



***Experiencing “The Empire State”-
Outdoors***

September – February of 2012

EMERGENCY MEDIA INC.



SHOW OVERVIEW

The Time is Now!

Emergency Media Inc. presents a cutting edge outdoor sports show with its main focus on New York State sportsmen.

Team E. Outdoors is set to highlight the very best in New York State hunting, fishing and wildlife experience with 26 (30 minute) made for T.V. episodes. Whether fishing for steel head on the Salmon River, hunting waterfowl on the St. Lawrence or tracking white tails in the Adirondacks, these 26 episodes will air on Time Warner Sports and bring viewers, both, young and old, the true essence of what the Empire State has to offer to the enthusiastic outdoorsmen.

Though primarily focused on New York state game, Team E. Outdoors will also bring the viewers along for some exciting, true to life, outdoor experiences from other parts of America and the world. We will entertain the viewers with Elk in Montana and Exotics in Africa and promise to give an inside look at the finest in wildlife hunting and fishing experiences.

Emergency Media Inc.

Team E. Outdoors, is written, directed and produced by Emergency Media Inc. (E.M.I.), a high energy, extremely motivated company located in Weedsport, New York. Team E. Outdoors is skillfully mastered in our state of the art High Definition Video Edit Suite.

E.M.I. boasts more than 20 years of video editing, television productions and outdoor experience. Our team has assembled more than ten years of heart pumping outdoor footage to share with the outdoorsman through Team E. Outdoors.

E.M.I.'s expertise in video productions is a perfect complement to its professional staff of Hunting and Fishing enthusiasts. We are more than just a production studio. E.M.I. is outdoors. We believe in the product we deliver to N.Y.S. viewers. We are hunters and fishermen. More

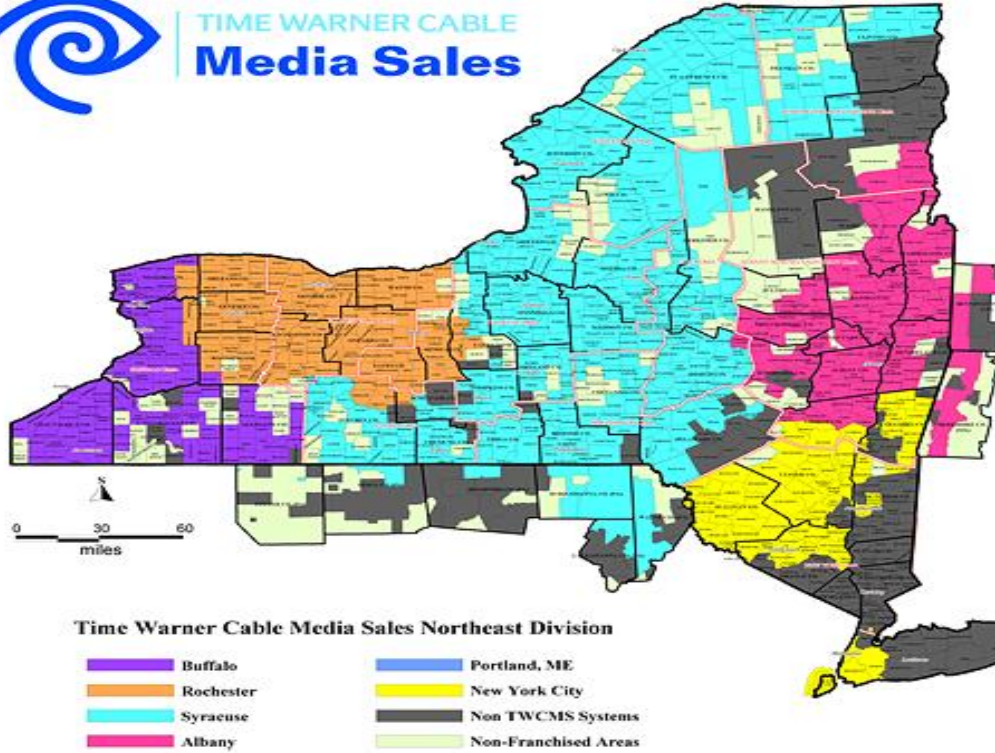
importantly, we strive to inform, expose and get New Yorkers excited over the boundless outdoor experiences we have to offer. There are 566,000 hunters and 1,153,000 fishermen in New York State. With more than 7,500 lakes and ponds, 50,000 miles of rivers and streams, hundreds of miles of coastline, agriculture land, forests and mountains, New York State has some of the finest fishing and hunting this country has to offer. It is our mission to inform, promote, excite and entertain New Yorkers through "Team E. Outdoors." to grab a camera and "Rush Outdoors."

Time Warner Sports

Time Warner Sports is committed to local sports such as, Syracuse University sport, High School sports, local auto racing and now, Team E. Outdoors, an outdoor show for the New York State sportsman.

Time Warner Sports reaches over two million homes in major markets across New York State over all Time Warner Cable systems.





TIME WARNER SPORTS MARKET CLEARANCE AND SUSCRIBERS

REGION:

SUBSCRIBERS:

Syracuse / Auburn / Watertown.....	386,380
Albany / Schenectady / Troy.....	553,000
Binghamton / Elmira.....	138,000
Finger Lakes / Rochester.....	392,000
Western N.Y. / Buffalo.....	636,700
Utica.....	106,140

Activities in New York by Residents and Nonresidents

Fishing

Anglers.....	1,153,000
Days of fishing.....	17,060,000
Average days per angler.....	15
Total expenditures.....	\$925,701,000
Trip-related.....	\$584,644,000
Equipment and other.....	\$341,057,000
Average per angler.....	\$789
Average trip expenditure per day.....	\$34

Hunting

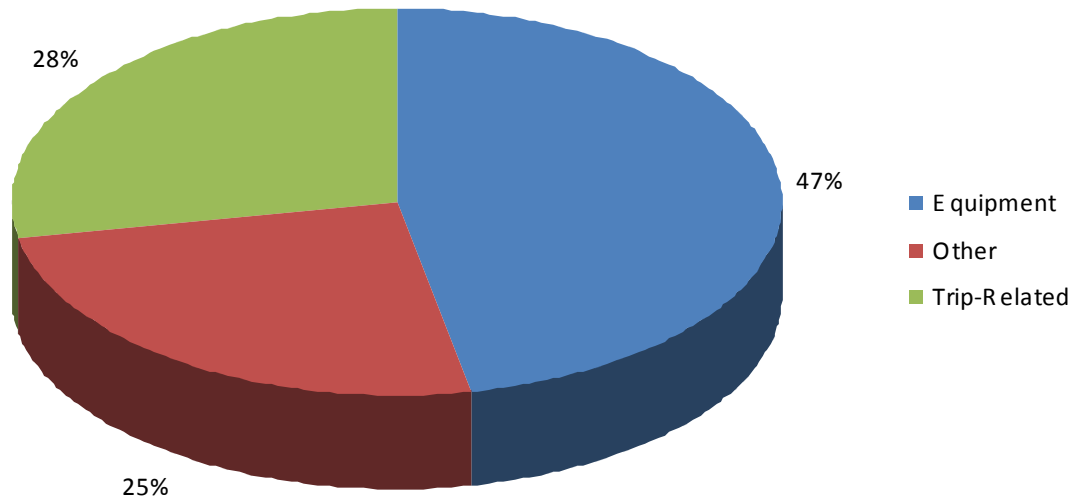
Hunters.....	566,000
Days of hunting.....	10,289,000
Average days per hunter.....	18
Total expenditures.....	\$715,707,000
Trip-related.....	\$201,631,000
Equipment and other.....	\$514,076,000
Average per hunter.....	\$1,238
Average trip expenditure per day.....	\$20

Wildlife Watching

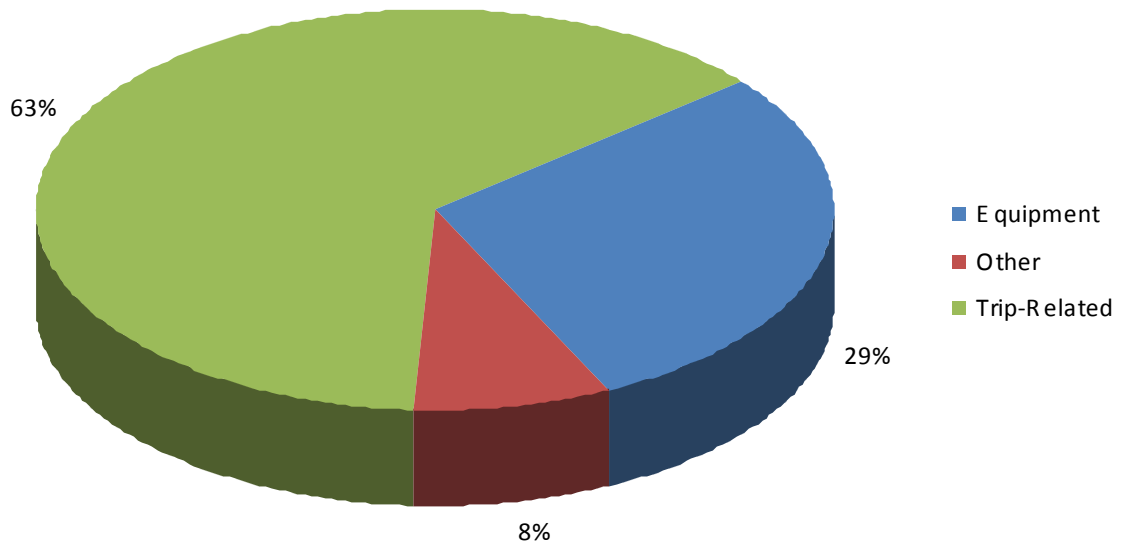
Total wildlife-watching participants.....	3,852,000
Away-from-home participants.....	1,293,000
Around-the-home participants.....	3,465,000
Days of participation away from home.....	13,521,000
Average days of participation away from home.....	10
Total expenditures.....	\$1,567,643,000
Trip-related.....	\$695,724,000
Equipment and other.....	\$871,920,000
Average per participant.....	\$360
Average trip expenditure per day.....	\$51

*National Survey of Fishing, Hunting, and Wildlife-Associated Recreation—New York

Hunting Expenditures In New York (Total: \$716 million)



Fishing Expenditures In New York (Total: \$926 million)



*National Survey of Fishing, Hunting, and Wildlife-Associated Recreation—New York

WWW.TEAMEMEDIA.COM

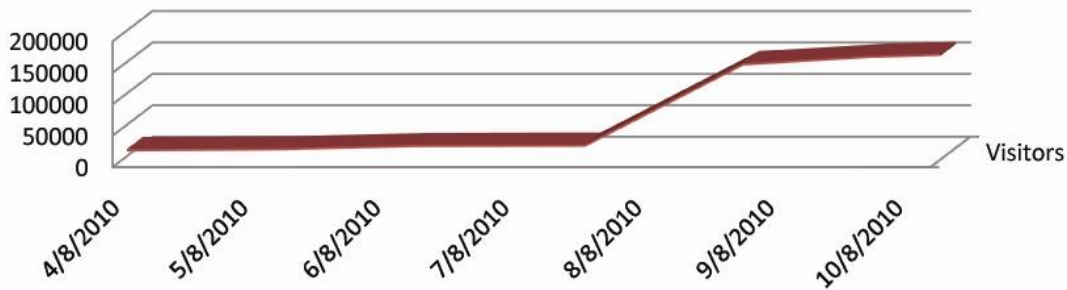
Web Stats

Team E. Outdoors has extended its New York state borders through the power of the World Wide Web. Each week our site is updated with a new streaming video episode of Team E. Outdoors (as seen on T.V.) to inspire, inform and promote the most popular forms of wildlife recreations in New York State.

Teamemedia.com is our company's corporate website that highlights all of our many capabilities, as well as, providing a perfect partnership to Team E. Outdoors to be showcased on a global level. With the sites ever growing popularity, not only in New York State, but throughout the world with visitors from Africa, Canada, Russia and Mexico teamemedia.com has become a networking powerhouse to all of our sponsors and partners.



Visitors



	4/8/2010	5/14/2010	6/14/2010	7/24/2010	8/30/2010	9/30/2010	10/15/2010
Visitors	12,226	13,892	18,768	19,357	148,977	161,221	164,253



Team E. Media's Sponsor Web Page

COMING IN APRIL
E OUTDOORS INVADERS
pursuit IT'S A WAY OF LIFE
 TUES. NIGHTS 8PM EST.

TIME WARNER CABLE SPORTS
 DIRECTV
 dsh

Home About Us News Sponsors TV Shows Store Games
 Click on your area to check Time Warner Listings: [BUFFALO](#) [ROCHESTER](#) [SYRACUSE](#) [ALBANY / SCHENECTADY](#)
[Click Here to Visit Our Page on ESPN.com](#)

Sponsors
 Team E Outdoors is now on Time Warner Sports channel 25. We at Team E.M.I. would like to take the time to thank some of our show Sponsors. It's great to become a Team E. Outdoors Sponsor.

EMERGENCY MEDIA INC.

pursuit IT'S A WAY OF LIFE

GREAT OUTDOORS SUPERSTORE
 Central New York's #1 Dealership

BACC-OFF

TIME WARNER CABLE SPORTS

Mathews SOLOCAM
 Catch us if you can't

ZONE WILD

Happy Jack

NASCAR RACING EXPERIENCE

SideWinder Mountain Straps

PHELPS CEMENT PRODUCTS

NEW YORK Outdoor News

HUDSON RIVER STOVE WORKS

New York B.A.S.S. Chapter Federation

SUNDANCE LOG HOME SERVICES

Barbara Jean's FURNITURE & CARPET

Bass Pro Shops

Southland Custom Game Calls
 "It's The Sound That Counts"

The River Rat

E OUTDOORS

Become a Partner!

When most think of New York, their thoughts turn to Gotham, New York City itself. But, "The Empire State" is so much more! From the Catskills by the Hudson River, to the beautiful rolling hills of the Finger Lakes region, then on to the Adirondack Mountains- New York State offers the finest fishing and hunting in the northeast. Over 1.7 million licensed sportsmen take advantage of New York State's bounty are living proof. The 1.6 billion dollars they spend casts a mighty vote for their choice.



Hunting and fishing are so much more than a past time and a hobby. They are a passion, a love, almost a way of life. When these outdoorsmen aren't involved in pursuit of their passions, they are discussing it, or more importantly, watching it on television. By becoming an advertising partner of Team E. Outdoors, your company can capture these enthusiasms and become a part of these heartfelt passions. Your organization can be along to stalk that 10 point whitetail outside Skaneateles. Your company can help hook the big one on the Salmon River, or hide in a blind on the St. Lawrence waiting the first call of geese.



By becoming an advertising partner with Team E. Outdoors insures your company's message will reach a specific, targeted audience, willing and eager to support its passions by the expenditure of discretionary dollars. You might have to get up fairly early for the hunt, but the effort will be well worth it.





2012 Package's

*26 Shows – (30 minutes)
September - February*

***Exclusivity Options Available**

Title Package: (Multiple Year Agreement)

- 1) Team E. Outdoors presented by....(You the Sponsor)
- 2) Our Host will be filmed on location at your place of business for two episodes of Team E. Outdoors.
- 3) Two Sponsor Bill Board reads in each episode
- 4) In Show recognition and verbal mention of you the title sponsor throughout the show
- 5) Sponsor Logo link on www.teamemedia.com located on the sponsors page and our home page, as well as, a video stream of Team E. Outdoors, updated weekly.

Sponsor Package:

- 1) Our Host will be filmed on location at your place of business for one episode of Team E. Outdoors
- 2) A display of your product will be in that episode with our Host
- 3) A sponsor Bill Board read in each episode
- 4) Commercial in each episode (Sponsor to supply)
- 5) Sponsor Logo link on www.teamemedia.com , as well as, a video stream of your sponsored show.



2012 Package's

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September - February

Outfitters Package:

- 1) Video Footage of hunting and fishing filmed at your camp will be aired on episodes of Team E. Outdoors
- 2) Sponsor Logo link on www.teamemedia.com
- 3) A video brochure will be fully produced onto DVD of your outfit (50 DVD copies for you to distribute)
- 4) A DVD video loop will also be produced for you to play at trade show booths, on websites, etc.

Product Sponsors:

- 1) Your product will be displayed by our field staff throughout episodes of Team E. Outdoors.
- 2) Price varies per agreement.



(A segment of Team E. Outdoors being filmed on location at Barbara Jeans Furniture, a proud sponsor of Team E. Outdoors)



(This is a screen shot of our Team E. Media sponsor Bill Board. There are two sponsor Bill Boards per episode of Team E. Outdoors.)



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WWW.TEAMEMEDIA.COM

