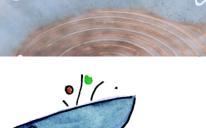
Cooking Lady Brand Creation







Mayon





Sales Sheet



Season 4 Begins September 8th

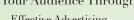
New Markets•More Viewers•Same Rates

- Now in 5.2-million+ households
- · Reaching 29 television markets and growing



...Effective Advertising

Shorter pods increase reter -Our viewers are more likely to watch live



...Powerful Product Integration -67% of our viewers would buy a product that Ann uses in a recipe*

-21% of our viewers have bought a gadget after seeing it on a cooking show

Designed to Sell Your Product



Buy Now and Save

Season 4 Placement

at Season 3 Rates

Cooking show viewers buy what they see, A 2010 Harris Interactive Poll found 57% of people who watch cooking shows say they purchase food as a direct result of seeing it on a cooking show. The same poll found 36% of viewers purchased a gadget they saw on a cooking show and 6% bought a new large appliance seen on a cooking show.

Based on "The Cooking Lady's" current ratings and universe it equates to:
• 34,200 food purchases
• 21,600 gadget purchases

- 3,600 large appliane purchases

Increased Viewership With Syndication
Nearly 9 out of 10 syndication viewers watch the show live; even in DVR households 95% of viewers will see your advertisement. Plus, viewership remains consistent even in Summer months

Shorter Pods Mean Increased Recall

Shorter rous with no more than 6 spots, which Nielsen finds equates to a 34% increase in recall. We also provide access to one 1:30 nationally exclusive break that greatly increases recall and effectiveness. Meanwhile, nearly half of all cable pods are 7-9 spots.

Super Influential Consumers

Cooking show viewers are considered part of the "Super Influential Consumer" category of viewers. They are deeply familiar with cooking, trusted by friends and family and frequently recommend products and brands.

Future Growth - International Distribution

Besides espected growth in the United States, "The Cooking Lady" is looking toward international distribution in the 2012-13 season. Shows produced in the current season will be part of that distribution package and because product placement is locked into the final edit of the show this means there is a sure of your product to an international marketplace.



Contact: Tom Henkenius tom@thecookinglady.tv (662) 228-0208 (office) • (562) 335-3838 (mobile) www.thecookinglady.tv



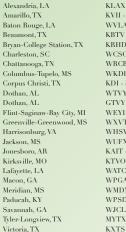


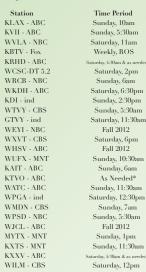
Designed to Sell Your Product

Market

"The Cooking Lady" is currently airing in 5.2-million+ households across 29 markets.











Waco-Temple, TX

Wilmington, NC









Sponsorship Opportunities

Premiere Sponsor

- In-show product placement
 One :30-second spot in nationally exclusive break in syndicated broadcast
- One :30-second spot in syndicated broadcast
 Promotional Consideration billboard with audio mention
 In-show product placement

Website billboard						
	4-Week	13-Weeks	26-Weeks	52-Weeks		
	\$12,000	\$35,100	\$66,300	\$124,800		

- vo :30-second spots in syndicated broadcast
- Promotional Consideration billboard with audio mention

4-Week	13~Weeks	26~Weeks	52~Weeks
\$7,500	\$24,000	\$45,000	\$90,000

Advertiser

• One :30-second spot in syndicated broadcast

4~Week	13-Weeks	26~Weeks	52~Weeks
\$3,000	\$9,500	\$18,750	\$37,500

Product Placement

In-show product integration
 Promotional Consideration billbo

1 follottonar Consideration bimboard with addio includin						
4-Week	13-Weeks	26-Weeks	52-Weeks			
\$10,000	\$29,250	\$58,500	\$117,000			

Contact: Tom Henkenius tom@thecookinglady.tv (662) 228-0208 (office) • (562) 335-3838 (mobile) www.thecookinglady.tv



Collateral



Cooking Lady's

Catfish Cakes

Ingredients

3-4 pounds of catfish

Creole seasoning

1 red bell pepper, chopped

2-3 green onions, chopped

Mayonnaise to bind

½ cup bread crumbs

Season catfish with Creole seasoning and bake at 350 for 10-minutes.

Crumble catfish into bowl, and mix with other ingredients. Use more mayo or bread crumbs if needed. Shape into patties and refridgerate for at least 30 minutes.

Dredge cakes in flour, and pan fry in butter until golden brown on both sides. Should make around 6 cakes.

Serve with Ann's Seafood Sauce.

© The Cooking Lady, LLC 2012

Recipe Card

- Copy edit
- Design

We film The Cooking Lady ten episodes at a time. After we wrap it's just my fantastic producer and me planning the menus for the next visit. That last night for dinner he has to have Crawfish Po'boys. He and Big Daddy love them. He'll tell you that he can tell whether I'm happy with the shows based on how much Tabasco I add. Whether I give him the extra heat on purpose or not, I'll

Crawfish Po'boys with Seasoned Mayonnaise

1 pound crawfish tails already cooked and cleaned

½ cup flour ½ cup bread crumbs

2 tablespoons olive oil Shredded lettuce

Sliced tomatoes 2 toasted hoagie rolls

Ingredients 1 cup good mayonnaise 1 tablespoon ranch dressing mix 1 tablespoon ancho chili powder

¼ teaspoon chipotle chili powder

In a small bowl mix together ingredients for Seasoned Mayonnaise, cover and refrigerate (the longer it sits the better it gets).

Lightly dust crawfish in seasoned flour, and sauté gently in a small bit of olive oil and butter over medium heat. After tails are golden brown, remove from heat, and drain on paper towels. Split open rolls, remove some of the bread, dress generously with seasoned mayonnaise on both sides, add shredded lettuce, sliced tomatoes, and half of the crawfish. Generously sprinkle with fresh lemon juice, and liberally apply Tabasco.



Cookbook

- Copy edit
- Design
- Photograph