to more than 500 college and university bookstores, making DCN the most effective and efficient way to reach the 18-24 demographic in North America.

DCN delivers broadcast quality programming and advertising and unique messaging via LCD screens mounted at the point of purchase and delivers audio and video commercial messages directly to the students and faculty.

In partnership with Follett Higher Education Group and Nebraska Book Company, DCN reaches students and faculty in a "narrowcasting" format with an efficient and highly effective program of rotating ads and messages that can be tailored to each individual location. DCN is rapidly expanding its capabilities and promotional possibilities such as text messaging, on-site sampling and coupon programs. DCN also enjoys a relationship with the National Association of College Stores.

Contact us at:
Digital College Network
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Woodstock, GA 30188
678.494.5514

Or email us at:
info@digitalcollegenetwork.com



Executive Summary

The Digital College Network is the nation's largest web-based, college digital network reaching more than 4.4 million students, faculty, graduate students and alumni every month. DCN is currently operational in 310 college and university bookstores in 42 states and reaches the 18-24 demographic at the point of purchase in a unique way. The network will grow to more than 500 stores by mid-2010.

DCN enjoys exclusive contractual relationships with Follett Higher Education Group, owner and operator of 850 college bookstores in America, and Nebraska Book Company, which manages 277 stores.

With regard to technology, DCN deploys commercial grade, 42-inch LCD screens with full audio and video capability. Screens are installed in high traffic locations inside the bookstores, usually at or near the cash registers or check out lines. Dwell times on the DCN screens range from 4 minutes to 50 minutes depending on the season.

Sophisticated software allows DCN to make weekly content changes and provides the opportunity for bookstores to run special features on a local basis.

DCN has made a commitment to providing unique and original content on the network in order to engage the students in entertaining and relevant content. With the ability to transmit promotional codes and text messages, the DCN network allows for a high degree of consumer interaction and promotional opportunities for advertisers.

DCN also features the opportunity for advertisers to create in-store sampling opportunities, product demos, bag stuffers, displays, special events, shelf displays and other "activation" options for brands.

In today's fast changing world, content is king, and DCN is committed to ensuring that network content is consistently "leading edge" and always entertaining and relevant to the core demographic. As a result of this commitment, DCN features a wide variety of "channels" that include: music, entertainment, lifestyle, sports and all college. In 2010 DCN will add technology, health and wellness, and travel.

Within each of these channels, DCN will feature a variety of editorial spots, some professionally produced and some generated by students and submitted for broadcast. The content can also be localized so that students in different parts of the country will

view content relevant to their school or interests. Editorial content may be sponsored by a variety of companies or brands with specific focus on their interests.

The entertainment channels featured on the in-store network are augmented by our new web site (www.dcnlive.com). DCNLive will feature promotional opportunities, coupon downloads, more entertaining content within each channel, an opt-in feature, contests, opportunities to vote on various student submissions (such as films or comedy routines), merchandise, a special sponsor section and a social network, which will allow like-minded students to actively communicate on a variety of topics.

Simply stated, DCN provides a place-based media and cost-effective way for advertisers and brands to reach college students, faculty and alumni in a retail environment. As the network grows, unique content will be at the heart of attracting advertisers and viewers to this powerful digital media outlet.

For more information visit: www.digitalcollegenetwork.com or call 678.494.5514.

PULASKI TECHNICAL COLLEGE
UNIVERSITY OF ARKANSAS AT PINE BLUFF

NORTH LITTLE ROCK
PINE BLUFF

CALIFORNIA

ART CENTER COLLEGE OF DESIGN
CALIFORNIA LUTHERAN UNIVERSITY
CALIFORNIA STATE UNIVERSITY -- DOMINGUEZ HILLS
CALIFORNIA STATE UNIVERSITY -- EAST BAY
CALIFORNIA STATE UNIVERSITY -- NORTHRIDGE
CALIFORNIA STATE UNIVERSITY -- SACRAMENTO
CERRITOS COLLEGE
CHAPMAN UNIVERSITY
CLAREMONT COLLEGES
COLLEGE OF ALAMEDA
COLLEGE OF THE DESERT
GAVILAN COLLEGE
HARTNELL COMMUNITY COLLEGE
IMPERIAL VALLEY COLLEGE
IRVINE VALLEY COLLEGE
LANEY COLLEGE
LAS POSITAS COLLEGE
LOYOLA MARYMOUNT UNIVERSITY
MERRITT COLLEGE
MIRA COSTA COLLEGE - OCEANSIDE CAMPUS
MONTEREY PENINSULA COLLEGE
ORANGE COAST COLLEGE
PALOMAR COLLEGE
RIO HONDO COLLEGE
SADDLEBACK COLLEGE
SHASTA COLLEGE
SOUTHWESTERN UNIVERSITY SCHOOL OF LAW
UNIVERSITY OF CALIFORNIA-BERKELEY
YUBA COLLEGE

PASADENA
THOUSAND OAKS
CARSON
HAYWARD
NORTHRIDGE
SACRAMENTO
NORWALK
ORANGE
CLAREMONT
ALAMEDA
PALM DESERT
GILROY
SALINAS
IMPERIAL
IRVINE
OAKLAND
LIVERMORE
LOS ANGELES
OAKLAND
OCEANSIDE
MONTEREY
COSTA MESA
SAN MARCOS
WHITTIER
MISSION VIEJO
REDDING
LOS ANGELES
BERKELEY
MARYSVILLE

COLORADO

UNIVERSITY OF NORTHERN COLORADO

GREELEY

CONNECTICUT

ALBERTUS MAGNUS COLLEGE
CONNECTICUT COLLEGE
GATEWAY COMMUNITY COLLEGE -- LONG WHARF
HOUSANTONIC COMMUNITY COLLEGE
QUINNIPIAC UNIVERSITY
UNIVERSITY OF HARTFORD
UNIVERSITY OF NEW HAVEN

NEW HAVEN
NEW LONDON
NEW HAVEN
BRIDGEPORT
HAMDEN
WEST HARTFORD
WEST HAVEN

DELAWARE

DELAWARE STATE UNIVERSITY
UNIVERSITY OF DELAWARE

DOVER
NEWARK

DISTRICT OF COLUMBIA

AMERICAN UNIVERSITY
CATHOLIC UNIVERSITY OF AMERICA
GEORGE WASHINGTON UNIVERSITY
GEORGETOWN UNIVERSITY
TRINITY UNIVERSITY
UNIVERSITY OF THE DISTRICT OF COLUMBIA

WASHINGTON DC
WASHINGTON DC
WASHINGTON DC
WASHINGTON DC
WASHINGTON DC
WASHINGTON DC

FLORIDA

BARRY UNIVERSITY
BETHUNE COOKMAN COLLEGE
DAYTONA BEACH COMMUNITY COLLEGE

MIAMI SHORES
DAYTONA BEACH
DAYTONA BEACH

EDISON COMMUNITY COLLEGE
EMBRY RIDDLE AERONAUTICAL UNIVERSITY
FLORIDA COMMUNITY COLLEGE AT JACKSONVILLE –
KENT CAMPUS
FLORIDA COMMUNITY COLLEGE AT JACKSONVILLE –
SOUTH CAMPUS
FLORIDA GULF COAST UNIVERSITY
FLORIDA STATE UNIVERSITY
MIAMI DADE COLLEGE - KENDALL CAMPUS
MIAMI DADE COLLEGE- NORTH CAMPUS
MIAMI DADE COLLEGE -- WOLFSON CAMPUS
PALM BEACH COMMUNITY COLLEGE –
CENTRAL CAMPUS
PENSACOLA JUNIOR COLLEGE – PENSACOLA
SAINT THOMAS UNIVERSITY
SEMINOLE COMMUNITY COLLEGE
ST PETERSBURG COLLEGE
TALLAHASSEE COMMUNITY COLLEGE
UNIVERSITY OF CENTRAL FLORIDA
UNIVERSITY OF FLORIDA
UNIVERSITY OF MIAMI
UNIVERSITY OF NORTH FLORIDA
THE UNIVERSITY OF WEST FLORIDA

FT MYERS
DAYTONA BEACH

JACKSONVILLE

JACKSONVILLE
FT MYERS
TALLAHASSEE
MIAMI
MIAMI
MIAMI

LAKE WORTH
PENSACOLA
OPA-LOCKA
SANFORD
CLEARWATER
TALLAHASSEE
ORLANDO
GAINESVILLE
CORAL GABLES – 2 SCREENS
JACKSONVILLE
PENSACOLA

GEORGIA

CLARK ATLANTA UNIVERSITY
COLUMBUS STATE UNIVERSITY
EMORY UNIVERSITY
GEORGIA PERIMETER COLLEGE – CLARKSTON
GEORGIA PERIMETER COLLEGE – DECATUR
GEORGIA PERIMETER COLLEGE – DUNWOODY
GEORGIA PERIMETER COLLEGE – NEWTON
GEORGIA STATE UNIVERSITY
MOREHOUSE COLLEGE
SAVANNAH COLLEGE OF ART AND DESIGN
SPELMAN COLLEGE
UNIVERSITY OF GEORGIA

ATLANTA
COLUMBUS
ATLANTA
ATLANTA
ATLANTA
ATLANTA
ATLANTA
ATLANTA
ATLANTA
ATLANTA
ATLANTA
SAVANNAH
ATLANTA
ATHENS

IDAHO

IDAHO STATE UNIVERSITY

POCATELLO

ILLINOIS

CHICAGO STATE UNIVERSITY
CITY COLLEGES OF CHICAGO-
WILBUR WRIGHT COLLEGE
COLLEGE OF DU PAGE
DEVRY UNIVERSITY – CHICAGO
DEVRY UNIVERSITY – DUPAGE
DEVRY UNIVERSITY -- TINLEY PARK
ILLINOIS STATE UNIVERSITY
NORTH CENTRAL COLLEGE
SOUTHERN ILLINOIS UNIVERSITY -- CARBONDALE
TRITON COLLEGE
UNIVERSITY OF ILLINOIS

CHICAGO

CHICAGO
GLEN ELLYN
CHICAGO
ADDISON
TINLEY PARK
NORMAL
NAPERVILLE
CARBONDALE
RIVER GROVE
CHAMPAIGN – 2 LOCATIONS

INDIANA

BALL STATE UNIVERSITY
BUTLER UNIVERSITY
INDIANA UNIVERSITY
INDIANA-PURDUE UNIVERSITY -- FORT WAYNE
IVY TECH COMMUNITY COLLEGE OF INDIANA
PURDUE UNIVERSITY

MUNCIE
INDIANAPOLIS
BLOOMINGTON
FORT WAYNE
LAFAYETTE
WEST LAFAYETTE – 2 LOCATIONS

PURDUE UNIVERSITY -- CALUMET CAMPUS
UNIVERSITY OF INDIANAPOLIS
VALPARAISO UNIVERSITY

HAMMOND
INDIANAPOLIS
VALPARAISO

IOWA

BUENA VISTA UNIVERSITY

STORM LAKE

KANSAS

UNIVERSITY OF KANSAS

LAWRENCE

KENTUCKY

NORTHERN KENTUCKY UNIVERSITY
UNIVERSITY OF KENTUCKY
UNIVERSITY OF LOUISVILLE

HIGHLAND HEIGHTS
LEXINGTON
LOUISVILLE

LOUISIANA

SOUTHEASTERN LOUISIANA UNIVERSITY
SOUTHERN UNIVERSITY AND A & M COLLEGE
UNIVERSITY OF SOUTHWESTERN LOUISIANA

HAMMOND
BATON ROUGE
LAFAYETTE

MARYLAND

BOWIE STATE UNIVERSITY
COPPIN STATE UNIVERSITY
PRINCE GEORGE COMMUNITY COLLEGE
UNIVERSITY OF MARYLAND
UNIVERSITY OF MARYLAND-EASTERN SHORE

BOWIE
BALTIMORE
LARGO
COLLEGE PARK
PRINCESS ANNE

MASSACHUSETTS

BOSTON COLLEGE
FITCHBURG STATE COLLEGE
SALEM STATE COLLEGE -- CENTRAL CAMPUS
SMITH COLLEGE
UNIVERSITY OF MASSACHUSETTS -- AMHERST
UNIVERSITY OF MASSACHUSETTS -- BOSTON
WORCESTER STATE COLLEGE

CHESTNUT HILL
FITCHBURG
SALEM
NORTHAMPTON
AMHERST
BOSTON
WORCESTER

MICHIGAN

EASTERN MICHIGAN UNIVERSITY
GRAND RAPIDS COMMUNITY COLLEGE
JACKSON COMMUNITY COLLEGE
MACOMB COMMUNITY COLLEGE -- CENTER CAMPUS
MACOMB COMMUNITY COLLEGE -- SOUTH CAMPUS
MICHIGAN STATE UNIVERSITY
MOTT COMMUNITY COLLEGE
UNIVERSITY OF MICHIGAN
WAYNE COUNTY COMMUNITY COLLEGE
WAYNE COUNTY COMMUNITY COLLEGE-EASTERN
WAYNE COUNTY COMMUNITY COLLEGE-NORTHWEST

YPSILANTI
GRAND RAPIDS
JACKSON
CLINTON TOWNSHIP
WARREN
EAST LANSING -- 2 LOCATIONS
FLINT
ANN ARBOR
ROMULUS
ROMULUS
ROMULUS

MINNESOTA

SAINT CLOUD STATE UNIVERSITY

ST CLOUD

MISSISSIPPI

ALCORN STATE UNIVERSITY
DELTA STATE UNIVERSITY
JACKSON STATE UNIVERSITY

ALCORN STATE
CLEVELAND
JACKSON

MISSOURI

WASHINGTON UNIVERSITY
WEBSTER UNIVERSITY

ST LOUIS
ST LOUIS

NEBRASKA

CREIGHTON UNIVERSITY
METROPOLITAN COMMUNITY COLLEGE –
 OMAHA CAMPUS
UNIVERSITY OF NEBRASKA AT LINCOLN

OMAHA
OMAHA
LINCOLN – 2 LOCATIONS

NEVADA

COLLEGE OF SOUTHERN NEVADA
UNIVERSITY OF NEVADA-LAS VEGAS

LAS VEGAS – 2 LOCATIONS
LAS VEGAS

NEW HAMPSHIRE

PLYMOUTH STATE UNIVERSITY
SOUTHERN NEW HAMPSHIRE UNIVERSITY

PLYMOUTH
MANCHESTER

NEW JERSEY

BERGEN COMMUNITY COLLEGE
BLOOMFIELD COLLEGE
BURLINGTON COUNTY COLLEGE
CALDWELL COLLEGE
COLLEGE OF SAINT ELIZABETH
DREW UNIVERSITY
FAIRLEIGH DICKINSON UNIVERSITY
FAIRLEIGH DICKINSON UNIVERSITY--
 TEANECK CAMPUS
FELICIAN COLLEGE
HUDSON COUNTY COMMUNITY COLLEGE
MONTCLAIR STATE UNIVERSITY
NEW JERSEY INSTITUTE OF TECHNOLOGY
PASSAIC COUNTY COMMUNITY COLLEGE
RAMAPO COLLEGE OF NEW JERSEY
RICHARD E. STOCKTON COLLEGE OF NEW JERSEY
RIDER UNIVERSITY
RUTGERS – CAMDEN
SETON HALL UNIVERSITY
UNION COUNTY COLLEGE
UNION COUNTY COLLEGE
UNION COUNTY COLLEGE
WESTMINSTER CHOIR COLLEGE
WILLIAM PATERSON UNIVERSITY

PARAMUS
BLOOMFIELD
PEMBERTON
CALDWELL
MORRISTOWN
MADISON
MADISON

TEANECK
LODI
JERSEY CITY
MONTCLAIR
NEWARK
PATERSON
MAHWAH
POMONA
LAWRENCEVILLE
CAMDEN
SOUTH ORANGE
CRANFORD
ELIZABETH
PLAINFIELD
PRINCETON
WAYNE

NEW MEXICO

CENTRAL NEW MEXICO COMMUNITY COLLEGE

ALBUQUERQUE – 2 LOCATIONS

NEW YORK

CANISIUS COLLEGE
CITY COLLEGE OF THE CITY UNIVERSITY
 OF NEW YORK
COLLEGE OF SAINT ROSE
CUNY BERNARD M BARUCH COLLEGE
ERIE COMMUNITY COLLEGE -- NORTH CAMPUS
LE MOYNE COLLEGE
MANHATTAN COLLEGE
MANHATTANVILLE COLLEGE
MERCY COLLEGE -- DOBBS FERRY CAMPUS
NEW YORK CITY COLLEGE OF TECHNOLOGY
PURCHASE COLLEGE
QUEENS COLLEGE (CUNY)
ROCKLAND COMMUNITY COLLEGE
SIENA COLLEGE
ST. JOHN'S UNIVERSITY -- STATEN ISLAND CAMPUS
ST. JOHN'S UNIVERSITY -- QUEENS CAMPUS
SUNY COLLEGE AT NEW PALTZ

BUFFALO

NEW YORK CITY
ALBANY
NEW YORK CITY
WILLIAMSVILLE
SYRACUSE
BRONX
PURCHASE
DOBBS FERRY
BROOKLYN
PURCHASE
FLUSHING
SUFFERN
LOUDONVILLE
STATEN ISLAND
JAMAICA
NEW PALTZ

SUNY MARITIME COLLEGE
SYRACUSE UNIVERSITY
UNIVERSITY AT BUFFALO -- NORTH CAMPUS

BRONX
SYRACUSE
BUFFALO

NORTH CAROLINA

CENTRAL PIEDMONT COMMUNITY COLLEGE –
CENTRAL CAMPUS
CENTRAL PIEDMONT COMMUNITY COLLEGE –
SOUTH CAMPUS
CRAVEN COMMUNITY COLLEGE – NEW BERN
NORTH CAROLINA CENTRAL UNIVERSITY
UNIVERSITY OF NORTH CAROLINA – GREENSBORO
UNIVERSITY OF NORTH CAROLINA
WAKE TECH COMMUNITY COLLEGE
WINSTON-SALEM STATE UNIVERSITY

CHARLOTTE

MATTHEWS
NEW BERN
DURHAM
GREENSBORO
CHAPEL HILL
RALEIGH
WINSTON-SALEM

NORTH DAKOTA

NORTH DAKOTA STATE UNIVERSITY
UNIVERSITY OF NORTH DAKOTA

FARGO
GRAND FORKS

OHIO

CLEVELAND STATE UNIVERSITY
JAMES A. RHODES STATE COLLEGE
JOHN CARROLL UNIVERSITY
KENT STATE UNIVERSITY-MAIN CAMPUS
MIAMI UNIVERSITY -- OXFORD
OHIO STATE UNIVERSITY
OHIO UNIVERSITY -- MAIN CAMPUS
RAYMOND WALTERS COLLEGE
UNIVERSITY OF CINCINNATI
WRIGHT STATE UNIVERSITY
XAVIER UNIVERSITY

CLEVELAND
LIMA
UNIVERSITY HEIGHTS
KENT
OXFORD
COLUMBUS
ATHENS
BLUE ASH
CINCINNATI
FAIRBORN
CINCINNATI

OKLAHOMA

CAMERON UNIVERSITY
OKLAHOMA STATE UNIVERSITY
OKLAHOMA STATE UNIVERSITY -- OKLAHOMA CITY
SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
UNIVERSITY OF OKLAHOMA
UNIVERSITY OF TULSA

LAWTON
STILLWATER
OKLAHOMA CITY
WEATHERFORD
NORMAN - 2 LOCATIONS
TULSA

PENNSYLVANIA

CALIFORNIA UNIVERSITY OF PENNSYLVANIA
EASTERN UNIVERSITY
GANNON UNIVERSITY
LEHIGH CARBON COMMUNITY COLLEGE
LINCOLN UNIVERSITY
PENNSYLVANIA STATE UNIVERSITY
UNIVERSITY OF PITTSBURGH
UNIVERSITY OF SCRANTON
VILLANOVA UNIVERSITY

CALIFORNIA
ST DAVIDS
ERIE
SCHNECKSVILLE
LINCOLN UNIVERSITY
UNIVERSITY PARK
PITTSBURGH
SCRANTON
PHILADELPHIA

RHODE ISLAND

BRYANT UNIVERSITY

SMITHFIELD

SOUTH CAROLINA

CLEMSON UNIVERSITY
COASTAL CAROLINA UNIVERSITY
COLLEGE OF CHARLESTON
SOUTH CAROLINA STATE UNIVERSITY
UNIVERSITY OF SOUTH CAROLINA

CLEMSON
CONWAY
CHARLESTON
ORANGEBURG
COLUMBIA

TENNESSEE

EAST TENNESSEE STATE UNIVERSITY
NASHVILLE STATE COMMUNITY COLLEGE
SOUTHWEST TENNESSEE COMMUNITY COLLEGE –
UNION CAMPUS
SOUTHWEST TENNESSEE COMMUNITY COLLEGE –
MACON CAMPUS
TENNESSEE STATE UNIVERSITY
UNIVERSITY OF TENNESSEE
VANDERBILT UNIVERSITY
VOLUNTEER STATE COMMUNITY COLLEGE

JOHNSON CITY
NASHVILLE

MEMPHIS

MEMPHIS
NASHVILLE
KNOXVILLE
NASHVILLE
GALLATIN

TEXAS

AUSTIN COMMUNITY COLLEGE
BAYLOR UNIVERSITY
BROOKHAVEN COLLEGE
CEDAR VALLEY COLLEGE
CY-FAIR COLLEGE
EASTFIELD COLLEGE
EL CENTRO COLLEGE
KINGWOOD COLLEGE (PART OF NHMCC)
MCLENNAN COMMUNITY COLLEGE
MONTGOMERY COLLEGE (PART OF NHMCC)
MOUNTAIN VIEW COLLEGE
NORTH HARRIS COLLEGE
NORTH LAKE COLLEGE
NORTHWEST VISTA COLLEGE
PALO ALTO COLLEGE
PRAIRIE VIEW A & M UNIVERSITY
SAN ANTONIO COLLEGE
ST. PHILIP'S COLLEGE
TARRANT COUNTY COLLEGE - NORTHEAST CAMPUS
TARRANT COUNTY COLLEGE - NORTHWEST CAMPUS
TARRANT COUNTY COLLEGE - SOUTH CAMPUS
TARRANT COUNTY COLLEGE - SOUTHEAST CAMPUS
TEXAS A & M UNIVERSITY
TEXAS STATE UNIVERSITY
TEXAS TECH UNIVERSITY
TYLER JUNIOR COLLEGE
UNIVERSITY OF HOUSTON
UNIVERSITY OF NORTH TEXAS
UNIVERSITY OF TEXAS -- PAN AMERICAN
UNIVERSITY OF TEXAS AT ARLINGTON
UNIVERSITY OF TEXAS EL PASO
UNIVERSITY OF TEXAS-SAN ANTONIO

AUSTIN
WACO
FARMERS BRANCH
LANCASTER
CYPRESS
MESQUITE
DALLAS
KINGWOOD
WACO
CONROE
DALLAS
HOUSTON
IRVING
SAN ANTONIO
SAN ANTONIO
PRAIRIE VIEW
SAN ANTONIO
SAN ANTONIO
HURST
FORT WORTH
FORT WORTH
ARLINGTON
COLLEGE STATION
SAN MARCOS
LUBBOCK
TYLER
HOUSTON
DENTON
EDINBURG
ARLINGTON
EL PASO
SAN ANTONIO

VIRGINIA

DEVRY UNIVERSITY -- CRYSTAL CITY
JAMES MADISON UNIVERSITY
OLD DOMINION UNIVERSITY
THOMAS NELSON COMMUNITY COLLEGE
VIRGINIA STATE UNIVERSITY
VIRGINIA TECH UNIVERSITY

ARLINGTON
HARRISONBURG
NORFOLK
HAMPTON
PETERSBURG
BLACKSBURG

WASHINGTON

LAKE WASHINGTON TECHNICAL COLLEGE
UNIVERSITY OF WASHINGTON
WASHINGTON STATE UNIVERSITY

KIRKLAND
SEATTLE
PULLMAN

WEST VIRGINIA

MARSHALL UNIVERSITY

HUNTINGTON

WISCONSIN

LAKELAND COLLEGE
LAKESHORE TECHNICAL COLLEGE
MARQUETTE UNIVERSITY
UNIVERSITY OF WISCONSIN

PLYMOUTH
CLEVELAND
MILWAUKEE
MADISON

DCN MAKES EVERY EFFORT TO MAINTAIN AN ACCURATE LIST OF DISPLAY LOCATIONS. TO VERIFY THIS LIST IS THE MOST RECENT, PLEASE CALL DCN AT 678.494.5514.

(Updated 11.02.2009)



Management Team

Chris Esposito, President/CEO

Chris Esposito is President and CEO of the Digital College Network and of 3 Feet Media. With more than 24 years of experience in marketing, sales and advertising with national and international companies, Chris is experienced in all aspects of marketing, sales, service and obtaining results for clients.

Chris has been involved in developing strategic plans for many new products and services, has hired and trained sales reps and sales managers, has developed training manuals and motivational videos, designed marketing programs for writing and producing television and radio commercials, and designed direct mail programs for a wide variety of clients.

John Bevilaqua, Executive Vice President/Sales & Marketing

John Bevilaqua has been involved in marketing and communications for more than 30 years. As Manager of Sports Programs for The Coca-Cola Company, John was involved in virtually all of The Coca-Cola Company sports sponsorships leading up to the 1984 Olympic Games. He also managed all internal programs for The Coca-Cola Company associated with the Los Angeles Games.

John was "loaned" to the Los Angeles Olympic Committee for two years where he served as Vice President of Communications until 1984. When he returned to Atlanta, John formed a marketing and communications agency that specialized in working with large corporations, especially those involved in sports and special events. A selection of clients includes: IBM, AT&T, EDS, York International, Coca-Cola Enterprises, Chase Manhattan Bank, BellSouth, City of Barcelona, Turner Broadcasting and 3M Corp.

Miles Forman, Creative Director

As Creative Director, Miles Forman visits college campuses to create original programming for DCN that features students and faculty. Miles, a native of Fort Lauderdale, attended the Art Institute of Fort Lauderdale and has worked on a wide variety of projects since graduating.

He got his start working on the film *Striptease*, featuring Demi Moore. Shortly after, he traveled to New York to produce his first film, *The Ride*. He then moved to Los Angeles, where he produced *See Dick Die*, a horror film based on Jack Kevorkian.

It was during the filming of *See Dick Die* that he met Doug Deluca, a longtime producer of Jimmy Kimmel's *Man Show*, *Crank Yankers* and *Jimmy Kimmel Live*. Miles would remain in LA and work on a wide variety of projects from feature films to television programs.

In 2003, Miles began production on *Fatboy: The Movie*, a documentary that tells the story of Miles' mission to lose more than 50 pounds. *Fatboy: The Movie* went on the festival circuit and brought home five awards and much national praise from festivals and critics alike.



Network Video Specifications

- Preferred 'final to screen' format: WMV (WMV9 and later codec)
- We can accommodate most *high resolution* industry standard file formats including: AVI, MPEG1, MPEG2, MP4, PPT, SWF, HTML, JPG and MOV (h264 codec).
- **Preferred resolution is 1280 x 720** and up. We can accommodate some smaller resolution files, but final video quality may suffer on 42" LCD Hi Def screens.
- Preferred Screen Aspect Ratio: 16:9. We accommodate other aspect ratio video using common letter/pillar boxing.
- Frame Rate: 29.97/30

DCNLIVE web site advertising specifications

- Preferred 'final to screen' format: jpeg delivered at 72 dpi and 150 dpi
- Banner advertising: 728 x 90 pixels
- Secondary advertising: 300 x 250 pixels

Media submission via digitized file is preferred by file transfer, CD or DVD. If media is not encoded to spec, *do not compress digital file*. You may also submit media on Beta tape but turn-around time is greatly increased due to out-sourced media conversion. **In all cases, please ensure video assets do not contain DRM (Digital Rights Management) encryption.**

We're happy to set up a private FTP folder to post your assets to. Contact Laurie Simmons (information below) for details.

Questions:

Laurie Simmons
Content & Traffic Manager
Digital College Network
317-625-3852
lsimmons@digitalcollegenetwork.com