

AUTONETTV™ PRO CHANNEL™

Frequently Asked Questions

Q – What type of advertising options are available on the Pro Channel program?

A – The AutoNetTV™ Pro Channel program provides an array of ad options to balance your need to share your message with the need to watch the bank account. The following is a list of the ad opportunities available, in order from really inexpensive to fairly inexpensive (see Ad Opportunities for description and Rate Card for pricing):

- Segment Bumper
- Segment Sponsorship
- Commercials (:30 to :120 seconds)
- Product / Service Showcase
- Charter Sponsor Package

Q – How often does the programming change?

A – The AutoNetTV™ Pro Channel program changes once each month. This allows significant time to increase the repetition of viewing, thus raising the ad awareness and recall rates of viewers.

Q – How long is the Pro Channel program?

A – Long enough to provide relevant content that benefits the service centers, but short enough to keep their attention and help them to get on with business. Generally, this will be about 30 minutes.

Q – What type of content is on the Pro Channel program?

A – The program focuses on four main categories: 1) Training, tips & best practices for technicians, managers and owners, 2) Industry news, events and product developments, 3) Important AutoNetTV communication (next month's topics for the AutoNetTV™ customer network, etc.), and 4) General business insights to improve efficiency and profitability. For a complete list, please see the list of Pro Channel segments and topics.

Q – How many viewers will see the Pro Channel program?

A – AutoNetTV™ adds more service centers every day, across the country. The average location receiving AutoNetTV™ has 8 employees (multiply that by the current # of locations to get a good picture of the viewers). But, the more important figure is impressions. Each employee will view the entire Pro Channel program an average of three times (one time from start to finish, and two more times in pieces throughout the month).

Q – What are the growth projections for AutoNetTV™?

A - As of March, 2005, AutoNetTV™ has contracts from approximately 400 service centers across the country. The AutoNetTV™ program is currently playing in select test locations, but will begin national rollout at the end of April. The Pro Channel will begin broadcast in June. Many of the largest markets are already represented by these contracted Locations (New York, Los Angeles, Chicago, Boston, Atlanta,

We anticipate approx. 350 locations by the end of April (launch date), and about 2,000 by the end of 2006. Further, we predict about 5,000 locations by the end of 2007, and nearly 8,000 locations through three years.



www.ProChannelTV.com

877.642.3555 phone

Frequently Asked Questions (cont.)

Q – How do you determine the # of locations for ad billing?

A – By adding the total # of locations currently receiving the program to those who are scheduled to receive installation up through the first week of broadcast. Any/all locations added after the first week of broadcast will be additional “free” viewers to the advertiser.

Q – Can I choose where in the program my ad is placed?

A – No, because every location is good. With the power of audio and video in a captive environment, the placement becomes far less important than the actual message. We do, however, allow you to choose premium ad services to obtain break or category exclusivity, in which you may lock out competitors during your break or the entire monthly episode.

Q – What are the payment terms to advertise?

A – Payment for ad spots must be made 30 days prior to the airing of the Pro Channel program in order to reserve the placement. Unlike broadcast TV, AutoNetTV™ has no limit on inventory. Thus, discounts are only offered for long-term commitments, not for longer time commitments within an episode (i.e. increasing ad time from :30 to :60 seconds).

Q – Do I have to pay to submit announcements or product developments?

A – No. We welcome any Press Releases pertaining to industry events, announcements, developments or initiatives that will be informative to our viewers – free of charge. Your news may or may not be mentioned quickly, or at all, depending on the volume of information sent to our production team (like any other media outlet). Please send your copy to news@autonetv.com.

Q – How do I know the stores are watching the Pro Channel program?

A – Because AutoNetTV™ controls the power, volume level and content being played for every TV and media player in our network. When someone tries to turn off the TV or media player, our advanced technology and network management system receives a signal, and then sends a “surge” back to turn the units on again.

