



GOLD BUCKLE NETWORK
The New Way to Access the West™

2007 COMPANY INFORMATION

THE NEW WAY TO ACCESS THE WEST™

Gold Buckle Network (GBN) is an online TV network, music source, and department store for everything Western. At www.goldebuckleetwork.com thousands of subscribers watch bull riding and other Western sports, classic full-length Western movies, documentaries, lifestyle programs, kids' shows and more. GBN brings rodeo, movies, TV shows, music videos, digital audio, and a host of unique products to Western enthusiasts worldwide.

In addition to high-quality digital video programming, GBN streams digital country music on GBN Radio, while the GBN General Store offers a great selection of unique Western-influenced products. GBN is The New Way To Access The West™ — an entertaining and informative online community for hundreds of millions of Western enthusiasts all over the world.

GBN represents true one-to-one access to a significant consumer market of over 72,000. Based on 2005 rodeo



attendance numbers, the overall Western enthusiast market tops 60 million in the United States alone. The proprietary database that powers the GBN system is capable of providing detailed reporting data on many aspects of the subscriber base and media library. In addition, GBN offers detailed open, click-through, and media view reporting (if applicable) with all direct e-mail campaigns.

GBN MISSION

To be the leading online Western lifestyle entertainment network delivering the widest variety of high-quality, engaging video and audio programming, and to serve as the global online shopping destination for Western lifestyle consumer e-commerce.

GBN FACTS

- 🔗 Gold Buckle Network premiered in November 2004 and has quickly generated more than 72,000 subscribers.
- 🔗 Gold Buckle Network delivers a variety of programming and attracts new members every month.
- 🔗 The GBN media library of almost 1000 titles continues to expand with new sports, music, film, and other programming.
- 🔗 The GBN General Store offers hundreds of unique products and will soon offer classified advertising.



GBN MARKET RESEARCH

- ④ More than 60 million rodeo fans aged 18-49 watched 300 hours of television broadcasts on NBC, CBS, Outdoor Life Network, and Telemundo in 2004.
- ④ 2.35 million unique visitors at ESPN/prorodeo.com.
- ④ 3.2 million total page views during 2004 Wrangler National Finals Rodeo (NFR).
- ④ 25 million attended rodeos in 2004.
- ④ Nearly 40 million hunters and anglers spent over \$10.4 billion in 2004 for equipment.
- ④ Major annual rodeo sponsors include Wrangler Jeans, Resistol, Anheuser-Busch, Ford Motor Company, U.S. Smokeless Tobacco, Health South, Pace Foods, the U.S. Army, the U. S. Marine Corps, and many more.

Sources: 2004 Scarborough Research, *Sports Business Journal* 2004

WESTERN PROGRAMMING ON THE RISE

- ④ Television networks continue to offer more Western Lifestyle programming, including rodeo, hunting & fishing, music, and other entertainment options.
- ④ Sponsors are seeking innovative/cost efficient media platforms to reach this loyal lifestyle audience.
- ④ GBN fills a significant programming gap by airing a variety of Western Lifestyle family entertainment.
- ④ GBN targets the 18–49-year-old audience estimated by Scarborough Research to exceed 25 million adults.
- ④ GBN has a secondary market of well-off Baby Boomers 49-65+ who have an emotional connection to GBN programming and the simpler Western lifestyle.

Source: 2004 Scarborough Research

GBN AUDIENCE PROFILE

- ④ 63% men
- ④ 37% women
- ④ 31% are age 18-34
- ④ 60% are married
- ④ 89% graduated from high school
- ④ 53% attended college
- ④ 60% of households earn more than \$40,000
- ④ Average household income is \$61,187
- ④ 76.8% have used a credit card in the past 3 months
- ④ 85.6% have shopped for auto products/services in the past 12 months — 12% higher than the national average
- ④ 40% more likely to shop for hardware than the national average
- ④ 5% more likely than national average to shop for computer hardware/software
- ④ 95% have eaten at a fast food restaurant in the past 30 days — 72.3% eat at fast food restaurants at least once every 7 days
- ④ 90% have eaten at a sit-down restaurant in the past 30 days
- ④ 42% describe themselves as independent
- ④ 25% consider themselves as motivators of others

Source: 2004 Scarborough Research



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GBN VIEWING AUDIENCE INTERNET/TECHNOLOGY USAGE

- 📶 78% own a cell phone
- 📶 74% own a computer
- 📶 69% accessed Internet in past thirty days

Source: 2004 Scarborough Research

GBN – FASTEST DRAW IN THE WEST

The GBN online network was launched in November 2004, at which time the site was promoted through public relations, events, and other methods outlined in a later section. In 14 months, millions of individuals have been introduced to GBN, tens of thousands have visited GBN online, and more than 28,000 have become members. Here are just a few of the key statistics as of January 30, 2006 based on GBN’s first twelve months in operation:

- 📶 GBN Press Release Hits: Over 5 Million
- 📶 GBN Media Pick-ups: 122,368
- 📶 GBN Web Impressions: For 2007, from 95,000 to over 310,000 per week
- 📶 GBN Unique Sessions: For 2007, from 32,000 to over 53,000 user sessions per month
- 📶 GBN Members: 72,000+
- 📶 Individual Media Plays: Over 250,000 plays
- 📶 Media Hours Viewed: Over 11,000 hours

GBN INNOVATIONS

Below are just a few of the innovations that GBN subscribers enjoy today:

PORTABLE ON-DEMAND DIGITAL VIDEO & AUDIO VIA THE INTERNET

GBN content is portable, on-demand, and delivered via the Internet. Anyone around the world with a personal computer and an Internet connection can watch all digital, high-quality and super high-quality Western sports, full-length films, TV shows, concerts and music videos, and a virtual library of hundreds of hours of other content. GBN also streams digital audio on GBN Radio to provide a well-rounded offering of Western entertainment. All GBN subscribers enjoy the media from within a fully branded, user-friendly online site at www.goldbucklenetwork.com. Subscribers have access to Video On Demand (VOD) content whenever they like. GBN viewers can watch any show, any time.





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With over 72,000 members and growing, GBN has quickly become *the* online source for high-quality Western video and audio content.

GBN content is portable and on-demand. Viewers watch their favorite GBN shows and listen to music from any computer with Internet access. In addition, the GBN library of bull riding, Western movies, documentaries, kids' shows, and lifestyle programs is available on demand, allowing viewers to watch content when they want. GBN extends the reach of entertainment by delivering multimedia content to viewers over the Internet.

LEADING THE MEDIA CONVERGENCE CURVE

GBN content is delivered via the Internet. Everyone around the world with a personal computer and an Internet connection can enjoy GBN video and audio content 24 hours a day, every day of the year. Due to the development and broad availability of more affordable television display monitors and the ubiquity of broadband Internet access, GBN is in a unique position to capitalize on the convergence of media delivery systems.

Today entertainment consumers access content from many sources, including cable television, satellite television, cellular communications, and now the Internet. Whereas cable-based programming is transmitted via a coaxial cable from a central location to cable boxes in a home, online content relies on Internet Protocol (IP) for delivery to various devices. Unlike other methods of delivering multimedia content, IP makes it possible to deliver content directly to a wider variety of devices, such as personal computers, cell phones, PDA's, and other devices.

GBN is taking advantage of the convergence of media delivery methods in several ways. First, GBN promotes simple, affordable devices that connect modern TV displays to computers. These devices enable millions of individuals to connect their personal computers to their televisions and watch GBN along with other programming from satellite or cable services. GBN content is all digital and offered in qualities up to 1.5 Megabits per second (virtual HD quality), delivering video and audio quality comparable to watching a DVD or a digital satellite broadcast. The second way GBN is taking advantage of media convergence has to do with video content on cellular telephones. Companies have been streaming video and audio content to cell phones in Japan since late 2003. Cell phone video content streaming began on a limited basis in the United States early in 2005. GBN is poised to begin working with providers offering cell phone streaming content.



PAY-PER-VIEW OVER THE INTERNET

GBN is now offering premium pay-per-view (PPV) programs exclusively to GBN subscribers. GBN PPV will offer premium selections of recent and classic Western films, Country music concerts, Western sports events, and other special programming. For only \$1, viewers can watch the full-length feature film in super high-quality digital video directly on their computers. Future PPV specials will soon be available, and GBN will continue its regular direct marketing and promotional campaigns to build interest in the new program.



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ONLINE “HIGH DEFINITION”

GBN streams digital satellite-quality video over the Internet. At up to 1.5 megabits per second, select GBN video content is streamed at the same rate as a DVD or a satellite television broadcast. GBN streams its content library at lower broadband rates as well, so all broadband Internet users enjoy high-quality digital video on their computers and digital television displays.

HOW WE DO IT

- 🔗 Focusing on the experience, not the technology
- 🔗 Designing an intuitive, comfortable online interface
- 🔗 Keeping costs low through expertise, research, constant innovation, and strategic sourcing
- 🔗 Forging relationships with well-known talent (Spokesman Burton Gilliam, Hall of Fame Cowboy Cleo Hearn)
- 🔗 Maintaining a strong public relations program for GBN and its partners
 - 45 press releases since November 2004
 - Over 5 million PR impressions worldwide
 - Contributes to strong Web site traffic
 - Maximizes SEO performance on Google News, Yahoo! News, etc.
- 🔗 Marketing and promoting GBN content, entertainers, and products
 - Print, online, TV, radio, billboards, concerts, rodeos, entertainment trade shows
 - Weekly e-mail blasts to targeted audiences of 250,000+
 - Web-based and grassroots public relations initiative to national, regional and local media outlets including appearances by well-known spokespersons, rodeo athletes, musicians and advisors.
 - Trade publications awareness campaign
 - Guerilla marketing tactics such as online chat promotion and Web log (blog) contributions
 - Word-of-mouth campaigns among Western lifestyle audience
- 🔗 Constantly providing GBN subscribers with fresh content.
- 🔗 Supporting Western and historical charities and sponsoring professional rodeo athletes.
- 🔗 Offering advertising clients traceable, one-to-one access to consumers with unsurpassed demographic reporting potential, real-time response capability, and instant purchasing



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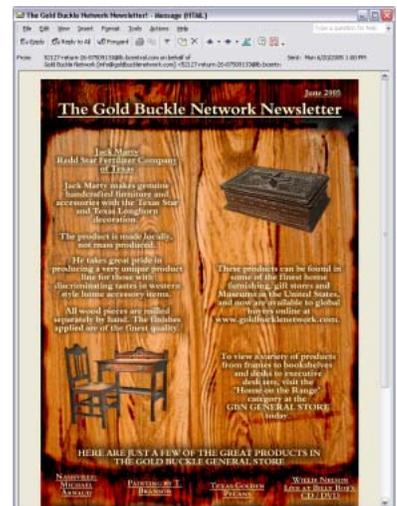
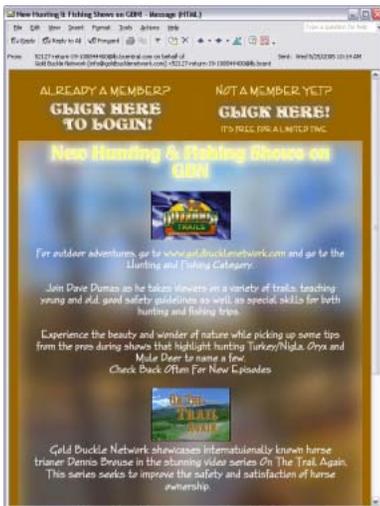
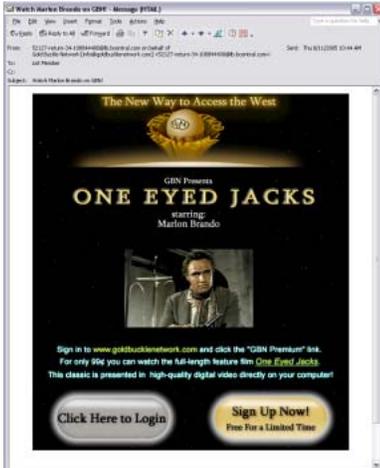
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DIRECT E-MAIL MARKETING PROGRAMS

Gold Buckle Network offers a range of direct e-mail marketing programs that advertisers can rely on to reach hundreds of thousands of Western enthusiasts, including GBN's unique group of more than 72,000 loyal subscribers. Advertisers can e-mail unique messages as well as place a banner on official GBN messages.

Direct e-mail marketing programs are priced based on program elements and the number of e-mail recipients. All direct e-mail marketing programs include double blasts and reporting on message open and click-through rates. Quoted prices include the GBN HTML e-mail creative development fee. Advertisers may supply e-mail files subject to GBN specifications.

GBN E-MAIL EXAMPLES





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VIDEO ADVERTISING MARKETING PROGRAMS

The GBN online network at www.goldbucklenetwork.com streams high-quality digital video content to a global audience of Western-enthusiast consumers. The GBN video streaming network also offers advertisers a unique



opportunity to run existing video advertisements within GBN video content. GBN Video Advertising programs incorporate the best of direct marketing and streaming video, providing detailed user reporting and a robust media streaming platform to deliver your message in digital video.



GBN video advertising helps make the most of your high-quality television ad materials. Advertisers with existing video materials, such as television commercials or other video, can run those ads on GBN by participating in a Video Advertising Marketing Program. See below for more details. Purchase a Video Ad Package today and start reaching GBN subscribers with your digital video message.

For more information and a complimentary GBN membership, please visit www.goldbucklenetwork.com. To advertise on GBN, please contact the Sales Department at (972) 387-4320.

CONTACT INFORMATION

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Addison, TX 75001

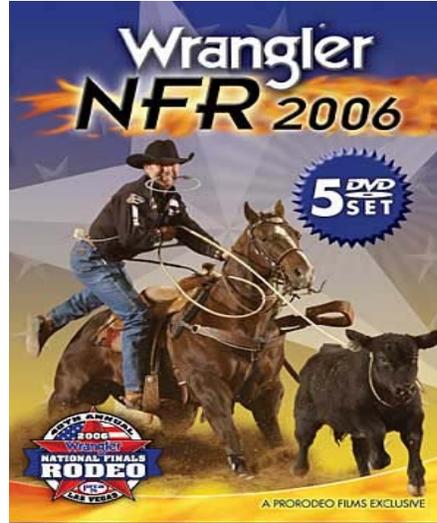
Phone (972) 387-4320

E-mail info@goldbucklenetwork.com

Web: www.goldbucklenetwork.com

GOLD BUCKLE NETWORK INDUSTRY PARTNERS

GBN has developed and maintains many significant industry partnerships. Below is a brief list of several current GBN industry partners. New opportunities with additional prospective industry partners arise on a regular basis due to GBN's marketing and promotional programs.



GBN PARTNERS

ProRodeo Films

- Exclusive media production
- PRCA rodeo content
- DVD sales
- Cross-promotion

Outdoor Trails Productions

- 60 *Outdoor Trails* series
- Popular hunting and fishing television shows

Universal Music Group

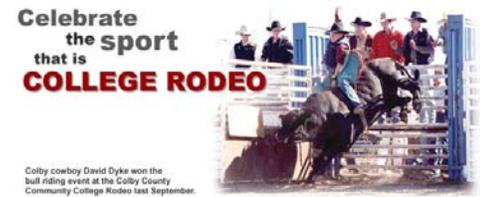
- Major music production and distribution organization
- Content relationship to promote artists and music through targeted e-mail campaigns with streaming audio and video

AristoMedia Group

- Specializes music production and promotion organization
- Content relationship to promote artists and music through targeted e-mail campaigns with streaming audio and video



-  New West Records
 - Independent label spotlighting a unique blend of musical talent
 - Marketing relationship to promote artists music and tours
-  National Cowboys of Color Museum and Hall of Fame
 - Content relationship to stream rodeo content
 - Cowboys of Color Invitational Rodeo Tour is the largest multicultural rodeo in the world
-  National Intercollegiate Rodeo Association
 - Primary college rodeo association
 - Content relationship to stream college rodeo content
-  Campfire Café / EMG Productions
 - GBN to market and promote campfire cooking video series
 - GBN General Store to sell popular “Lewis & Clark” cookbook
-  TNT
 - Co-promotion of *Into The West* television miniseries
 - GBN streamed video previews to subscriber base



GBN'S LEADERSHIP IN A MAJOR EMERGING INDUSTRY

Following are several excerpts from articles and interviews which illustrate the growth and power of online media and service provision.

NATPE 2006 – DIGITIZE. CAPITALIZE. MONETIZE.

Digital technology is fueling an evolution in the television industry. Capitalizing on the opportunities this evolution promises to deliver, the National Association of Television Program Executives (NATPE) 2006 Conference & Exhibition will present a record number of panels and seminars designed to educate and empower producers and rights holders in monetizing content for this new digital environment. (Source: *NATPE News*, November 2005)

ONLINE SALES WILL RISE 22%, TRADE GROUP SAYS

U.S. Internet sales will climb 22 percent this year according to a forecast by the National Retail Federation's online retailing group...“New online shoppers, consumers who shift more of their spending to the Web, and retailers that continue to enhance their online and multi-channel shopping experiences will keep online sales growing at a steady clip,” the report said...The report also noted increased profitability for online stores. (Source: *Bloomberg News*, May 24, 2005)

GOOGLE INTRODUCES SERVICE FOR FINDING, PLAYING VIDEO

NEW YORK-Google Inc. unveiled a video-viewing channel on its Internet-leading search engine Monday, creating another money-making opportunity for a company already so profitable that its stock has tripled in 10 months...The videos are free, but Google hopes to eventually charge for some of the material...If it charges for some video, Google could lessen its financial dependence on advertising. Online advertising accounted for virtually all of its \$369 million profit during the first quarter. (Source: *Associated Press*, June 25, 2005)

THEATER CHAIN TAKES ACTION TO SPUR ARRIVAL OF DIGITAL MOVIES

Tech Entrepreneurs Willing to Pay Freight to Jump-start Conversion from Old Analog

IBD: What are your plans with high-definition broadcasting and digital projection?

Wagner: We're trying to find ways to lower costs, increase revenue and build a better business. Hopefully, people will come to know the brand and understand there will be unique and cool programming.

IBD: Will people go to your theaters if they can watch that content right away on TV?

Wagner: People who go to the movies will continue to go, and always will. They go because of the experience. We (Landmark) can take educated, calculated risks because we're a private company. It's our money, and we can take chances. (Source: *Investor's Business Daily*, June 8, 2005)

IEC HONORS INNOVATIVE CONTRIBUTIONS WITH INFOVISION AWARDS AT BROADBAND WORD FORUM EUROPE 2005

Honoring innovative contributions to progress in the information industry, the International Engineering Consortium (IEC) today announced the InfoVision Award winners at this year's Broadband World Forum Europe, held 3–6 October in Madrid, Spain. With hundreds of submissions and only two winners in each of the eight categories, the highly coveted awards gave tribute to those catalyzing positive change in technology, business, and academia, completely in line with the IEC's mission. [In the category of] Content, Entertainment, Applications, and Services, [one of two winners is the] Microsoft TV IPTV Edition. (Source: *Yahoo! News*, October 2005)

Note: According to the Microsoft Web site, as of November 2005 commercial trials of Microsoft TV IPTV Edition are complete or are in progress with leading broadband network operators around the world.

RADIOSHACK OFFERS SPACE TO START-UPS

“We want to be known as a leader,” said Andy Berman, Vice President of New Business Development for RadioShack. “So if you want to get the newest, coolest, latest thing, you have to come to RadioShack for it.” (Source: *The Dallas Morning News*, May 14, 2005)

AD SPENDING GAINS EXPECTED TO SLOW

Advertising spending growth will slow to 3.4 percent in 2005, media researcher TNS Media Intelligence said Tuesday. Internet sales will rise 7.6 percent, excluding search-related ads. (Source: *Bloomberg News*, May 3, 2005)

GOLD BUCKLE NETWORK'S MEASURABLE MARKETING ACTIVITIES

GBN launched in November 2004 with a series of aggressive marketing and promotion programs designed to build awareness of GBN's online Western community. GBN marketing activities and promotions incorporate the most current technology to maximize impressions, capture data, and measure results. A robust database not only powers GBN's industry leading multimedia streaming and content indexing features for viewers, but also provides GBN management and GBN advertisers with the critical data required for valid marketing return on investment (ROI) determinations.

The GBN subscriber base numbers well over 72,000 and is forecasted to rise to over 200,000 by the third quarter of 2007. In addition to this loyal following, GBN also regularly markets to hundreds of thousands of Western sports and lifestyle fans worldwide through direct e-mail campaigns, special promotions, new content, and new products. Since November 2004, GBN press releases alone have garnered more than 5 million Internet hits. This strong public relations presence has resulted in over 120,000 media pick-ups across the Internet as well as thousands of new visitors to the GBN online network and General Store.

Below is a brief list of GBN's measurable marketing activities. Please see the end of this section for examples of actual direct e-mail marketing creative pieces.

 **Direct e-mail campaigns to 72,000–500,000 Western enthusiasts.**

- One to three campaigns each month
- Thousands of respondents to each message

 **Direct e-mail campaigns to 72,000+ GBN subscribers.**

- One major and up to two smaller campaigns each month
- Average open rate over 12%
- Average click-through rate over 2%

 **Press releases distributed on all major Internet newswires.**

- Average hits over 100,000 each
- Average media pick-ups over 1,500 each

 **Search engine optimization for improved listing results.**

- Constant search engine optimization (SEO) efforts ensure high placement
- All promotions designed to drive traffic to the GBN Web site

 **Special GBN events.**

- Sponsored presence at various rodeos, music venues, historic Western sites, etc.

GOLD BUCKLE NETWORK'S POWER PROMOTION PACKAGE

GBN backs its promotions with a powerful package of digital media direct marketing programs. From online video, direct e-mail campaigns and public relations to search engine optimization (SEO) and detailed tracking and reporting, GBN's team of promotion professionals will go to work for you.

Check out some of the GBN Power Promotion Package elements:

 **Online streaming video of your EPK media, commercials, or other promotional content.**

- Visibility with 72,000+ loyal GBN subscribers
- For 2007, 32,000-53,000 user sessions per month
- Over 1000 hours of content streamed per month
- Inclusion of graphic in GBN Video section

 **Direct e-mail campaign to 72,000–500,000+ Western enthusiasts and GBN fans.**

- Detailed open and click-through reports
- Custom high-quality e-mail design and hosting

 **Press release with full online newswire distribution.**

- Average hits over 100,000!
- Average media pick-ups over 1,500!

 **Search engine optimization for improved listing results.**

 **Participation in special GBN events.**

GBN has worked with many major entertainment companies to promote artists, events, films, television programs, and more. Please call **(972)387-4320** to speak with a GBN representative or e-mail info@goldbucklenetwork.com regarding your promotional needs.

And be sure to visit www.goldbucklenetwork.com to see what GBN is all about!

We hope to hear from you soon.

Regards,

The GBN Power Promotion Team

GOLD BUCKLE NETWORK ON-DEMAND CONTENT

GBN has forged relationships with a wide variety of video production companies and continues to develop new relationships each month. GBN currently offers worldwide viewers a large and growing on-demand video and audio library.

GBN owns or has access to several years worth of popular programming, including dozens of bull riding, barrel racing, calf roping, hunting, fishing, and other Western sports shows as well as a library of nearly 300 Western movies and 240 Western television episodes, such as *The Lone Ranger*, *The Cisco Kid*, *The Roy Rogers Show*, *Bonanza*, *Wagon Train*, *The Rifleman*, and more. In addition to Western sports, classic Western movies and popular Western television series, GBN also offers a well-rounded selection of Western lifestyle programming, including cooking shows, horse training series, documentaries, State promotional videos, kids' shows, and more. GBN also offers a large selection of music videos from current and rising country music stars, as well as an entire section dedicated to country music streaming audio tracks.

A sampling of our current content is listed below:

THE RODEO CHANNEL

-  The Cowgirl Chicks - promo
-  Cowboys of Color - Best of 2000
-  Cowboys of Color Promo
-  Bullistic Denton – Two Bulls
-  Bullistic Lawton – Two Bulls
-  CBR Promo
-  Extreme Elapsed-Time Calf Roping (XETC) Promo
-  Great American Wild West Promo
-  SHU Rodeo
-  What was he thinking – PRO Rodeo Films (The Devil and Mr. West)
-  Donnie talks with TD West - PRO Rodeo Films (Bull Riding: NG)
-  Donnie talks with Cody Hancock - PRO Rodeo Films (Bull Riding: NG)
-  Joe talks with Jake Barnes – PRO Rodeo Films (Roping for Glory)
-  Joe talks with Houston Hutto – PRO Rodeo Films (Roping for Glory)
-  Talking with Sammy - PRO Rodeo Films (Bodacious)

HUNTIN' AND FISHIN'

-  Outdoor Trails - Mule Deer
-  Outdoor Trails - Oryx
-  Outdoor Trails - Turkey / Nilgia
-  Outdoor Trails - 777 Youth Hunt
-  Outdoor Trails - Quail Pheasant
-  Outdoor Trails - SuperBucks
-  Outdoor Trails - Elk and White Tail Bow Hunt
-  Outdoor Trails - Cook Family Hunt
-  Outdoor Trails – Cold Weather Catfish
-  Outdoor Trails – All Star Redfish
-  Outdoor Trails – Galveston Speckled Trout
-  Outdoor Trails – USSA Turkey Hunt
-  Outdoor Trails – Aucoin Family Goose Hunt
-  Outdoor Trails – Arkansas Ducks

MUSIC VIDEOS

- 🎵 Robert Earl Keen – I'm Goin' To Town
- 🎵 Hanna McEuen EPK
- 🎵 Susan Tedeschi – In The Garden
- 🎵 Steve Earle – Nowhere Road
- 🎵 The Flatlanders – I Thought The Wreck Was Over
- 🎵 Buddy Jewell - Whirlwind Ride
- 🎵 Rita and Priscilla Coolidge, Laura Satterfield - Walela
- 🎵 Art Greenhaw's International Guitar Celebration July2004
- 🎵 Texas Swing – Light Crust Dough Boys
- 🎵 Cameron Coffey – Live in Concert
- 🎵 Shurman – Drownin
- 🎵 Dwight Yoakam - International Heartache
- 🎵 Forty5South-I've Been There Too
- 🎵 Forty5South-EPK
- 🎵 Doyle Lawson & Quicksilver-You Gotta Dig a Little Deeper
- 🎵 David Ball - Too Much Blood In My Alcohol Level
- 🎵 Billy Gilman – Everything And More
- 🎵 Roger Marshall – Hiding In The Wide Open
- 🎵 Kevin Montgomery – Tennessee Girl
- 🎵 Brittany Wells – Somebody's Somebody
- 🎵 Kelsey – Something's Starting To Happen
- 🎵 The Del Mcoury Band – She Can't Burn Me Now
- 🎵 Hilljack – This Could Get Good
- 🎵 Craig Morgan – Redneck Yacht Club
- 🎵 Alison Krauss – Goodbye Is All We Have
- 🎵 The Kentucky Headhunters –Big Boss Man
- 🎵 Deborah Allen, Tammy and Anita Cochran – Destiny's Song
- 🎵 Billy Gilman – Hey Little Suzie
- 🎵 Kevin Sharp – I Think I'll Stay
- 🎵 Pat Boone – Nascar Time
- 🎵 Drew Davis Band – Back There All The Time
- 🎵 Kathleen Edwards – In State
- 🎵 Chip Taylor & Carrie Rodriguez – Keep Your Hat On Jenny
- 🎵 Road Hammer – I'm A Road Hammer
- 🎵 Rick Monroe – Midnight Rider
- 🎵 Little Big Town – Boondocks
- 🎵 Nick Ashton & Tin Rooster – The One
- 🎵 Collin Raye – Little Rock
- 🎵 Larry Gatlin and the Gatlin Brothers – Broken Lady
- 🎵 Merle Haggard – Working Man Blues
- 🎵 George Jones and Dolly Parton – Blues Man
- 🎵 Sonny Burgess – Jesus & Bartenders
- 🎵 Dwight Yoakam – Blame The Vain
- 🎵 Clumsy Lovers – Stand Up
- 🎵 Joey Daniels – Swinging Door
- 🎵 Monty Lane Allen – All I want for Christmas Is
- 🎵 Jack Ingram – Wherever You Are
- 🎵 Tori Sparks – River & Roads
- 🎵 The Grascals – Me and John and Paul
- 🎵 John Corbett – Good To Go
- 🎵 Little Big Town – Bring It On Home

OPEN RANGE

- 🍷 Native American Healing
- 🍷 Tracing Your Native American Heritage
- 🍷 West Fest - Michael Martin Murphy
- 🍷 Wyoming – State Promo
- 🍷 Black Indians an American Story
- 🍷 The Little Cowboy
- 🍷 The Forgotten Cowboys
- 🍷 Celebrate Bandera
- 🍷 Cowboys of Color Calendar
- 🍷 Cowboys of Color Promo
- 🍷 Tex Dunright - Cowboys of Color
- 🍷 On The Trail Again - Alpine Mountain
- 🍷 On The Trail Again - Wilderness Trails
- 🍷 On The Trail Again - Triangle C
- 🍷 On The Trail Again - Peaceful Valley
- 🍷 On The Trail Again - Lost Valley
- 🍷 On The Trail Again - Lake Mancos Ranch
- 🍷 On The Trail Again - Home Ranch
- 🍷 On The Trail Again - Eaton's Ranch
- 🍷 On The Trail Again - D Diamond X
- 🍷 On The Trail Again - CM Ranch
- 🍷 On The Trail Again - Aspen Lodge
- 🍷 On The Trail Again - 7D Ranch
- 🍷 In a Whisper

PICTURE SHOW

- 🍷 Hell Town
- 🍷 Angel and The Bad Man
- 🍷 Days of Jesse James
- 🍷 The Gatlin Gun
- 🍷 The Gun and the Pulpit
- 🍷 The Hanged Man
- 🍷 Santa Fe Trail
- 🍷 The Wackiest Wagon Train In The West
- 🍷 The Young Land
- 🍷 Yuma
- 🍷 Booger Red
- 🍷 The Bushwackers
- 🍷 Daniel Boone
- 🍷 Mohawk
- 🍷 The Sundowners
- 🍷 Jory
- 🍷 Against a Crooked Sky
- 🍷 Abilene Town
- 🍷 Blue Steel
- 🍷 Sunset Carson
- 🍷 King of Cowboys
- 🍷 Tulsa
- 🍷 Sitting Bull
- 🍷 Harlem Rides the Range
- 🍷 Rage At Dawn
- 🍷 Vengeance Valley
- 🍷 Over The Hill Gang

LIL' BUCKAROOS

- 🍷 Roy Rogers Show Setup
- 🍷 Roy Rogers Show, Episode 2
- 🍷 The Cisco Kid
- 🍷 The Cisco Kid, Episode 2
- 🍷 Enter the Lone Ranger
- 🍷 Lone Ranger, Episode 2
- 🍷 Tales of Wonder - Hawk and the Hunter
- 🍷 Tales of Wonder - Little Gray Bat
- 🍷 Tales of Wonder - Rabbit and Bear
- 🍷 TexDunright - NFFR2004
- 🍷 Munchin Crunchin Farm Machines
- 🍷 Outdoor Trails-Youth in the OutdoorsOutdoor Trails - Youth in the Outdoors

GBN RADIO

- 🎧 Kevin Fowler – Is Anybody Going To San Antone
- 🎧 John Conlee – Busted
- 🎧 John Conlee – Lay Around And Love On You
- 🎧 Merle Haggard – The Fightin’ Side Of Me
- 🎧 Merle Haggard – Natural High
- 🎧 Gary Stewart – In Some Room Above The Street
- 🎧 Asleep At The Wheel – Get Your Kicks On Route 66
- 🎧 Asleep At The Wheel – Dance With Who Brung Ya
- 🎧 Willie Nelson – All Of Me
- 🎧 Willie Nelson – Mammias Don’t Let You Babies Grow Up To Be Cowboys
- 🎧 Willie Nelson – Crazy
- 🎧 Trish Lynn - Love's The Answer
- 🎧 Trish Lynn - Free Ride with Pledge of Allegiance
- 🎧 Dean Turner – Heartaches
- 🎧 Dean Turner – Struttin
- 🎧 Mark David Manders -Clovis Highway
- 🎧 Belinda Gail – Amigo
- 🎧 Belinda Gail – She Belongs to the land
- 🎧 Belinda Gail - Singing On The Trail
- 🎧 Belinda Gail - She Is a Cowgirl
- 🎧 Robert Shumy - I Wanna Be
- 🎧 Dan Roberts - Cowhand.com
- 🎧 Dan Roberts - Viva La Cowboy
- 🎧 Dan Roberts - There's a Little Cowboy in All of Us
- 🎧 There'll Be Peace in the Valley for Me
- 🎧 I am a Pilgrim
- 🎧 Ann Margret - Go Tell It On the Mountain
- 🎧 Sending Me You
- 🎧 Western Medley
- 🎧 Light Crust Doughboys - Amarillo By Morning
- 🎧 Walk Don't Run
- 🎧 Light Crust Doughboys - Take Me Back to Tulsa
- 🎧 Driving Guitars
- 🎧 Riding the Range to Jesus
- 🎧 Light Crust Doughboys - Mr. Gospel
- 🎧 Light Crust Doughboys - Gospel Woman

GBN PREMIUM

- 🎧 XETC – Tulsa
- 🎧 XETC - Jackson
- 🎧 One Eyed Jacks
- 🎧 That Takes Guts - PRO Rodeo Films (The Devil and Mr. West)
- 🎧 Cheating The Devil - PRO Rodeo Films (The Devil and Mr. West)
- 🎧 Show Me That Again - PRO Rodeo Films (The Devil and Mr. West)
- 🎧 Xtreme Rides - PRO Rodeo Films (Bull Riding: NG)
- 🎧 Bull Power - PRO Rodeo Films (Bull Riding: NG)
- 🎧 Don't Give Me That Bull - PRO Rodeo Films (Bull Riding: NG)
- 🎧 Tribute To Bull Riding - PRO Rodeo Films (Bull Riding: NG)



2007 AD PACKAGE RATE SHEET

E-MAIL PACKAGE 1 – UNIQUE HTML E-MAIL TO GBN MEMBER LIST

E-mail Package 1 includes a unique HTML e-mail template designed by GBN creative specialists, and detailed message open and click-through reports.

Recipients	Price
5,000	\$950 (19¢ ea)
10,000	\$1,500 (15¢ ea)
25,000	\$1,750 (8.75¢ ea)
50,000	\$1,950 (3.9¢ ea)
70,000	\$2,240 (3.2¢ ea)

Table 1: E-mail Package 1 Rates

E-MAIL PACKAGE 2 – BANNER ON GBN HTML E-MAIL

E-mail Package 2 includes a banner on an official GBN HTML e-mail, and detailed message open and click-through reports.

Recipients	Price
5,000	\$850 (17¢ ea)
10,000	\$1,400 (14¢ ea)
25,000	\$1,650 (6.6¢ ea)
50,000	\$1850 (3.7¢ ea)
70,000	\$2050 (2.9¢ ea)
150,000	\$2850 (1.9¢ea)
250,000	\$3500 (1.4¢ea)

Table 2: E-mail Package 2 Rates

VIDEO AD PACKAGE 1 – BLENDED CONTENT

Video Ad Specifications	Number of Media Titles Sponsored	Price Per Month
Video ads are streamed in the GBN media player at the beginning and end of an individual media title. See the Materials Submission Section for more information about video ads.	1	\$50
	5	\$475
	10	\$695

NOTE: Prices do not include video editing or encoding fees.

Table 3: Video Ad Package 1 Rates

BANNER AD PACKAGE 1

Dashboard	One Channel	Price Per Month
Placement of your static banner with a link to your video ad or home page.		\$1750



2007 AD PACKAGE RATE SHEET

BANNER AD PACKAGE 2

Dashboard	Individual Title	Price Per Month
Placement of your static banner with a link to your video ad or home page.		\$95

GBN HOME PAGE PROMOTION

		Price Per Month
Your promo located on GBN home page. (3 positions are available). Total number of viewers and click throughs can be reported.		\$1950