

CENTER FOR DUE DILIGENCE

P.O. Box 8 • Western Springs, Illinois 60558
(630) 662-0284 • Fax (630) 662-0286

E-mail: CFDD@TheCFDD.com

Web: <http://www.TheCFDD.com>

Date: June 28, 2010

Subject: **EXCLUSIVE LEAD GENERATION & BRANDING SOLUTION:
Local Business Leaders (LBL) Internet Broadcast Radio Show**

When broadcast on The CFDD Station, the Local Business Leaders Internet radio show is the most powerful, cost effective, convenient and compliance friendly way for most advisors to grow their business.

Ongoing business development is the biggest challenge facing advisors today. Burdened with noise and client service, most advisors lack the time, budget and marketing skills to grow their business. Compliance issues can also hamstring marketing efforts.

As markets mature and fees converge, products and services are increasingly perceived as commodities. Nevertheless, **advisors must distinguish themselves to succeed and innovative marketing is the path.** It is also vital for advisors to reach a larger audience, develop brand, increase activity and leverage clients as well as prospects.

Traditional marketing is expensive and ineffective, including telemarketing. Contrastingly, **the affordable new media (Internet-based exposure, convenient, accessible, streaming & downloadable audio/video) provides a solution to differentiation and business development.**

To meet advisor needs and ensure success, marketing initiatives should include the components below. They should also be integrated, cross-fertilized and brand building.

- Compliance Friendly
- Affordable
- Turnkey
- Outsourced
- Target Market & Location Specific
- Ability To Measure ROI

WHY NEW MEDIA

Media has converged and the Internet made it affordable. Internet broadcasting is a low cost marketing strategy with huge potential. In addition to hosting horsepower, **internet broadcasting platforms can pull traffic far beyond any individual advisor's website.**

Internet broadcasting provides advisors with a platform to be heard above the noise, distinguish themselves and open doors inaccessible to traditional marketing.

To be truly successful, **advisors must expand their audience, increase activity and brand with their "local" community.** To help you generate high quality "local" leads, the CFDD & BigMedia USA have developed the turnkey Local Business Leaders (LBL) Internet broadcast radio show for advisors who wish to host their own show.

HOW THE LOCAL BUSINESS LEADERS SHOW WORKS

The LBL show uses an interview format. **The interviews are recorded over the phone, archived and then made available on demand without cost or restriction.** The shows are not broadcast live and there are no listener call-ins.

Each LBL show has its own dedicated URL for branding purposes which includes a local area or city name. For example, if you work in Cincinnati, we would establish a LBL show in Cincinnati and use www.CincinnatiLocalBusinessLeaders.com as the web address.

Your LBL show homepage will feature you, the show host. Your initial audio interview with BigMedia USA is designed to summarize who you are, what you do, your value proposition and position you as a retirement plans expert. Your dedicated page also includes your jpeg photo, bio, company description, contact information, logo and URL link to your website. You may also upload business development videos along with other files and links to your dedicated page.

Like the show host, each guest that you interview will have a dedicated page with their photo, bio, company description, contact information, logo and URL link to their website. The guest may also upload business development videos along with other files and links to their dedicated page.

By providing a dedicated page with its own URL to each guest interviewed, the guest is motivated to open their rolodex through viral marketing. This approach generates more traffic and prospects who want to be interviewed on your show. The viral marketing concept is important because while the influential rarely respond to cold calls, **few decline the opportunity to be interviewed by a local expert on a credible platform.**

COMPLIANCE FRIENDLY

As noted already, marketing initiatives must be cost effective, turnkey, outsourced and compliance friendly to succeed. The LBL qualifies on all fronts.

Because the ongoing interviews center on the guest's story rather than the LBL advisor show host, **compliance challenges are mitigated and easily managed.**

The initial value proposition summary interview with the show host can be scripted and approved in advance for compliance purposes. The initial interview can also be edited.

WHERE IS THE LBL HOSTED

Where Internet broadcast shows are hosted is extremely important for credibility and marketing purposes.

To ensure comfort and provide you with a marketing halo, **all LBL shows will be hosted exclusively on *The CFDD Internet Broadcast Station.***

The CFDD Station is devoted exclusively to rich, unbiased and solutions oriented retirement plans content. *The CFDD Station* is also populated by a Who's Who of Industry Experts. To maintain high standards, all station content is managed by the CFDD.

In short, this powerful strategy **allows the LBL expert retirement plans advisor show host to interview other local experts of choice on a credible platform that is populated with rich content and the industry's most influential people.**

WHO TO INTERVIEW

As a retirement plans expert LBL show host, you should **select your guests wisely**. Niche marketing is always smart and while your interviews are not restricted, it makes sense to **prioritize clients, prospects and referral sources within your centers of influence**.

For example, a South Carolina advisor whose primary source of business emanates from ERISA attorneys and trust officers would be wise to seek out statewide attorneys and trust personnel as guests.

Based on the local population, the LBL show host might want to tune the strategy. For example, a Cincinnati-based advisor who works primarily with local CPAs might want to focus on CPAs in the greater Cincinnati area.

A LBL show host could also focus on retirement plan fiduciaries, doctors, association members, not-for-profit officials or any other natural market. In other words, **focusing on guests that have something in common makes sense** and further facilitates viral marketing.

While the ongoing interviews focus on the guest's story, the LBL show host might want to close the interview by asking them a question that brings them back to the retirement plans space. For example, "What are you doing to prepare for retirement?"

WHAT THE LOCAL BUSINESS LEADERS SHOW CAN DO FOR YOU

The LBL show is a unique, exclusive, low cost, convenient, turnkey and compliance friendly solution to your biggest challenge, ongoing lead generation.

To facilitate awareness, branding and relationship development, the LBL highlights your personal strengths and positions you as a credible local expert. Surrounded by a Who's Who of Industry Experts on *The CFDD Station*, the LBL also provides you with a premier retirement plans platform to interview your guests.

As **an investment in your local community**, the LBL lead generating and brand building strategy opens doors inaccessible to traditional marketing. The LBL also leverages *The CFDD Station's* halo by:

- Differentiating You From Your Competitors
- Positioning You As A Local Expert, Community Leader & Celebrity
- Creating Awareness
- Building Credibility

- Developing Brand
- Targeting Specific Markets & Individuals
- Facilitating Relationship Development
- Compressing The Sales Cycle
- Turning Clients, Guests & Prospects Into Sales Agents
- Driving Traffic To Your Website

Consistent with the new media, the LBL show is affordable, easy to produce, convenient to access and available without cost to all viewers. The on demand content is also archived, accessible, downloadable (iPod & other electronic devices), portable, forwardable and linkable 24/7.

In addition to the viral marketing of your LBL show by you and your guests, the descriptive copy is Meta tagged to maximize search engine optimization. You will also benefit from cross network and station traffic. Additionally, online news organizations are already aggregating our RSS feeds on their websites.

There is a distinct advantage of being positioned on a broadcast station dedicated to unbiased retirement plans content and populated by a Who's Who of Industry Experts. **No other strategy packs the punch of the LBL.** When it comes to positioning you as a local expert, creating awareness, building brand and generating targeted "local" leads, the LBL strategy is simply unmatched.

SECURE YOUR OWN URL & GROW YOUR BUSINESS NOW

To grow your business in a no growth world and a mature industry, you must become efficient, use your time & budget wisely, **distinguish yourself through innovative marketing**, invest in your local community and harness the new media.

In addition to being recognized as the "King of Content," the CFDD is widely viewed as one of the most marketing savvy organizations in the industry. We have done our homework and by utilizing the broadcast power of *The CFDD Station*, **the Local Business Leaders Internet radio show is the most cost effective, convenient and compliance friendly way for most advisors to grow their business.**

The LBL strategy could benefit advisors of all types, but it is particularly attractive to advisors who are still building their practice, have recently joined established practices and those who focus on very specific target markets.

The Internet has morphed from a technical wonder to a business must. **The concept behind the brand development & lead generation strategy offered by the Local Business Leaders show is strong and irrefutable.** In addition to appealing to small local business owners, the LBL facilitates relationship development. Your competitors are behind the new media learning curve, but you don't have to be among them. Act now, distinguish yourself and secure your own Local Business Leaders URL!

To get in on the ground floor, secure your own local URL and learn more about the LBL show, click on the video link at: <http://www.bmbc.tv/playVid.php?id=56>. You may also contact the CFDD by phone at (630) 662-0284 and/or by email at: CFDD@TheCFDD.com.

“The Internet has become the town square for the global village of tomorrow.”
-Bill Gates-

©Copyright 2010. All rights reserved. Center for Due Diligence. This release is published exclusively for the trade as general information and should not be viewed as a recommendation to buy or sell securities, other investments or to adopt any investment strategy. This material should also not be viewed as a forecast as CFDD opinions are influenced by marketplace dynamics and subject to change. The CFDD is not a law, advisory or investment firm. We do not give legal, tax, investment or any other type of advice. The CFDD does not warrant and is not responsible for the accuracy of content, errors or omissions. All strategies and investments involve risk. Reliance upon information in this material is at the sole discretion of the reader. The CFDD provides unbiased resources, industry leading conferences, ERISA Advisor Evaluation services, internet broadcasting and new media marketing to the retirement plans industry. The CFDD's October 6-8, 2010 Advisor Conference will be held at the downtown Chicago Fairmont Hotel. For more information about our services, contact: CFDD, PO Box 8, Western Springs, IL 60558. We can be reached by phone at (630) 662-0284, by fax at (630) 662-0286 and by email at CFDD@TheCFDD.com. You may also visit our website for more information at: <http://www.thecfdd.com>, our conference homepage at: <http://www.thecfdd.com/CFDDconference2010>, The CFDD Internet Broadcast Station at: <http://www.bmbc.tv/stations.php?n=3> and our Virtual Exhibit Hall at: <http://www.virtualexhibithalls.com/cfdd/>



CFDD Local Business Leaders Internet Radio Show Includes:

(Turnkey Services Provided By BMBC)

- Broadcast Exclusively On The CFDD Station, Located On The BMBC Financial Network, Part Of The BMBC Internet Network.
- Shows (Interviews) Are Produced By The Show Host Over The Phone, Recorded & Then Made Available For On Line & Downloadable Access. (The LBL is not a “live” radio show and there are no listener call-ins.)
- Custom Show URL That Links Directly To Your Show Page For Branding Purposes. (Each show is city related, i.e., www.CincinnatiLocalBusinessLeaders.com.)
- Show Page Build out, Including Your Photo, Bio, Company Description, Contact Information, Logo & URL Link To Your Website.
- One Free Show Host Interview Conducted & Posted To Your Show Page To Highlight Your Business, Establish Presence & Launch The Show.
- Show Host Training.
- Conference Call Line For Recording Purposes.
- Guest Page Build out, Including Their Photo, Bio, Company Description, Contact Information, Logo & URL Link To Their Website.
- Editing & Posting Of All Guest Interviews Within 72 Hours Of Recording.
- Show Host Notification When Guest Interview Is Posted.
- Host & Guest Descriptive Copy Meta tagged & Written To Maximize Search Engine Optimization.
- Host & Guest Flexibility To Upload Videos, Files & Other Links To Their Dedicated Pages.
- Potential For Revenue Sharing.
- Sample Marketing Materials.



- Compliance Assistance. (The initial interview with the advisor show host is designed to be a value proposition summary of the advisor's practice. For compliance purposes, the initial interview may be scripted and edited. Advisors can also save time by staying close to the material that has already been approved, i.e., brochures, website, etc. Subsequent guest interviews are about the guest, not the advisor show host. As a result, compliance concerns can be easily managed.)

Summary Of Pricing:

- Twenty Four (24) Audio Interviews Over A One Year Period for \$2,998*
- First Payment Of \$1,499 Due At Contract Signing.
- Second Payment Of \$1,499 Due After Recording Twelve Episodes Or Six Months, Whichever Comes First.
- Show Archived At No Cost For The First Year.
- A \$120 Annual Archiving Fee Will Be Assessed In Subsequent Years Commencing On The Anniversary Date of The Show Agreement (The archiving fee is applicable to the entire show; it is not applicable to each episode).
- Unused Show Carryover Is Limited To Eighteen Months. (Advisors should plan on producing two shows per month).
- Transfer Of Show Ownership Is Subject To BMBC/CFDD Approval & Will Incur A \$250 Transfer Fee
- Optional Producers Package (Scheduling, requests for information, guest confirmations, email marketing, etc).
- Phone Recording Equipment Included At No Additional Charge

**Standard payment plan includes two payments of \$1,499. The first payment is due when the contract is signed. The second payment is due after recording 12 episodes or 6 months, whichever comes first.*



CFDD LOCAL BUSINESS LEADERS SHOW HOST AGREEMENT

This agreement (the "Agreement") between _____, the Show Host (the "Host") and Big Media Broadcasting Company, Inc. ("BMBC", and together, the "Parties"), sets forth the obligations and responsibilities of each to the other, for the producing and broadcasting of an audio or video program (the "Show") to be produced by the Host and broadcasted on BMBC's Internet network. Show to be broadcasted on the CFDD Station on the BMBC Financial Network.

1. BMBC agrees to broadcast Host's Show for the length and at the time set forth under paragraph 2, below. In addition, BMBC agrees to advertise, promote and publicize the Show, as BMBC determines is appropriate, without cost or restriction, and agrees to list the Show in its promotion listings of BMBC's network of shows; to promote the Show in a promotional ad on BMBC's website at bigmediausa.com; and to provide a link to the Show's own Home Page, providing the Show's Home Page links back to the BMBC & CFDD Station Home Pages.
2. Host agrees to produce 24 Episodes of up to 36 minutes in length each, named the _____ CFDD Local Business Leaders Radio Show. Host also agrees to permit third-party advertisements, BMBC announcements, or general promotional announcements, not necessarily Show related, to be inserted by BMBC into each Show subject to show owner and CFDD approval.
3. The Parties agree that once broadcast, the Show shall be assigned to BMBC to be a permanent part of the archive library of BMBC. The Parties agree to share usage of the Show as follows: BMBC shall have the sole and exclusive worldwide right in perpetuity to use the Show or its content to promote and benefit BMBC's business and its operating services.
4. The Parties further agree that BMBC shall have the sole and exclusive worldwide distribution right in perpetuity to market the Show, or its contents, to any third-parties (including third-party affiliations of the Owner), provided that any gross profit realized by BMBC from the distribution or sale of the Show, or its contents, to any third-party shall be shared 50-50 with the Show Owner. (Gross profit, in this instance, is defined as all profits, after direct costs, exclusive of operating or corporate overheads.)
5. Host also agrees that BMBC and CFDD have final and total approval of the subject matter and the content of the Show, including right to decline or interrupt the broadcast of any Show containing racial, inflammatory, deceptive, illegal, sexually explicit, or distasteful subject material or content, as determined by BMBC and CFDD.

6. This Agreement shall commence (the “Start Date”) on the date of the first broadcast, or sixty days after the execution of this Agreement, whichever is sooner, and shall continue for 52 weeks or 2 Shows a month for 12 consecutive months from the Start Date, providing there is no default in the financial terms of the Agreement, which are set forth in the Invoice, attached hereto.

This Agreement is subject to the provisions set forth in the Standard Terms and Conditions as Exhibit A, and the Financial Terms and Schedules as in the Invoice, both requiring execution and attached hereto.

If Host agrees with the terms and conditions of this Agreement, please sign below where indicated.

The BMBC management team looks forward to a long lasting and mutually beneficial and rewarding relationship with the Host and Host’s team.

Accepted and Agreed:

Big Media Broadcasting Company, Inc

Date: _____

Date: _____

By: _____
Name/Title

By: _____
Name/Title

EXHIBIT A:

STANDARD TERMS AND CONDITIONS

This Exhibit A: Standard Terms and Conditions, is an integral part and attachment to the Show Owner Agreement.

1. Representations and Warranties

- a. **Rights** – The Host hereby represents and warrants that Host has all requisite rights, power and authority to provide material and content to BMBC of the programming supplied, including, without limitation, literary and other material provided by guests, writers or other participants, and to the best of their knowledge, that BMBC's distribution, transmission and exploitation of such material shall not provide the basis for any claim or action of any kind by any third party, including, without limitation, those arising out of copyright, rights of publicity, trademark infringement, or any other intellectual or other property right, defamation, libel, or slander. Host further represents and warrants that Host has all the rights, waivers, permissions and clearances necessary for BMBC to broadcast, web cast, distribute and otherwise exploit the programming in all media worldwide and related material and content under this Agreement, including without limitation rights to music, provided by Host, necessary for broadcast and exploitation under this Agreement, and shall provide BMBC with copies of all supporting written documents upon request of BMBC.
- b. **Indemnity** – Host hereby indemnifies and agrees to hold harmless BMBC, CFDD and their officers, directors, agents, representatives, affiliated and associated parties from and against any loss, damage, expense or claim including, without limitation, reasonable attorneys' fees and expenses arising out of or related to (1) the web cast, distribution and exploitation of any kind of the programming, (2) any breach of Host's representation or warranties, covenants or obligations under this Agreement, and (3) usage, consequence of use, exploitation or failure to perform any of the services and/or product relating to or arising out of the programming, or provided by Host. Said indemnification and hold harmless provisions and all other obligations of Host set forth herein, with the sole exception of the obligation to pay certain fees, as set forth herein, shall survive any termination or expiration of this Agreement. Host further represents and warrants that neither execution nor delivery of this Agreement, nor performance hereunder will violate any federal, state or local law, rule, regulation or policy, or any agreement to which Host is a party or as to which Host is subject. Host further agrees that under no circumstances will the Owner or any affiliated or associated party have any right to consequential, indirect or special damages and Host will not permit the seeking of same.

2. Archiving

As episodes of the programming are produced, they will be archived for one year at no charge and further archiving are subject to the terms of the Invoice Agreement provided, however, that BMBC shall have the right, at its sole option, to archive and retain in perpetuity any and all programming episodes for future broadcasting use and other exploitation by BMBC.

3. Program Responsibilities

- a. Operating profits realized by BMBC for programs sold into distribution by BMBC will be shared with the Owner (as set forth in paragraph 4 of the Agreement) will be distributed quarterly with an accounting of such receipts and associated expenses.
- b. Revenues received from third-party advertisements placed in programs will be shared 50-50 of the net proceeds by the Show Owner and BMBC.
- c. BMBC announcements, or general promotional announcements, placed by BMBC in unsold advertising program slots, will be without charge to BMBC (see paragraph 2 of the Agreement).

4. Confidentiality

In the course of the contemplated services by BMBC under this Agreement, the Host may have access to confidential information of BMBC including financial information, business plans, personnel and related information, customer lists, product information sources and prices, sales information, and other business customs, personnel matters and practices of BMBC, its employees, agents and customers (collectively "Trade Secrets").

Owner hereby agrees to keep confidential and not to disclose any of such Trade Secrets or any other aspect of this Agreement or Owner's services or activities under this Agreement during the Term of this Agreement, and at all times after termination or expiration of the Agreement, except as specifically required by any government regulation or judicial body or agency, provided that Host shall give advance written notice to BMBC at least ten (10) days in advance prior to disclosing such information, even in such event.

5. Miscellaneous

If any provision of this Agreement is determined to be illegal or unenforceable, the remaining provisions of this Agreement shall not be affected thereby. Host shall have no right to assign or otherwise transfer or delegate any aspect of this Agreement without the prior written consent of BMBC. Any assignment contrary to the foregoing shall be void. This Agreement constitutes the entire agreement of the Parties hereto with respect to the subject matter hereof, supersedes any oral or other agreement or representation, and not be modified except by a written document executed by the Parties. This Agreement shall be governed by and construed pursuant to the laws of the State of California.

6. Notices

Any notices given under this Agreement shall be in writing and shall be served either personally, sent by United States registered or certified mail, return receipt requested, or by nationally recognized overnight courier, with signed receipt of delivery. Notices shall be deemed received upon actual receipt.

Notices to BMBC shall be made to:

Big Media Broadcasting Company, Inc.
19360 Rinaldi St. Suite 160
Porter Ranch, CA 91326

Notices to Host shall be made to:

7. Extension

Host agrees, upon the request of BMBC, to negotiate any extensions to this Agreement in good faith for a period of not less than 30 days after the conclusion of the Term of the Agreement with respect to a new Agreement or an extension hereof.

8. Relationship

Host acknowledges and agrees that Host is an independent contractor, and not an officer, employee, agent, joint venture or partner of BMBC. Host will be entirely and solely responsible for acts and failure to act, and those of its agents, employees, guests, subcontractors, and all related associated parties (the "Affiliated Parties"), and any and all such Affiliated Parties shall be retained and services used at the sole cost, expense and risk of the Host. Neither Host nor any Affiliated Party shall have any right or authority to commit BMBC as to any matter of obligation whatsoever, or to use the name or intellectual property rights of BMBC in any way not expressly authorized by this Agreement, or otherwise in writing by BMBC.

If this Exhibit A is in accord with your complete agreement and understanding, then please so acknowledge and confirm your agreement by signing below:

AGREED AND CONFIRMED

DATE: _____

BY (SIGNATURE): _____

Print Name/Title: _____



Name: _____
Company: _____
Address: _____
City: _____
State: **CA** **Zip:** _____
Phone: _____
E-Mail: _____

Method of Payment:				
Check	MC	Visa	Disc	AMEX
Card #	_____			
Exp:	_____	V-Code	_____	
Signature:	_____			

PURCHASE DESCRIPTION	AMOUNT
CFDD Local Business Leaders Internet Radio Show: Broadcast "Exclusively" on The CFDD Station \$2,998 Radio Show / 24 Episodes First Payment purchases 12 episode package @ \$1,499 Purchase balance of 12 episodes @\$1,499 six months from the date of the original payment.	\$1,499

If paying by check, please make checks payable to Big Media USA. If you have any questions concerning this invoice, contact your customer service show representative by email at: cscfdd@bmbc.tv and/or by phone at (818) 292-7460 (M-F, 11-5 PST).

This Agreement is entered into by Big Media Broadcasting Company Inc, a California Corporation, and _____ a sole proprietor, partnership or corporation, (referred to as Client).

FEES:

The Client agrees to the fee and schedules reflected on this Big Media USA documentation. An archiving fee of \$120 per year per show will be assessed each year commencing on the one year anniversary date of this agreement.



AUTHORIZED SIGNATURE:

The Client named above acknowledges the rules, regulations and legal implications on this agreement. This contract is legally binding between Big Media USA and your entity, according to the terms and conditions specified herein.

Big Media Broadcasting Company, Inc.:

Client:

By: Tony DeMaio

By: _____

Title: CEO

Title: _____

Date: _____

Date: _____