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IRON STREAMS

IRON KNEE VIDEO AND ENTERTAINMENT | A DIVISION OF THE
PARTNERSHIP INSTITUTE LLC

DESCRIPTION

The V.A.N. (Video Advertising Network) is a network of video commercials that are shown on a monitor at the location of each business within the network.

FACTS

Viewers are 85% more likely to purchase a product after watching a video

- 92.6 of shoppers say visuals are the most influential factor in making a purchase decision.
- **Viewers retain 95% percent of information when watching it in a video verses 10% when reading it in text**
- 51.9% marketers worldwide say video has the best ROI.
- **Enjoyment of video ads increase purchase intent by 97% and branding by 139%**
- Only 24% of brands use video for marketing
- **58% of shoppers view companies who use video to be trustworthy**

VIDEO ADVERTISING NETWORK (V.A.N.)

RATIONALE •

By placing video commercials at local businesses, you are marketing to people who are most likely to be your customers. This is because they are shopping, which usually means they have money in their pocket, and are in your vicinity.

PROCESS •

- **The V.A.N. will be displayed on televisions, owned and mounted by the client.**
- Commercials will show at each member's site by means of an Iron Streams formatted Roku dongle for streaming or an Iron Streams formatted USB drive, where Internet is not available. For USB the television must be able to loop USB content.
- **Your streaming channel will normally require 5 mbps. Most Internet services are 10 mbps or higher.**
- Your commercial will have the potential to be seen up to 40,000 timers per month.

THE COMMERCIAL •

If you do not have a current commercial, we can create one for you using your video and pictures at no additional cost with the signing of a one year contract. If we need to shoot on location then additional expenses including travel will apply.

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Local: 210.646.1770



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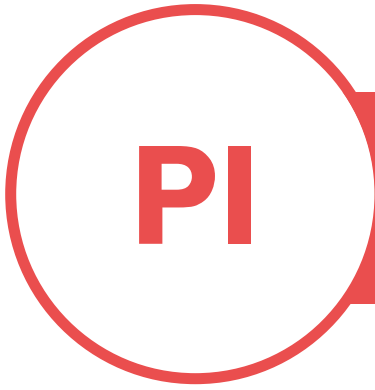
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VENDORS

Vendor businesses are used to distribute the Iron Streams products. Each vendor is granted a license to sell, with a minimum sales point per product within a defined geographical region.

Each vendor is vetted for customer service, financial stability, and sales capacity. Licensing fees may vary depending on geographical location. Continuation of licensing rights is contingent on maintaining adequate clients to keep network viable.

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