

Contact: Cole Pepper
Chief Communications Officer
Four Elements Media, Inc.
Email:
cole.pepper@fourelementsmedia.com

1000 Universal Studios Plaza
Orlando, FL 32819
Phone 323.529.3687
<http://fourelementsmedia.com>

Four Elements Media

Press Release

Four Elements Media introduces new distribution channel for pilot television

Breakthrough online content pool for Network and Cable television with detailed audience measurement metrics via AirBomTV.com and Platform Brands

Orlando, FL, August 30, 2011: Television Content will soon have a new distribution method with the launch of AirBomTV.com, the world's first online pilot television network. A division of Four Elements Media, Inc., AirBom TV will distribute fresh, compelling content to online audiences around the globe with the intent to pre-measure a potential network or cable show's success before its maiden broadcast through traditional television channels.

Three programming options are being addressed within the AirBom TV model: Primetime programming (scripted content for audiences 13 and over), Alternative programming (Unscripted and "Reality" based content) and Children's programming (Animated and Live Action programming aimed at the 0-12 market.)

All television content on the AirBom TV site is free to watch, however viewership will be measured through Four Elements Media's audience measurement software, Platform Brands. Platform Brands is robust, web-based software that will collect detailed demographic information on a show's audience right down to the individual viewer. Until now, the most widely used information available for online video viewing was constrained to knowing the country (and sometimes, the state) where an individual was viewing a video. Now, Four Elements Media has broken through that barrier with a revolutionary methodology to give cable and broadcast networks detailed demographic information about who is viewing an online video as well as advertisements.

Jennifer Valenti, CEO and Founder of Four Elements Media, Inc. combined her experience in the production industry with her background working as an executive for the Nielsen Company to create a new way for content owners and distributors to measure the success of their entertainment and advertising.

"While at Nielsen I consistently heard the same complaints over and over. The Networks wanted to be sure their ratings were accurate and inclusive of the widest sample of audiences possible and the

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advertisers wanted to gauge the effectiveness of their advertising in real time or at least near real-time. With AirBorn TV and Platform Brands we have addressed both of these problems in a new way by shifting the culture of online video viewing. Now Networks and Cable Nets will have the ability to test-drive a show's potential success in a tangible way before committing hard dollars to content. Advertisers will soon have the ability to manage their campaigns in near real time as well as have direct addressability to a particular market, demographic or audience profile.”

Four Elements Media, Inc. is a Florida-based company comprised of AirbornTV and Platform Brands (online television and audience measurement software), Apple Box Media (film production), Spicy Watermelons (animation and gaming), and Liquid Box Brands (product placement).

Audience measurement begins with the launch of AirbornTV.com in fall of 2011 when three pilot programs will debut:

- **Terminal Kill** (Primetime) – Conspiracy thriller Starring Mousa Kraish (*Superbad*, *You Don't Mess with The Zohan*) and Stelio Savante (*Ugly Betty*, *My Super Ex-Girlfriend*) and written by Matthew Stover (writer of the novel *Star Wars Episode III: Revenge of the Sith*).
- **Kid's Café** (Children's) - Kid-size guests learn about nutrition and how to prepare food with their parents. Hosted by Jesse LeNoir (*Project Runway*)
- **The Ultimate Male** (Reality) - Competition reality show where men compete in “manly arts” like boxing, poker, trivia, etc. to identify The Ultimate Male, hosted by Carol Grow (*Baywatch*, *XFL Reporter*).

Full Episodes for these shows will air on AirbornTV.com and will allow cable and broadcast networks to see not only how many people are watching, but the gender, age, zip code and household income of the viewers as well as how the viewer rates the program.

“The success of Hulu and Netflix has shown that there is a huge appetite for online, on demand entertainment like television programs and movies,” said Four Elements Media CEO Jennifer Valenti. “But what has been lacking is a way to measure those viewers in a way that has traditionally been done for television shows. The world has changed. Thanks to DVRs and on-demand shows, we no longer plan to watch specific programs at specific times. We want to watch our favorite programs when and where we want. AirbornTV.com rides the wave of a changing viewer expectation, and allows networks more detailed empirical data on audience acceptance of a new show as well as enables advertisers to benefit from better targeted ads.”

AirbornTV.com plans to roll out 18 new show titles in each programming vertical over the next 18 months. “As a mother of two, it frustrates me that there is a lack of great shows that parents and kids can enjoy together,” Valenti said. “Kid’s Café is a perfect example of a show that offers that experience. All of our shows will be created with the audience feedback we receive in mind, and the success of our content will be filtered through an extensive process led by you, the viewer.”

In addition to viewer feedback and to ensure high quality content, Four Elements Media relies on a creative advisory board that includes Award-winning industry executives, producers, directors and writers and is vetted through a rigorous tollgate process.

Four Elements Media, Inc CEO Jennifer Valenti bio

Valenti’s background led her to conceive of Four Elements Media at the confluence of her experience. She began her career in entertainment in 1996 with her work on major brand commercials such as Nike, Gatorade and McDonalds. She quickly moved on to feature films, adding such Blockbuster hits as The Waterboy with Adam Sandler and Men In Black II with Will Smith to her long list of credits. Ms. Valenti is an Emmy® Award-winning Entertainment and Marketing Executive with over fifteen years of market research expertise. As the former Nielsen Portfolio Executive for Television Ratings and Engineering across North America, Ms. Valenti is a top industry expert of consumer trends and product performance measured across multiple media platforms.