



Pegasus Television Network
a national television network dedicated to
Equestrian Pursuits and Country Life

Customized for local television markets

Program Content Submission and Acquisition



Entertaining and informational programming for everyone, including educational and instructional series, shows focusing on veterinary subjects and animal husbandry, documentaries, movies and news, as well as a wide diversity of show and event programming devoted to owners, riders and lovers of horses and equestrian sports.

The overview . . .

Pegasus Television Network is a 24 hours a day national television network dedicated to equestrian pursuits and country lifestyles being syndicated throughout the U.S. in cities and regions with identifiable high-density percentages of horses to people and active equestrian communities.

Although there are individual regional markets throughout the U.S. with significant horse/people populations, **50% of all horses are located in just six of the 48 contiguous states, and initial target areas are located within these states.**

The Company acquires digital channels in targeted local television markets and operates them from a single remote hub location. Programming, public service announcements and commercial ads are **simultaneously encoded for each local television channel** as well as for delivery to the CDP (content delivery provider) for **streaming transmission via the Internet and mobile devices.**

PegasusTV is therefore uniquely different from any other television networks featuring horse programs because it can deliver a **customized local affiliate channel** to each individual television market, ensuring a **guaranteed local and regional marketing vehicle** to advertisers.

Key components of the Pegasus Television Network are . . .

Free airtime is provided on weekends for local horse and equestrian clubs, associations, schools, colleges and other non-profit organizations, which builds relationships, provides exclusive programming to the network and contributes to promotion and good will in each market

Multiple online channels delivering mirrored broadcasts of the customized affiliated channels in each television market, ensuring total viewer access to the network in every market and providing an umbrella of assurance to advertisers.

Easy and anticipated expansion into additional television markets at will, providing opportunity for rapid increase in distribution and audience reach.

National, regional and local advertising opportunities at rates that are some of the best in the horse industry for any medium, including print, online or other television options, providing affordable marketing platforms previously not financially or geographically viable to many companies within the industry.

Anyone in a local television market can access PegasusTV on television or the Internet, guaranteeing the distribution reach for 100% of the target audience in that area.

The first affiliated channel launches are . . .

Houston	KUBE 57.4	May 23	5,000,000+
Fresno/Visalia	KFRE 59.3	May 23	1,500,000+
Bakersfield	KCBT 34.1	May 23	600,500+
Los Angeles	pending	May 23	15,000,000+
Santa Barbara	pending	May 23	500,000+
Dallas	KODF 26.3	June 20	6,000,000+

Representing 28+ million people

Other major markets optioned and targeted for launch are Austin, Amarillo, San Diego, Boise, Waco, Chico/Redding, Tampa, Phoenix, Philadelphia, New York, Gainesville/Ocala, Seattle, Lexington, Colorado Springs, Sacramento, Reno, Las Vegas, Oklahoma City, Corpus Christi, Miami, San Diego, Monterey/Salinas, San Francisco/Oakland and more.

Content Acquisition Options:

1. **Straight Barter: Seven (7) :30 second commercial spots per half hour, including Ad Spot Position #1 ****
2. **Time Buy: Content Provider buys all available commercial time and “owns” the time period.**
3. **Straight Licensing Fee: Depending upon type of program, age of program, previous broadcast use, etc.**

Broadcast Schedule: 5 Plays per week

Guaranteed placement on one day per week.

Each program airs 4x on that day, including once in prime time evening.

Each program also rotates minimum of once on weekends.

Use of Air Time:

Programs can include infomercials, direct sales of products and other similar commercial exploitation.

Ads cannot be of a political nature.

Ad spots can be embedded within program or delivered individually.

Program Length:

**Half-hour - preferred 21:30 with 4 program segments (3 breaks) / also acceptable - 22:00 22:30 23:00 23:30
(Different segment/break formats can be accommodated.) ****

Hour - use 2x half-hour format

Technical Specifications: See Following Page

Delivery Specifications: See Following Page

**** Content Provider’s bartered air time may be reduced if program length exceeds preferred time.**