



TIME BANK

PAY FOR YOUR NEW EQUIPMENT WITH *AIR*

Imagine paying for your new equipment and/or tower lease with broadcast time. The *time* is here and now! The Time Bank has done just this with its exclusive time lease program. When you purchase transmitter equipment from LDL or a tower or tower space from Lodestar, you have the option to pay for it with your air time. The Time Bank pays the vendor for the equipment, just as a lease company would in a normal transaction, except the Time Bank then utilizes its pre-established, pre-qualified time credit from your station group by re-marketing it to one or more of its customers. Plain and simple. Two, five or seven-year terms – innovative and timely in this present day's economic climate. Even more timely when you take into consideration the advent of H.D.T.V. & digital technology and the burden to each station of purchasing the additional equipment needed to stay competitive.

THE PARTICIPANTS

Media Corp. has formed an alliance with LeBlanc and Royal and its various subsidiaries (i.e., Lodestar, LDL). Within the last 25 years, LeBlanc has grown into one of the world's leading developers of total communications systems and system components. That growth has come about as much from their focus on truly individualized customer service as it has from their engineering innovations and commitment to the quality and integrity of their systems. While their job is to design, produce, install and maintain communications systems of every variety and description, their mission is to help establish communications links for the next century's global community.

Whether at a remote site above the Arctic Circle or an isolated outpost in the Arabian Desert... from installing a nationwide microwave network in the Americas to developing enhanced communication capabilities between countries on the Pacific Rim... the LeBlanc organization delivers comprehensive EF&I capabilities that few, if any, can match. Included among their capabilities, products and services are:

- Microwave transmission
- Cellular radio development
- Data cable plant facilities
(fiber optic)
- Earth stations
- Custom systems design
- Component selection and integration
- Civil works
- Electronics acquisition, assembly and
installation
- Tower design, fabrication and installation
- Shelter design, fabrication and installation
- System testing and optimization
- Inspection and maintenance services
- Emergency restoration services

LeBlanc is uniquely positioned to stretch the limits of the industry's existing capabilities as they move into the next century. Their investment in a worldwide infrastructure of sales, service and manufacturing facilities has produced an organization with the capacity to serve the most diverse communications clients. This means LeBlanc's global perspective is more than a vision of the future. It means they can be wherever, whenever you need them, today.

HOW TO START (OVERVIEW)

1. Station group decides on a major equipment acquisition.
2. Station Management decides that an equipment acquisition through a combination cash/trade purchase is acceptable.
3. Station equipment needs are established through Station/Vendor/Engineer meetings.
4. We establish an Equipment Trade Lease Plan acceptable to all parties.
5. Lease is executed and air time re-marketing begins as well as the normal equipment delivery process.

TIME BANK BASIC TERMS AND CONDITIONS

1. Media Corp. has determined that the best vehicle to deliver the financing required is through a combination of a cash down payment and the utilization of media time (radio, TV, etc.) to generate the balance needed to facilitate the financing.
2. Media Corp. will coordinate these efforts through an association which will collect media time from the various clients of Lodestar, LeBlanc and LDL ("LeBlanc") in an agreed format and formula.
3. Media Corp. will arrange for LeBlanc to collect all pertinent financial data on any prospective clients, to research the background and perform all the standard credit review and due diligence as would be performed by any lending institution. Further, LeBlanc will submit a lease proposal for the equipment for an agreed term and rate (usually 5-7 years at competitive rates).
4. Media Corp. will arrange for LeBlanc to carry all the lease paper internally through Lodestar, its leasing company, utilizing a trade addendum along with the normal lease documentation.
5. The client will not compromise its media trade in any way or form. This includes certain controls and checks whereby the media time cannot be restricted in any of the following ways. (Media time restrictions are not limited to the following list)
 - A. No restrictions whatsoever
 - B. No allocation between stations within each group
 - C. SAME as CASH real market rates
 - D. Infomercial and direct response access
 - E. Pre-arranged contacts will be available at each station and access to management will be immediate to handle any questions or problems.
 - G. Any stations bought by the station or group will automatically be added for trade credit utilization.
 - H. If a station(s) is sold during the lease term reducing the number of stations available for credit utilization then Media Corp. has the option to cash-out at a pre-established percentage of time credit (based on the number of stations sold as a percentage of the whole) or to continue the contract.

- I. All the media credit which is available based on the terms of the lease agreement will be available immediately upon the lease inception, including the multiple which can range from 2-1 to 4-1 commissionable (but not limited to). Ratios will vary depending on various items including but not limited to:
 - a. size of station group available cross-credit utilization
 - b. financial strength
 - c. down payment
 - d. ranking in market
 - e. affiliate or not
 - f. restrictions (if any)
 - g. size of sale
 - J. The trade company will have no minimum term (unless otherwise specified) to utilize the trade time and a maximum of months as defined by the term of the LeBlanc lease agreement plus 12 months (usually 60 to 84 months).
6. Media Corp. will continually monitor and evaluate the progress of each lease and Lessee and the media credit utilization process (for media fulfillment Media Corp. will use the BDS/Passive Alert Programs).

TOMORROW'S EQUIPMENT TODAY

Media Corp. gets paid by the proceeds from the sale of the media it has pre-marketed through its associated trade company or media outlets. Your media becomes a currency allowing your stations to improve their cash flow and profits.

We at Media Corp. will continue to work with you to ensure your ability to buy equipment with your air-time. All inquiries will be kept confidential as well as all rates and trade agreements.

Invest in today's and tomorrow's technology with minimal cash. Be prepared to service the upcoming advertisers and consumers of High Definition and Digital technology.