

**ENTERTAINMENT  
D R I V E**



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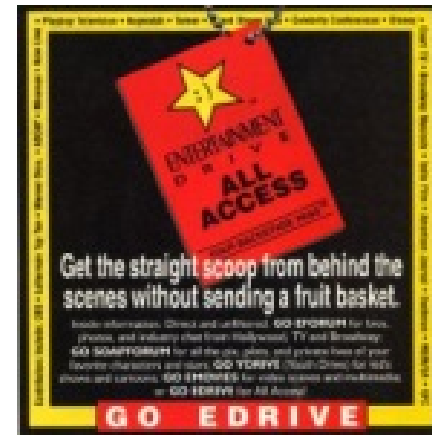
# **ABOUT ENTERTAINMENT DRIVE**

# ENTERTAINMENT DRIVE BACKGROUND



STARCLUBS  
OFFICIAL CELEBRITY WEBSITES

- ★ eDrive is an award winning industry pioneer in connecting fans with entertainment and celebrities online.
- ★ eDrive works extensively with both technologists and the entertainment industry.
- ★ From its inception in 1994, eDrive quickly emerged as a popular offering with more than one million members.
- ★ eDrive was the first to offer live online backstage coverage of the Oscars® and virtually all other major industry awards.
- ★ eDrive presented the first digitized movie scenes online from the major motion picture studios.
- ★ eDrive was the first to conduct live celebrity chats from its New York chat studio.
- ★ eDrive was the first and continues to be the leader in comprehensive celebrity website production and management for superstars.
- ★ eDrive productions have a worldwide reach, including Latin America, Europe and Japan.



# ENTERTAINMENT DRIVE STARCLUBS



STARCLUBS  
OFFICIAL CELEBRITY WEBSITES

Since 1996 with Cindy Crawford's Official Website at [www.cindy.com](http://www.cindy.com), we have offered our expertise in online production and community management through the Starclubs initiative: creating, designing, producing, marketing and maintaining official celebrity websites.

- ★ Through Starclubs, we create innovative programming and retention strategies, as well as promotional opportunities.
- ★ We strategize, coordinate and liaison with key people for all elements of the project; including programming, technology, business affairs, financial, customer service, online and offline marketing, and promotion.
- ★ We recommend and coordinate the "backstage technology" for approvals, editorial content and visual direction, web hosting, advertising and auditing, credit card authentication, web site management, membership services, merchandising, and fulfillment.



# STARCLUBS

## SETTING GOALS FOR YOUR WEBSITE

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We've worked with over 100 Media Companies and Artists to set specific goals for collaboration and worldwide success. Here are some examples.

For new sites:

- ★ Deliver a site that maximizes unique creative vision and business goals
- ★ Create a more personal connection between the artist or company and their fans or customers
- ★ Open new revenue streams and new promotional opportunities via the internet and new media (as well as leveraging existing terrestrial media).

For existing sites:

- ★ Increase the popularity and financial success of the site.
- ★ Update the site to reflect current activities, interests and announcements.
- ★ Collaborate creatively to update and improve the site's layout and functionality.
- ★ Optimize the site to benefit fully from the latest advancements of the internet creatively, promotionally, and financially.

# STARCLUBS: THREE REVENUE STREAMS

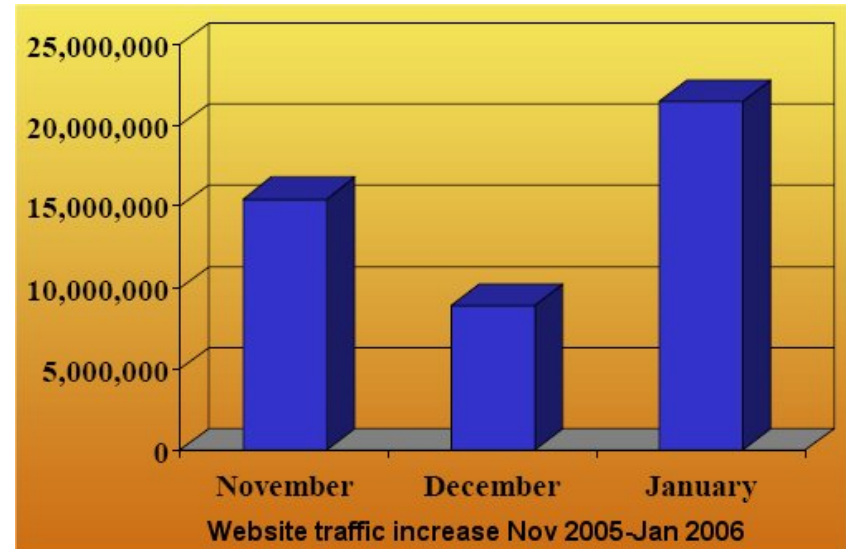
## 1. ADVERTISER-SUPPORTED FREE ZONE

### Content

- ★ The Free Zone includes basic artist information plus unique content in areas based upon the artist's interests and the requests of their fans.
- ★ A creative but easy-to-use design and interface will attract fans and keep them coming back.
- ★ Effective and creative use of new technologies will enhance the user experience and attract more visits.

### Revenue Model

- ★ The Free Zone is Advertiser supported. We will seek to immediately implement campaigns targeted to the site's audience and use the latest types of ad delivery.
- ★ Categories of content can be individually sponsorable.
- ★ Put all e-commerce opportunities into high gear: link Free Zone content to shopping areas.
- ★ Invite users to get more exclusive content and other benefits by joining the website Club.



# STARCLUBS: THREE REVENUE STREAMS

## 2. SUBSCRIPTION MEMBERS AREA

### Content

- ★ Launch a Fan Club/Members Only area with message boards, chat, special photos, and exclusive features. Allow fans to go behind-the-scenes and get exclusive information.
- ★ Utilize new technologies to make the user experience as simple and interesting as possible.
- ★ Create a mailed Membership Kit that can include existing merchandise and/or exclusive items such as a "Members Only" CD-ROM, plus coupons or exclusive offers, contest entry forms and other offers from website sponsors and business partners.

### Revenue Model

- ★ A yearly subscription fee will be affordable and appealing to potential members.
- ★ Including merchandising and exclusive offers in the Membership Kit will provide additional value for Members.

# STARCLUBS: THREE REVENUE STREAMS

## 3. MERCHANDISING/WEBSITE STORE

### Content

- ★ An exclusive Website Store will be a one-stop shop for all of the artist's work as well as licensed items, recommended products, memorabilia and newly created or newly available items. Fans and Members will quickly find what they're most interested in, and be able to easily browse through all of the options.
- ★ In addition to traditional merchandising, we will seek to create strategic relationships to offer benefits to guests and Members. Some examples:
  1. Streaming audio and video clips, and podcasts.
  2. Working with a technology company to showcase innovations in exchange for promotion, sponsorship or merchandise.
  3. Offering offline values (subscriptions and other e-commerce).

### Revenue Model

- ★ The artist (or their charitable foundation or cause) will receive all merchandising revenue, in addition to the licensing royalties the artist receives on the wholesale level.



# STARCLUBS: THREE REVENUE STREAMS

## DYNAMIC PROMOTIONS & ADVERTISING

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### Promotions

- ★ eDrive will emphasize online promotion, including search engine registrations; outbound bartered advertising; and chat events and cross-promotions with portals (Yahoo, AOL, etc) that direct traffic to the site.
- ★ eDrive will encourage direct links from other sites; syndicate content to other sites; build and maintain email lists for monthly newsletters and special bulletins; and help to integrate the website into the artist's offline activities.

### Advertising

- ★ By combining traditional ad banners and co-branded areas, we will develop new revenue generating campaigns that are complimentary both online and offline.
- ★ We will work with the artist to create advertising and sponsorship packages with existing sponsors and companies interested in reaching the demographic audience of the site.
- ★ We will introduce new ways of meeting ad and sponsorship goals, such as newsletter sponsorship and streaming video sponsorship. We will work closely with you on the development of creative solutions in the ever-changing environment of the World Wide Web.

# ENTERTAINMENT DRIVE NOTABLE QUOTES



"I've been searching for the right place to make my official online debut and introduce my book," says **Cindy Crawford**, "and I think Entertainment Drive is the perfect place to really connect with fans online."

**Richard Simmons** says, "Entertainment Drive shares my vision in creating a destination for years to come that will be fun, informative and unique. I'm excited we're working together."

"**BritneySpears.com** will be my 'home base' for recording, television and touring projects," says Britney, "and I'm creating a daily updated backstage section exclusively for the website. I'm looking forward to working with Entertainment Drive to create unique and fun features for my friends and fans worldwide."

"We are very pleased to welcome Entertainment Drive to NIFTY SERVE," said **Tomoo Okada, President of NIFTY Corporation**. "eDrive is the first service to bring the world's greatest entertainers to the Japanese online audience directly from New York and Hollywood."

"In short, eDrive is the latest hot ticket for anyone who wants to closely follow the entertainment industry or make better-informed entertainment choices." – *Compute Magazine*

"Entertainment Drive is an exciting new avenue for entertainment," commented **Don Buckley, Warner Bros.' Vice President of advertising and publicity**.

Announcing ASCAP's launch on Entertainment Drive, association President **Marilyn Bergman** said, "It's a major step in our commitment to use cutting-edge technology. And it's just the beginning."

# ENTERTAINMENT DRIVE INDUSTRY FIRSTS



- ★ **FIRST** to introduce digital movie previews online for Walt Disney Pictures, Universal Pictures, Warner Bros., and many other domestic and international companies (over 250,000 files);
- ★ **FIRST** to go live online from the Oscars®, Daytime Emmys®, Sports Emmys®, Primetime Emmys® and the Antoinette Perry (Tony®) Awards;
- ★ **FIRST** new media outlet to join the exclusive movie junket circuit;
- ★ **FIRST** new media outlet to provide international translation and community management services - in Japan on Nifty Serve, in Latin America on StarMedia;
- ★ **FIRST** to offer online fans an easy way to view QuickTime movie scenes with one-button installation: The eDrive Movie Viewer (Patented);
- ★ **FIRST** to conduct live celebrity chats from its New York chat studio. Alec Baldwin, Mathew Broderick, John Carpenter, Geena Davis, Richard Donner, Terry Gilliam, Tom Hanks, Ron Howard, Mick Jagger, Spike Lee, Jenny McCarthy, Kurt Russell, Sylvester Stallone, and many others have gone live with eDrive; and
- ★ **FIRST** to premiere comprehensive celebrity website production and management for superstars, including subscriptions, fulfillment services, unique creative content, community management, ecommerce services and metric measurements, including for Cindy Crawford, Daisy Fuentes, Marilu Henner and Britney Spears.

An industry pioneer in connecting fans with entertainment news, events and celebrities online, Entertainment Drive was cited as an innovator by the Smithsonian Computerworld Awards, and is included in the Smithsonian Institution's National Archive on Information Technology. Entertainment Drive was featured on the cover of PC Magazine as part of "The Changing Face of Online" issue; and was named one of "12 Great Online Areas" by Compute Magazine. The eDrive website at <http://www.eDrive.com> was named one of the "Top 100" by PC Magazine in their "Best of the Web" issue; was a Premier Active Channel on Microsoft Internet Explorer; and has received many awards, including the coveted "Webby."

Michael Bolanos, President and CEO of Entertainment Drive, has been named one of the "Cyber 60" by New York Magazine and has been honored as a "Cyber Star" by Virtual City magazine.

Visit [www.entertainmentdrive.com](http://www.entertainmentdrive.com) for more information.

# STARCLUBS PUTTING IT ALL TOGETHER



- ★ We're a leader in entertainment and celebrity website production and management. Benefit from our experience!
- ★ Let's set specific goals and build your unique vision for your website. Whether we're launching a new site or re-launching an existing site, we'll identify and deliver key features or improvements.
- ★ Using the Starclubs Strategy, your website will include:
  - ★ An advertiser-supported Free Zone
  - ★ A subscription-based Members Area/Club
  - ★ An exclusive website Store
- ★ We'll maximize all revenue and promotional opportunities that are appropriate for you and your fans.
- ★ Your fans will feel closer to you – you'll build fan loyalty – and you'll reach out to new audiences and more fans than ever before!
- ★ A Starclubs site has unlimited potential – YOUR Starclubs site will be extraordinary!

Let's get started!