

Menu of “Staylor-Made” Web Video Services

(for personal/professional podcasts and posts to client site & sites like YouTube, V-Mix, etc.)

April 20, 2007

Starters:

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| Consultation - Determine scope, size and style; Present a customized “Recipe for Web Video Success” | \$95 |
| Sampler - One clean, simple 1-2 minute video clip, shot in a half hour; encoded for web and podcast | \$295 |

Main Course:

Silver Package (Single-camera, on-location shoot/edit/encode for 1-5 web videos or podcasts) \$695

Includes Sony HDV-Z1U camera, Sachtler tripod, professional lighting and audio, and coaching from experienced TV newscaster/host (see below). Digital editing to select “keeper” clips and add basic titles (open, close, lower-third ID.) Encode for web (MP4, WMV) and podcast format compatibility (iTunes & others). Deliver via FTP to your site. Assumes half-day shoot under 4 hours, one “talent” on-camera at a time, use of props okay, finished video duration of ideally 1-2 minutes (5 minutes maximum each.)

Gold Package (Silver Package plus b-roll, graphics, music, etc.) \$1,495

Same as Silver package plus we shoot/edit “B-Roll” footage (e.g. - building exterior, factory floor, product “hero” shots, scenarios, etc. on-site, same day) or insert existing video footage. Assumes one shoot day under 8 hours, your footage supplied on DV, BetacamSP, DVCAM tape. Music & graphics included

Platinum Package (Gold Package plus 2 cameras for interview format, make up, etc.) \$3,995

Same as Gold package plus two more cameras (wide shot of all participants and angles on individuals.) Crew, lighting, audio, tripods, etc. for multi-cam shoot. Make up artist included; Posting to sites included

Side Dishes:

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| Music - Production library music customized to fit your web video presentations | \$95 |
| Scriptwriting/Editing - make it easier for you to read and easier for viewers to understand | \$195 |
| TelePrompTer - includes system operator and script prep/formatting ahead of time | \$295 |
| Green Screen - portable system (Custom background added during post production) | \$395 |
| Make up artist - Professional stylist to cover blemishes, hide shine, brighten a tired face | \$495 |
| Studio - you come to our pre-lit studio with a white background (half-day/full day) | \$595/\$995 |
| Graphics - Design and production of opening/closing title graphics | Market Value (\$95 - \$995) |

Desserts:

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| Posting of your web videos to multiple web video services (YouTube, V-Mix, etc.) | \$95 |
| Video iPod containing all your videos (updated whenever new videos/podcasts added) | \$395 |
| Hosting your videos as podcasts in iTunes compatible format on our managed servers | TBD |
| Marketing to tell the world about the availability of your podcast and/or misc. web videos | TBD |

Meet your Chef:

Jim Staylor, President of Staylor-Made Communications, has been serving up professional video for 20 years. Staylor has managed or collaborated in over 5,000 hours of: TV News, Feature Segments and Magazine Programs; Corporate Marketing and Training Video Projects; Speeches, Seminars and Live Presentations; Commercial and Infomercial Productions; and, Audio, Video and Multimedia Products. Jim is the writer, producer, host of the DVD, “How to Keep Your DO-IT-YOURSELF VIDEO From Looking Like You Did it Yourself.”

Partial List of Clients: HP, JVC, Sony, Toshiba, ENCAD, ResMed, Sharp Healthcare, San Diego Hospice, Plus Ortho, BAE Systems, DARPA, Taco Bell, Garden Fresh, NAU, Target, Petco, Factory 2-U, Frazee, UCSD, US Navy

Highlights:

- Among America’s “Top 100 Media Producers” (A/V, Video, Multimedia Producer Magazine - Nov. ’00)
- Awarded 7 Tellys, 2 ITVA Silver Angels, Gold Aurora, The Communicator, Bronze MCA-I Award in Media Excellence, and the “Video of the Year” AMY from the American Marketing Association
- Served on judging panels for EMMYs, ITVA Awards, and BestFest America Film Festivals
- FBI Clearance to work on military and government projects (current passport)
- Writes articles and speaks around the country about video communications success

Email Jim Staylor of Staylor-Made Communications - jim@staylor-made.com or call (800) 711-6699