

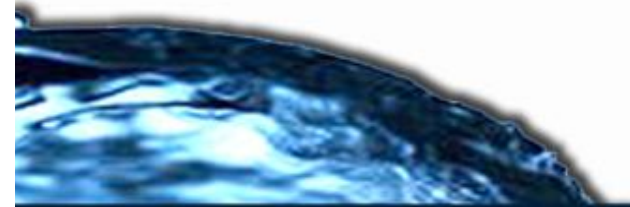


THE NEW MEDIA WAVE



www.revo20.com

BeforeTheMovie.Com™



THE POWER OF CINEMA ADVERTISING

Revo20's Pre-Show, Before The Movie™, enhances the "cinema experience" with visual and humorous content intermixed with local, regional, and national ads. Today, Revo20 is playing this show to 10 million viewers per year.

"...57% felt that they took more notice of the ads shown at the cinema than those seen on television or in a magazine, or heard on the radio, finding these ads captivating, engaging, unique... significantly higher than the average of all the TV ads in our database."

Knowledge Point Millward Brown March 2009



A revo20™ Production

BeforeTheMovie.Com™
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Who we are:

Revo20 is a cinema advertising company that airs its preshow, "Before The Movie", to 10 million cinema viewers per year on screens throughout California and Nevada with access to an additional 8,000 affiliate screens throughout the US and Canada. The box offices are booming, and cinema advertising is the most robust promotional channel for local, regional, and national companies.



How Much Does Cinema Advertising Cost?

A cinema campaign can cost as low as \$12.00 per week – per screen. Your final pricing will be determined by number of screens, location(s), ad length and campaign duration. The fact is, cinema DELIVERS for LESS! Contact us at info@revo20.com and we can have pricing to you pronto!

The cost and value comparison of cinema advertising versus standard print, internet, radio, and TV media is compelling. Less people are listening to the radio and reading the paper, and the internet is fragmented.

Our studies show that cinema advertising is 300% to 400% more effective in reaching your customers than traditional advertising.



Leverage the Power of Hollywood Promotion



Did You Know?

Traditional advertising is much less effective today. Your customers are avoiding TV, print, radio, and internet ads...they are using Tivo, pop-up blockers, DVDs, and satellite radio as just a few of their avoidance mechanisms.

In contrast, movie goers are truly engaged. Over 60% of the audience are receptive to the ads and are in a highly receptive state immersed in cinema-quality content and surround-sound audio. The audience has a 44% higher unaided recall rate than TV, a 70% better brand identification than TV, and 70% higher likelihood to be motivated by the advertisement.

Want to Take the Next Steps?

- Provide us with basic information and electronic logo art, digital pictures or even video and we will complete the ad by combining the elements and top it off with animation and background music! You're ready for your cameo!
- **Dynamic, cinema-quality ads** – again, You can provide us with the ad, or if you do not have an ad already produced, its likely we have a pre-produced, cinema-quality ad already created. We can drop in your end-card and voice-over, and your business becomes a star!
- **Contact Us** - Send us an email at info@revo.com or call us on 888-453-7469 and we can set up an appointment to get you on the big screen ASAP!

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Tough Times?

- 2009 attendance is up over 10%, and more than 90% of people ages 12 – 35 years old reported going to the movies in the last 3 months
- Movies are the #1 leisure activity in the US.
- Movie goers have discretionary income and are affluent. The median average household income is over \$75,000.
- Cinema ads reach over 100M viewers per month. 93% of Americans +12 years went to the movies last quarter.

