

GOIN' SOHO



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GOIN' SOHO

EVERYONE'S GOIN' SOHO

Hugh Hefner Had a Great Idea.

Playboy is certainly one of the all-time great business and publishing success stories. But more importantly, Hugh worked *his* way, and that way was at home. His idea is gaining appeal among a growing group of Americans intent on finding success working in the home.

LOOKING FOR AN AUDIENCE? WE'VE GOT ONE! IT'S HUGE, UNTAPPED AND SPENDS BILLIONS!

Fast Facts

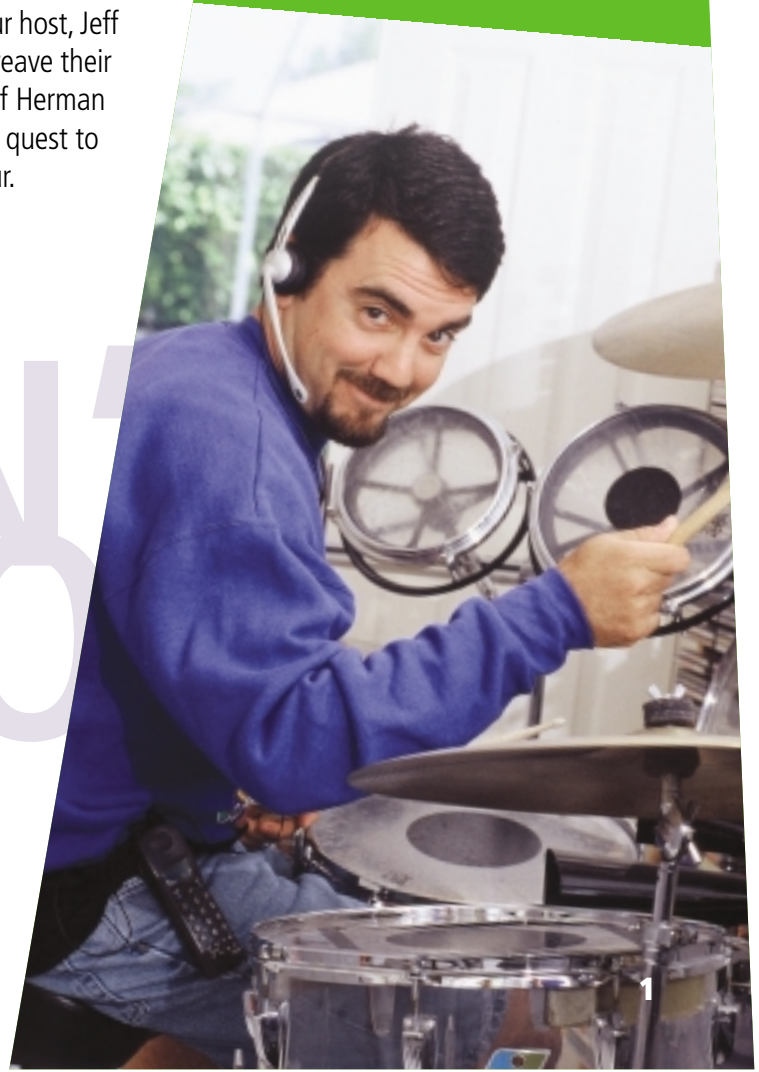
- 37 million people work from their homes
- average 'home office worker' is in early 40s
- 55% male
- 80% own their own home and have at least one child under 18 in the home
- 45% have at least one child under 18 in the home
- average annual income of 'home officer' is \$63,000
- by 2002, home officers will spend nearly \$80 billion on technology

The Talent

On-camera savvy, a respected nationally published journalist and a **SOHO** industry icon are just three of the character traits of our host, Jeff Zbar. Every week, Jeff will help home-based entrepreneurs weave their way through the aisles of Office Depot, the furniture racks of Herman Miller and the wired and wireless worlds of the Web, all in a quest to fulfill the needs of today's fast-paced on-the-go entrepreneur.

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EVERYONE'S GOIN' SOHO!

Unlike when 'Hef' started, a person who now works from home can learn how to strike the perfect balance of work, home and personal life. **GOIN' SOHO!** artfully blends unique insight and perspective on pertinent issues with lifestyle news flair and upbeat, information-packed content demonstrating how to work effectively and successfully from home.

An Inspiring, Educational, Informative Half-Hour Weekly

GOIN' SOHO! — an industry acronym for 'small or home office' — is an on-location, audience motivating, half-hour weekly that speaks a common language to nearly 40 million Americans who work from their homes on a full- or part-time basis.

Affluent, Educated with Money to Spend

Home officers are not like the average American. They're more affluent, educated, mobile, married and satisfied with their lot in life. They represent a diverse and rich market for companies seeking a desirable demographic segment ripe with interest and discretionary income to invest in an enormous array of products and services, hard goods and soft goods, hardware and software and a full complement of accessories and tools to make their home office operate efficiently and successfully.

Why Commute When You Can Telecommute?

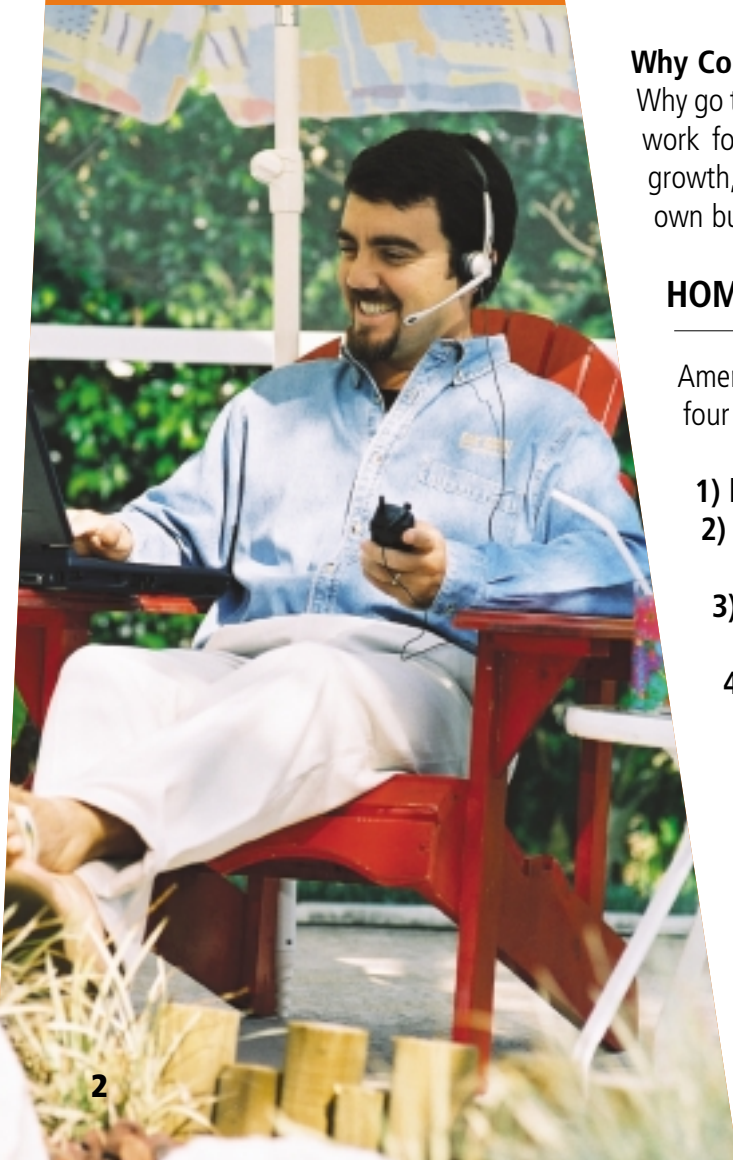
Why go to someone else's office when you can work from home? Why work for someone else when there are opportunities for personal growth, spiritual development and the potential for success of your own business than has ever been more possible or within reach?

HOME OFFICE WORKERS — WHO ARE THEY?

Americans currently working from home generally fall into one of four categories:

- 1) **home-based entrepreneurs**
- 2) **moonlighters**, who are running their own businesses after hours
- 3) **teleworkers**, who are corporate employees that routinely work from home a few days each week or month
- 4) **after-hours workers**, who burn the midnight oil at home.

Never before has there been a demand so great and a need so unfulfilled than for this highly motivated, high discretionary income audience yearning for information and insight on how to successfully operate their home office.



LIVE LIFE...ON YOUR OWN TERMS.

By the Numbers

A snapshot of today's home office entrepreneur shows a slight majority are men (55%), with the average age in the early 40s and average annual household income nearing \$63,000. Some 60% have attended college, 64% are married, 80% own their home, and 45% have at least one child under 18 in the home. Ethnically and culturally, home officers are a slice of Americana, with all racial groups equally represented among the current population. *(All statistics courtesy International Data Corp.)*

Millions and Millions Served

There are 37 million home officers in the U.S. today (including teleworkers and after-hours workers), with the figure expected to reach 39 million by 2002. Today, more than 52% of U.S. small businesses are home-based. Income-generating home offices should rise to 21.8 million in 2002, up from 20.3 million today.

Work Less, Make More, Be Happy

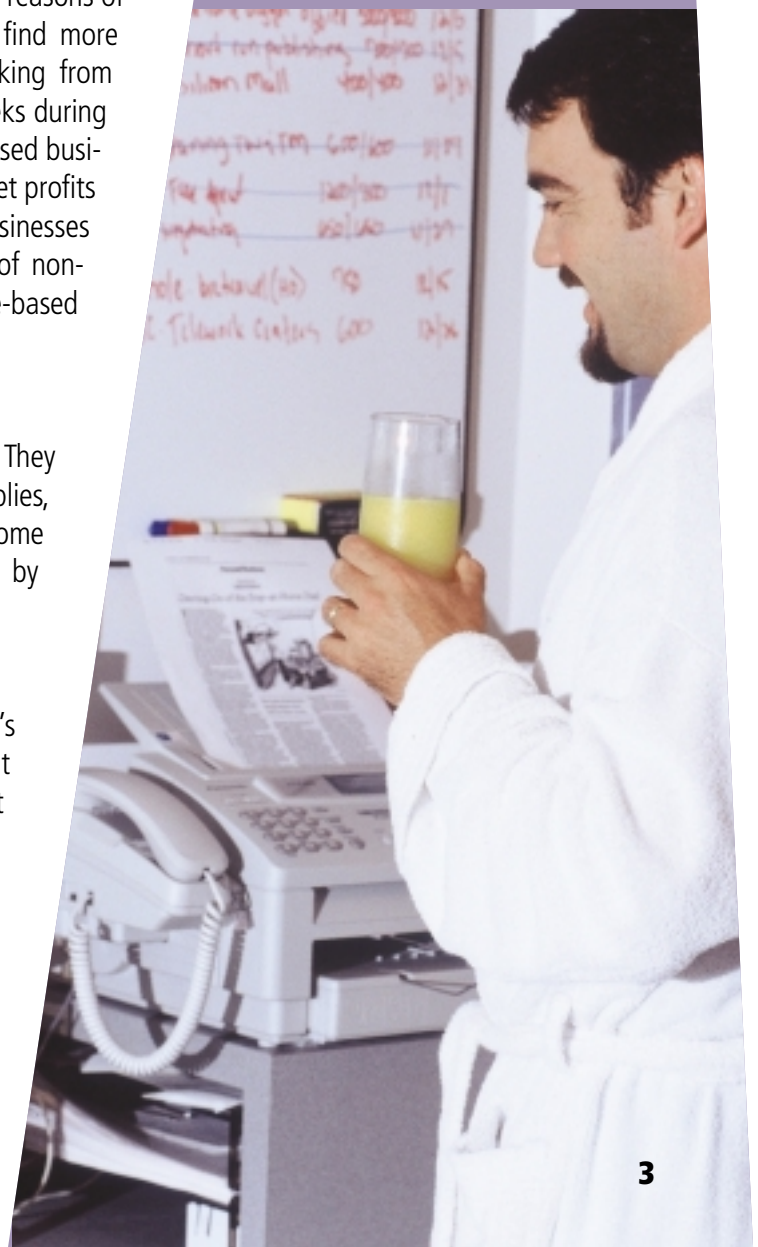
The majority of at-home entrepreneurs are self-employed for reasons of autonomy. They believe they can earn more income and find more personal and professional satisfaction as a result of working from home. They also believe they will work fewer hours and weeks during the year. The results can be lucrative. Some 87% of home-based businesses, versus 84% of non-home-based businesses, report net profits greater than \$10,000. In some 67% of home-based businesses grossing more than \$25,000, compared to 51% percent of non-home-based businesses tallying the same gross, the home-based business provides 100% of the owner's personal income.

Time to Cash In

This growing audience isn't afraid to part with its money. They spend more than \$200 billion annually on home office supplies, furniture and other accessories. In 1998, the small and home office segment spent \$52.2 billion on technology alone; by 2002, the number should grow to \$78.8 billion.

Practical Advice to Satisfy Needs

GOIN' SOHO! speaks to men, women and even today's entrepreneurial teens on topics such as the best ways to set up a home office, from choosing furniture and figuring out the best place to put it, to choosing software and the best ways to use it, to a boundless array of features profiling technology, people, products and lifestyle issues.



SOHO STORIES

The following categories are just some of the topical areas identified as useful to the home officer.

1) W@H Lifestyle — People who work from home enjoy the lifestyle that only working at home offers. Whether it's dressing down for work or eliminating the commute, it's a business model that blends fun and work. The **W@H Lifestyle** feature will introduce people who have found the balance and realize there's more to working from home than just work. From motivational day-time getaways to retreats for the family or peers, we'll show how finding balance in the home office can reinvigorate, provide a high-energy, positive attitude — and ultimately deliver great results.

2) Cool Tools & Work Toys — From personal digital assistants (PDAs) to pen-sized scanners, Web-enabled phones and wireless email technology, every conceivable gizmo and gadget you can think of, and others you can't, today's home officer has more toys to choose from than a kid at FAO Schwarz. Don't let the name fool you. These 'toys' are powerful equipment that will help the home officer become more efficient, effective and profitable. We'll look at products that serve business needs at your desk, in the house, in the car, or on the road. From affordable to outrageously priced, this fun feature will highlight the latest gizmos and gadgets in a can't-miss showcase.

3) Solo SOHO Strategies — When you work at home it doesn't mean you have to work alone. This reoccurring feature highlights ways in which **SOHO** operators can network, via computer and in-person, to expand their sphere of influence and business opportunities. We'll invite renowned industry experts, resource providers and seasoned home office professionals to provide their first-hand experience on self-management, networking, strategic alliances and partnerships and sales and marketing affiliations, all designed to give the **SOHO** worker the competitive edge when bidding against those stuffy corporate colleagues.



SOHO STORIES cont'd.

4) The Manager's Toolbox — Home officers know their trades, but they don't necessarily know how to run all aspects of a business. Operational and administrative support is a fundamental component of your business infrastructure and we'll explore software and other resources designed to give you the back office effectiveness of a traditional corporation. With so many programs on the market for accounting, time and job management, inventory control and other critical administrative functions, the **Manager's Toolbox** is a feature viewer's won't want to miss.

5) SOHO Design — Fun or formal, personable and efficient. Just because you work at home doesn't mean the office must be stuffy and boring, or Spartan and ill-equipped. We'll look at furniture that fits every need, taste, lifestyle and budget, and expresses the home officer's individuality — while also adhering to principles of ergonomics and enhanced productivity. From desks to chairs and filing cabinets, to window treatments and other design elements, we'll look at products being offered by the top manufacturers designed to help the home officer feel comfortable, motivated and productive.

6) Power Tech Update — The right tools for the right job. Whether you're selling a service or a product, there's technology in the market that can help you work more efficiently, effectively and profitably, and **GOIN' SOHO!** will feature today's tools for home officers to perform better. Profiles of current and emerging products such as personal digital assistants (PDAs), home networking hardware, computers and other hi-tech tools will enlighten and empower the home officer with cutting-edge advice to compete in the corporate game.

7) By the Book — Whether it's taxes, the law or zoning, home officers want to ensure their house is in order, literally and figuratively with regard to city, state and federal regulatory issues. We'll provide tips and expert advice on the rules and regulations of running a business from home and ways a home officer can maximize their home-based benefits.



SOHO STORIES cont'd.

8) The Productivity Minute — Feed the kids, feed the cat, feed yourself. Write the memo, make the calls, do the billing. There's a million things to do and maybe it's just you who has to do them. This segment will help the home officer figure out how to get it all done. Time management is critical, but even more important if you're a **SOHO** operator. The **Productivity Minute** provides a consumer tip designed to hone time management skills and offers the organizational edge home officers need to be able to do it all.

9) Taking It to the Streets — More than 20 million Americans have the luxury, serendipity or just plain good fortune of being able to split their time between the traditional office and the home office. How hot a trend is telecommuting or teleworking? The ranks of the teleworker are growing at an astounding 20% per year. For those who work at the corporate office full time and want to learn how to pitch their boss on working at home, we'll discuss the best ways to present ideas promoting a model teleworking program. Interviews with employees and corporations who have successful telecommuting programs will reveal their insights for successful telecommuting, which statistics show dramatically boosts employee productivity, morale, satisfaction and retention.

10) The Communications Lifeline — The lifelines of the home office is the telephone and high-speed Internet access. Whether it's multi-line desktop phones — complete with headset and voicemail, the latest Web-enabled cellular phone, or advancements in high-speed access (DSL, cable and satellite), we'll examine and review the practical uses of these technologies for keeping home officers in touch with customers, sales associates and suppliers, whether they're across town, across the country or around the world.

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SPONSORSHIP & ADVERTISER OVERVIEW

Imagine if you had a clearly identified group of people, not just in the millions, but upward of 40 million? Imagine that this audience crossed all demographic boundaries, age and income brackets, from Gen X-er to Yuppie, Buppie and almost all those in-between. Imagine an audience with money — to the proven tune of more than \$200 billion a year, and motivated to spend it in the quest to realize their 'vision'.

That's what **GOIN' SOHO!** delivers each week.

The following is a small sample of sponsor/advertiser categories:

- accounting
- advertising
- apparel
- banking
- credit & financial services
- computer technology
- hardware
 - monitors
 - CPUs
 - memory
 - keyboards
 - printers
 - scanners
 - portables
- software
 - money & finance
 - organizers
 - printing & publishing
 - sales & marketing
 - database
- customer service & support
- energy & environment
 - conservation
- inventory tracking & transportation logistics
- mail & shipping/
 - delivery services
- management consulting
- marketing & sales
- motivational training
- organizational technology
- office furniture
 - chairs
 - desks
 - armoires
 - lighting
 - cabinets
- office equipment
 - fax & copiers
 - phones
 - shredders
 - video projectors
 - office supplies
- on-line services
 - ISPs
 - e-commerce
 - security
 - financial research
- telecommunications
 - data
 - voice
 - video
 - (wired and wireless)
- travel services

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LOOKING FOR AN AUDIENCE? WE FOUND ONE!

Sponsorship Packages Per Show

Level 1

- 3 – (:05) Billboards
- 3 – (:30) Commercials
- 1 – (:05) 'Production Assistance' Tag

Level 1 @ 4 shows = \$46,550 x 4
Level 1 @ 8 Shows = \$42,000 x 8
Level 1 @ 11 Shows = \$35,000 x 11

Level 2

- 2 – (:05) Billboards
- 2 – (:30) Commercials
- 1 – (:05) 'Production Assistance' Tag

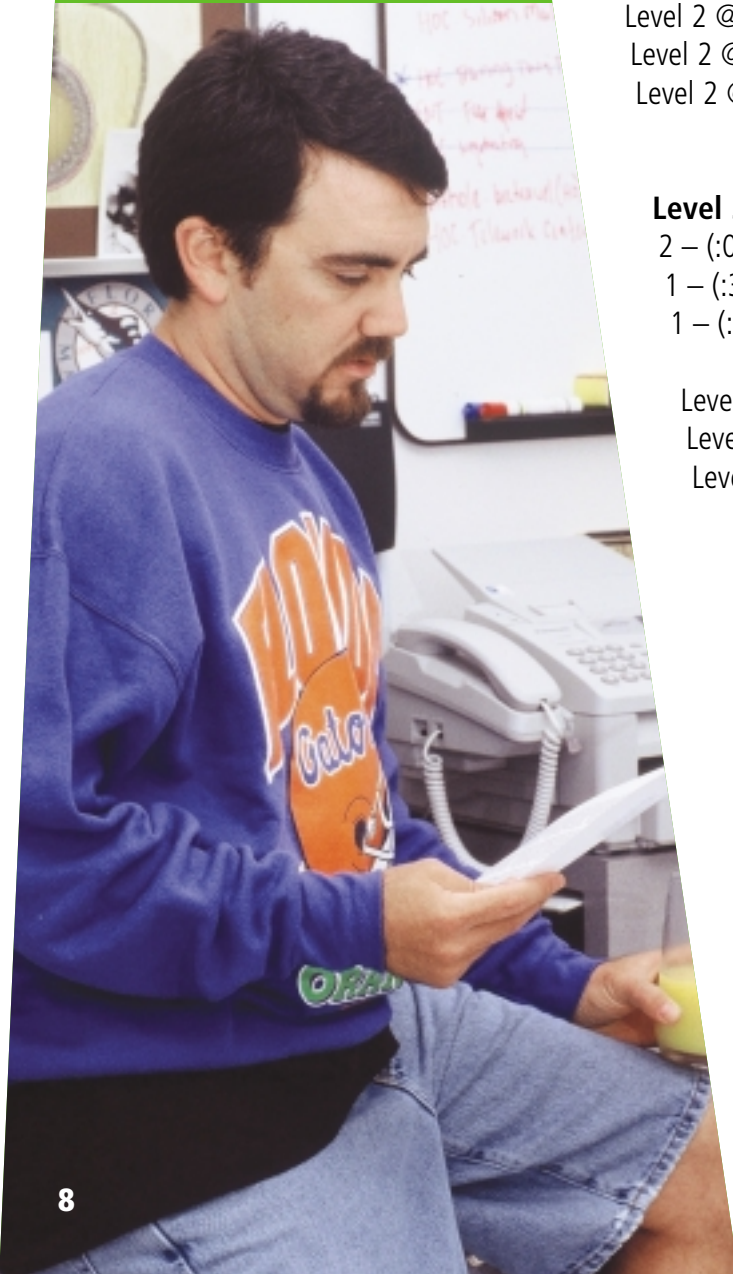
Level 2 @ 4 shows = \$33,250 x 4
Level 2 @ 8 shows = \$30,000 x 8
Level 2 @ 11 Shows = \$25,000 x 11

Level 3

- 2 – (:05) Billboards
- 1 – (:30) Commercial
- 1 – (:05) 'Production Assistance' Tag

Level 3 @ 4 Shows = \$19,950 x 4
Level 3 @ 8 Shows = \$18,000 x 8
Level 3 @ 11 Shows = \$15,000 x 11

GOING
'MINDS



THE FORMAT

Unlimited Editorial Possibilities & Sponsorship Opportunities

No fixed segments here. **GOIN' SOHO!** is packed with news and lifestyle information presented in a light and lively way. The producers have identified key categories that can be cut and pasted, inter-cut and intertwined to keep the show interesting, fresh and exciting.

Yes, there will be regular features, but sponsor-driven cutaway minutes and shorter features afford the show, the producers, the network and potential sponsors an enormous range of program content and advertising opportunities.

WEEKLY FORMAT

Show Tease:50

Graphic Open:22

Seg. 1: Host Intro, 1 Feature, Billboards/Tease4:48

Commercial Break 1.....2:00

Seg. 2: 2 Features, Sponsored Interstitial, Billboards/Tease6:00

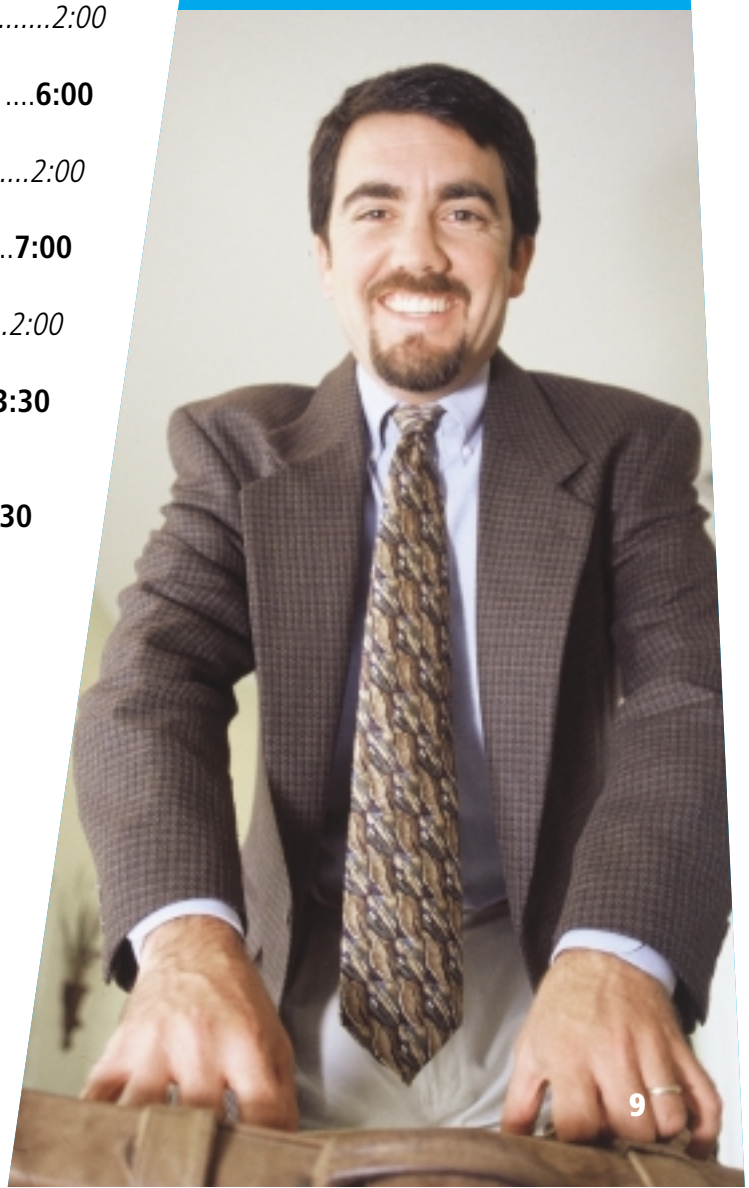
Commercial Break 22:00

Seg. 3: 2 Features, Sponsored Interstitial, Billboards/Tease.....7:00

Commercial Break 3.....2:00

Seg. 4: 1 Feature, Show Close, Production Assistance Tags,....3:30
Special Thanks Credits, Show Credits

TOTAL RUNNING TIME28:30



ABOUT OUR HOST

Jeff Zbar, the ChiefHomeOfficer.com, has worked as a home-based journalist and author since the 1980s. As a writer, speaker, consultant and subject matter expert, his specialties include work-at-home, teleworking, alternative officing, small business marketing, technology, communications and motivation. His think-tank, consultancy and Web site, **GOIN' SOHO!** (www.goinsoho.com), works with corporations hoping to target the emerging home office and teleworking markets and helps current and aspiring at-home home officers find their place amid the work-at-home marketplace.

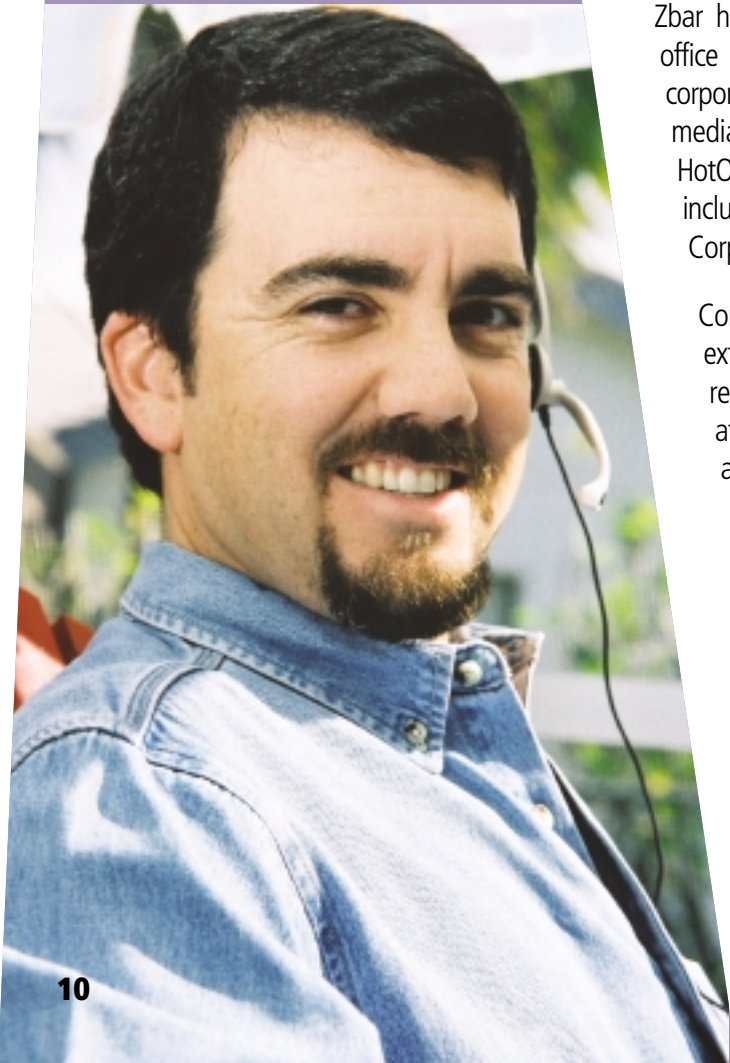
Zbar writes for more than a dozen national publications serving home office and alternative officing audiences and is a contributing editor to *Home Office Computing*, *Entrepreneur's Home Office* and *Writer's Digest*. His recurring columns have been featured on Onvia.com (SOHO Corner Office) and FreeAgent.com (Go SOHO!).

He is the author of the books *Home Office Success Stories (GOIN' SOHO!, 1997)* and *Home Office Know-How (Upstart, 1998)*, and the CD-ROM, *Your Profitable Home Business Made E-Z (Made E-Z Products, Inc., 2000)*. He also is the author of the forthcoming book, *SOHO Psychology, Mastering the Mindset of Working from Home (Fall 2001)*. Jeff publishes *Home Office Success Stories*, a free monthly e-zine on working from home and teleworking (www.goinsoho.com/successstory.cfm).

Zbar has consulted with numerous corporations targeting the home office worker. His marketing and promotional efforts on behalf of corporate America have included national speaking tours and/or satellite media tours for Office Depot Inc., BellSouth Inc., Sony Corp., HotOffice.com, and a successful fall 2001 national home office contest, including national media exposure and several media tours, for Sprint Corporation.

Comfortable in front of the camera or a live audience, Zbar has extensive presentation and television experience. He has served as a recurring home office expert guest for WFOR Channel 4, the CBS affiliate in the Miami-Fort Lauderdale market, and has lectured for a variety of organizations serving this segment.

Zbar works and lives in suburban Fort Lauderdale with his wife and three young children.



ABOUT OUR PRODUCERS

BILL HORNECK is a well-respected and seasoned veteran with 15 years experience in all facets of production. Bill has extensive credits as a producer/director in virtually all video and electronic broadcast genres, including scores of nationally syndicated, half-hour lifestyle television shows.

Horneck received a Bachelor of Science in Film and Television Production from Rochester Institute of Technology in 1986. He founded his own production company, which for 10 years serviced the production needs of corporations and organizations throughout New York.

In '95, Horneck moved to South Florida to oversee production for two nationally syndicated TV series: 'Today's Environment' hosted by Ed Begley, Jr., and 'Today's Health' hosted by Faith Daniels. He has also produced an array of music and entertainment programs featuring events including: 'The Air Jamaica Jazz and Blues Festival', Homestead Miami Speedway's 'Pennzoil 400' NASCAR race, as well as many grand openings for three 'Planet Hollywood' theme restaurants.

Whether working with a family for the weekly series 'Parenting and Beyond', line producing a celebrity-studded event hosted by Arnold Schwarzenegger or producing and directing sports/variety specials for NBA Superstar, Alonzo Mourning, Horneck's level-headed demeanor, years of hands-on production experience and ability to visualize a finished program continually earn him respect and praise from clients, staff and colleagues.

JEFF MUSTARD is an award-winning writer/producer, having earned recognition as a screenwriter, documentary writer/producer/director and corporate filmmaker. Published and produced nationally in print, radio, television and the stage, Mustard has authored scores of local, regional and national articles, written and produced nationally syndicated prerecorded radio comedy material for the nation's largest radio syndicates and also served as the former high-profile president of the South Florida Screenwriters Guild from 1990–1993.

A ten-year film and television industry veteran, Mustard has written, produced and directed television commercials, infomercials, corporate films and a one-hour documentary. Mustard served as the head writer for 12 half-hour episodes of the nationally syndicated television show, 'The Best of Wine & Food', hosted by George Hamilton, which aired on the Food Network and CNBC. Mustard has also authored or co-authored two screenplays and two sitcoms.

In addition to Mustard's writing and producing skills and talents, he is an accomplished publicist who also creates, stages and produces a wide array of 'live and special events'. As advertising and marketing consultant to numerous businesses, Mustard offers counseling and creative services as well as copy writing for print, radio and television, newsletters, brochures and production of all the aforementioned services.

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||| CONTACT INFORMATION

Producers

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