

RetailTV.net

ABOUT THE SHOW:

RetailTV.net is dedicated to real-time, street-level retail news delivered by industry leaders. It's your behind the scenes access to what leading companies and newsmakers are doing and thinking today as well as understanding the motivation behind the top transactions and leading deals.

WHO IS OUR AUDIENCE?

The Retail, Real Estate, Investment and Business communities.

HOW DO WE PRODUCE THE SHOW?

Each segment will feature a single interview with an industry mover and shaker. The interviews will be conducted by former CNN correspondent Mark Bernheimer. Interviews will be accessed on our website www.retailtv.net and distributed to an industry database. We shoot on location and produce in broadcast quality HD so that content can be adapted for TV, the Internet or other verticals.

WHAT IS THE OBJECTIVE?

To provide a high-level of retail newsmaker information for those involved in the business of retail real estate.

SCHEDULE:

We plan to distribute content monthly and post to our website and other internet social media sites. Launch is planned for Fall 2011.

OUR SPONSORS:

The founding sponsor of RetailTV.net is Faris Lee Investments.

Faris Lee Investments is a leading national real estate investment advisory firm, comprised of three integrated business platforms; Faris Lee Investment Banking, Faris Lee Capital and Faris Lee Advisors. The company's high-level retail investment advisors and sophisticated financing experts develop forward-thinking strategies for all retail acquisitions and dispositions and guide clients through complex transactions. Cumulatively, the Faris Lee's leadership has been involved in more than \$20 billion of transactions. Faris Lee's senior experts are skilled in disposition and acquisition strategies, 1031 exchanges, asset positioning and valuation, marketing, debt and equity structuring, strategic workout and REO solutions and execution. For more information, visit www.farislee.com.

If you would like information about sponsorship, contact us at 949-305-2780 or info@retailtv.net.

THE TEAM:

Mark Bernheimer, Producer/Media Coach: Mark is a former CNN correspondent and the founder of MediaWorks Resource Group, a renowned media training and consulting firm. He spent 16 years as an

award winning TV news reporter, covering everything from major hurricanes to presidential impeachments. Bernheimer produces and conducts each interview for RetailTV.net, helping interviewees articulate their messages effectively, while simultaneously using his journalistic skills to produce compelling, topical content. Calling upon his dual competencies as a media coach and veteran journalist, Bernheimer lets RetailTV.net bring viewers industry-related breaking news they can find nowhere else.

Jessica Spaulding Thompson, Producer: Jessica is an award-winning writer and strategist and the founder of Spaulding Thompson & Associates, a leading Southern California media relations and marketing agency. She has close to two decades of marketing and media experience handling top names in commercial real estate. She is behind the scenes developing the marketing push for RetailTV.net.

Group 1 Productions: Group 1 Productions has been providing both the public and private sector with video production for more than 25 years.

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