



Dear Advertiser:

REACH THE MOST LOYAL RADIO LISTENING AUDIENCE IN THE NATION

Each Saturday from 3 to 4 PM, Pacific Time, Stephen Valentino and Co-Hostess Holly Rudin-Braschi are joined by professionals from the world of food and wine, travel, fashion, style and entertainment. *Serves You Right* plays to millions of listeners throughout the country on CRN Networks and is simulcast on the World Wide Web at www.cрни.net.

Your message will reach an upscale audience with solid discretionary income:

- Adults 25 years and older
- Loyal listeners who tune in consistently each week
- CRN is aired in more than 28,000,000 households plus it has...
- 10,000 Listeners per day at www.cрни.net
- CRN is rated in the top 10% of all global web sites
- For the same cost as local advertising your reach will be nationwide

This is an exciting time and opportunity for us all and we are looking forward to your joining our *Serves You Right* family of sponsors. If you have any questions please feel free to call us and we will *Serve You Right!*

Sincerely,

Stephen

Stephen Valentino
Host, "*Serves You Right*"
The Radio Show



FOR IMMEDIATE RELEASE

June 1, 2005

Holly Rudin-Braschi joins Stephen Valentino as co-hostess of his Nationally Syndicated Radio Show

Mr. Greg Lockamy, President and CEO of SYR, Inc., announces the June 1, 2005 addition of Ms. Holly Rudin-Braschi as co-hostess for Stephen Valentino's nationally syndicated radio show, "*Serves You Right*", which airs Saturday's from 3 to 4 PM, PST.

The show's Producer is Brenton Metzler, Associate Producer of Warner Brother's hit TV show, "*Elimidate*", and the show's Co-Producer is Kenny Kristiansen. Both men bring strong entertainment-based broadcast backgrounds to the project.

"*Serves You Right*" is broadcast on Cable Radio Networks (CRN) and National Radio Network (NRN), reaching over 28 million homes.

The show is also simulcast on www.cрни.net into an additional 10 thousand homes worldwide. CRN's World Wide Website is rated in the top 10% of entertainment websites globally.

With an unbeatable recipe for success, Stephen Valentino brings his listeners "*Serves You Right*", a cutting edge lifestyle radio show; born from the host's highly successful magazine column of the same name. Each weekly episode is tailored to a different city or topics with multiple demographics and features celebrity interviews, travel destinations, entertainment, style and fashion, contests and product giveaways, cookbook author interviews, hot new recipes, and much more. With the addition of Holly, the show now has a truly dynamic duo. Visit them on the web at www.syrradio.com.

The show's producers are seeking advertisers to participate in this venture. To find out more about "*Serves You Right*" and to benefit from this opportunity, please contact Stephen Valentino at either valentino@servesyouright.com or (415) 599-4346.



“SERVES YOU RIGHT”

**A Radio Show hosted by Stephen Valentino
and Co-Hostess Holly Rudin-Braschi**

With an unbeatable recipe for success, Stephen and Holly bring their listeners *Serves You Right*, a cutting edge lifestyle radio show with elements of food, travel, style, fashion and entertainment; born from the Stephen’s highly successful magazine column of the same name. Each weekly episode is tailored to a different city or topic with multiple demographics. This dynamic and fun show launched nationwide December 11, 2004, on CRN and NRN Networks is broadcast into 28 million homes and internationally on the World Wide Web into over 10,000 homes.

Radio interviews, on-location live shows, voice-overs and commercial spots are a few examples of Mr. Valentino’s considerable experience in the world of broadcasting. These, in addition to his vast knowledge in the realms of entertainment, travel and cuisine, combined with his resonant voice, creativity and passion, set him apart as a fabulous host who always brings out the best in his guests. Now, with the addition of Ms. Rudin-Braschi’s considerable talents in the world of food, health and nutrition, we have an unbeatable team.

Elements of the show include

- ❖ Location and Restaurant Coverage
- ❖ Celebrity Interviews
- ❖ Hot New Recipes
- ❖ Travel Destinations
- ❖ Call-In Q and A
- ❖ Contests and Product Giveaways
- ❖ Cookbook Author Interviews
- ❖ Style and Fashion
- ❖ Entertainment
- ❖ Product Reviews & Resource Guide

Join Stephen and Holly and their guests as they *Serve You Right* on weekly romps through the delightful worlds of food, travel, fashion, style and entertainment.



Meet Stephen Valentino:

Dubbed “San Francisco’s Beloved Bon Vivant” by noted columnist, Herb Caen, Stephen Valentino is the Founder and Chairman of SYR, Inc., and the on-air Host of “Serves You Right” broadcast on CRN Networks. Since 1996, Mr. Valentino has been the Entertainment Editor of QSF Magazine where he reviews entertainment venues, restaurants, travel locations, and the latest cars. His regular column, “Serves You Right”, was created as a vehicle to interview the world’s most prominent chefs and to review cookbooks and culinary equipment. In 2002, Mr. Valentino became a Contributing Editor to Passport Magazine.



Stephen has appeared in leading roles in operas, plays and musicals throughout the world. He is also the host of “San Francisco In Flight” for United Airlines, covering restaurants, clubs, cultural events, and hot tourist spots. Seen and heard in films, television commercials, public service announcements, and voice-over spots, Stephen has also had the honor of appearing in a command performance for His Royal Highness, Prince Charles, of England. Visit Stephen at www.syrradio.com

Meet Holly Rudin-Braschi:

An American College of Sports Medicine certified health, fitness, and nutrition lecturer, Holly is a sought after speaker by major corporations and health organizations throughout the USA, including Apple Computer, 3M, Chevron, American Cancer Society and many others. A frequent guest on both TV and radio throughout the US, Canada and Europe, Holly has also appeared as a Spokesperson for culinary appliances on QVC, generating over \$10 Million in sales.



Holly’s book *Grill Power*®, the first and still most comprehensive book for indoor electric grills, has sold over 50,000 copies. Her food, nutrition and travel articles appear regularly in national newspapers and magazines including *Cooking Light*, *Prevention*, *Sunset* Every Season Magazine (Safeway stores) and on numerous websites. An opera singer with a Master’s Degree in Music, Holly has sung throughout the US and Europe, including once with Stephen in *La Traviata* in Banff, Canada. Visit Holly at www.grillpower.com



FOR IMMEDIATE RELEASE

Due to Popular Demand, Stephen Valentino Joins “The Morning Show”

Due to popular audience demand, Stephen Valentino joins “*The Morning Show*” as a permanent featured guest.

After several guest appearances on Cable Radio Networks top-rated *Morning Show*, hosted by Paul Stern and Mister B, audiences have been clamoring for Mr. Valentino to be on the show more often.

Now Stephen will be a featured guest on *The Morning Show* and will also be joined by his co-hostess of *Serves You Right*® Radio, Holly Rudin-Braschi, every Thursday morning from 7:00 AM to 8:00 AM

The *Serves You Right*® team is a veritable fount of wisdom on so many topics...everything from food, fitness, nutrition and travel, to music, new cars and the good life. Stephen and Holly will delight the *Morning Show*'s Nationwide Audience by taking guest call-ins and informing listeners about upcoming events and guests for his weekly radio show *Serves You Right*® broadcast live on CRN, www.cрни.net , every Saturday at 3:00 PM PST.

To find out more about Stephen Valentino and Holly Rudin-Braschi and their *Serves You Right*® radio show, visit www.syrradio.com .

"SERVES YOU RIGHT"

The Radio Show

Hosted by Stephen E. Valentino
& Co-Hostess Holly Rudin-Braschi



73 Corte Roble
Novato, CA 94949
Phone: (415) 599-4346

E-mail: info@syrradio.com

ADVERTISING CONTRACT

ADVERTISER INFORMATION:

ADVERTISER: _____

ADDRESS: _____

CITY / STATE / ZIP: _____
 CONTACT: _____
 PHONE 1: _____
 PHONE 2: _____
 FAX 1: _____
 FAX 2: _____
 E-MAIL: _____

AGENCY: _____
 ADDRESS: _____
 CITY / STATE / ZIP: _____
 BUYER: _____
 LOG AS: _____
 PACKAGE / PROGRAM: _____
 SALES PERSON: _____

COMMERCIAL INFORMATION:

Each :20 (3-sponsor) co-op commercial spot - \$125 per play
 Each :30 commercial spot - \$150 per play.
 Each :60 commercial spot - \$250 per play
 Sponsorship segments - \$700 per play
 If more than 1 commercial is being submitted, please label them A, B, C, etc.

Check One:

- Commercial(s) provided herewith in final MP3 File, Compact Disc or DAT format
- Commercials to be produced by SYR and material for its use provided herewith

ADVERTISING SCHEDULE:

Minimum commitment - 13 weeks
 Each commercial advertisement will be aired during each weekly Saturday show
 Each commercial advertisement will be aired between 3 and 4 PM - exact timing at the discretion of SYR's Producers or on-air host

	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT	3-4 pm SAT
Dates:												
Year:												
Comm A												
Comm B												
Comm C												
Comm D												
Comm E												
Comm F												

NOTES: Check appropriate playdates if more than 1 commercial is being submitted
All Times are Pacific Standard Time

PAYMENT INFORMATION:

Payment 1 (1/3) - Due upon signing
 Payment 2 (1/3) - Due NET 30
 Payment 3 (1/3) - Due NET 60

Make Checks Payable To:
 Cable Radio Networks
Major Credit Cards Accepted

Mail Form / Commercial(s) / Check To:
 SYR Radio, Inc.
 73 Corte Roble
 Novato, CA 94949

TERMS & CONDITIONS:

See next page

SIGNATURES:

Advertiser Signature: _____

SYR, Inc, Acceptance _____

Date: _____

Date: _____

TERMS & CONDITIONS

The Person(s) or Entity(ies) placing advertising or programming covered by this Contract (hereinafter called Purchaser) and Serves You Right, Inc., accepting this Contract (hereinafter called SYR) hereby agree that this Contract shall be governed by the following conditions:

1. GENERAL

- (a) The terms and conditions set forth herein are in addition to the terms, provisions and conditions on the face of this Contract.
- (b) The sale of broadcast time pursuant to this Agreement is subject to the terms and conditions of the broadcast Agreements between SYR and Cable Radio Networks, Inc., (hereinafter called CRN) and to all applicable laws, rules and regulations of Federal, State and Local governments.
- (c) Neither this Agreement nor any rights hereunder may be transferred by Purchaser without prior written consent of SYR.
- (d) The failure or delay of SYR to enforce any term or condition of this Agreement shall not be construed as a waiver of any right contained herein or of any breach hereof.
- (e) For purposes of this Agreement, the words "Advertiser" and "Purchaser" may be used interchangeably and shall be deemed to have the same meaning as shall the words "broadcast", "announcement" and "program".
- (f) Any conflict or inconsistency between these conditions and the terms on the face of this Agreement shall in every case be resolved in favor of the terms and conditions set forth on the face of this Agreement.
- (g) Any claim or dispute arising out of or in connection with this Agreement shall be settled in accordance with the rules of the American Arbitration Association at the request of either party by arbitration in San Francisco, California, by a single arbitrator appointed by the Association. Judgment upon the award of such arbitrator may be entered in any court of competent jurisdiction.
- (h) Any material to be broadcast hereunder is subject to the approval of SYR management as to program content and performers, as well as to individual program elements.
- (i) No issue-oriented or advocacy advertising, i.e., promoting hate, bigotry, racism, sexually graphic material, pornography, or material contrary to the standards and practices of SYR or CRN, will be accepted for broadcast by SYR without the express, prior written approval of the subject matter and copy of such advertising by SYR.
- (j) SYR may, in the reasonable judgment of SYR's management, suspend without notice, delay, or cancel commercial or program content, if the conduct of a guest or co-host or material content are considered unsuitable for broadcast.
- (k) This Agreement shall be interpreted and enforced in accordance with the laws of the State of California applicable to Agreement.

2. PAYMENT

- (a) The Purchaser identified on the face of this Agreement shall be liable for the payment of the cost of any broadcast time purchased hereunder. ADVERTISING AGENCIES PLACING ORDERS ON BEHALF OF THE PURCHASERS SHALL BE JOINTLY AND SEVERALLY LIABLE FOR THE OBLIGATIONS OF THE PURCHASER SET FORTH HEREIN, INCLUDING THE OBLIGATION TO PAY ALL CHARGES FOR BROADCAST TIME PURCHASED HEREUNDER.
- (b) Payment for broadcast time purchased hereunder shall be due and payable at the offices of SYR upon receipt of an invoice for such purchase.
- (c) SYR shall have the right to terminate this Agreement, cancel any and all scheduled broadcasts, or to require cash in advance upon the failure of Purchaser to pay any charges due hereunder, or in the event of such termination, all charges for announcements already broadcast shall become immediately due and payable and Purchaser shall be entitled only to such frequency discounts as may have been earned through the date of termination.
- (d) Past due amounts shall accrue interest at the rate of 1.5% or the maximum rate allowed by law, whichever is less, per month, from the date any such amounts become past due.
- (e) To the extent that this Agreement has been designated "non-cancelable" on the face hereof, then the total amount due hereunder shall become immediately due and payable in the event that the Purchaser shall (i) discontinue the operation of its business; (ii) file any petition or pleading in bankruptcy or for the appointment of a receiver; (iii) make any assignment for the benefit of the creditors, or (iv) fail to pay any amount due hereunder for a period of more than 90 days.
- (f) In the event that SYR shall prevail in any action instituted to collect any amount past due hereunder, Purchaser shall be liable for the payment of all costs of collection, including collection agency fees, court costs and attorney fees.

3. TERMINATION AND RENEWAL

- (a) This Agreement may be terminated by Purchaser upon 14 days prior written notice to SYR. Upon termination by Purchaser, any charges payable hereunder shall immediately become due and payable, and Purchaser shall be entitled only to such frequency discounts as shall have been earned to the date of termination. Purchaser is subject to "short rate" charges and "short rate" is defined as an agreed-to specified higher rate for early termination of a Contract.
- (b) This Agreement may be terminated at any time by SYR. If SYR shall terminate this Agreement, any charges payable hereunder shall be entitled to any frequency discounts which would have been earned had the Agreement run to its scheduled date of expiration.

4. INABILITY TO BROADCAST / SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE

- (a) Should SYR be unable, for any reason, to broadcast any commercial announcements or program at the time specified herein, SYR's liability to Purchaser shall be limited to furnishing Purchaser with a comparable time to broadcast the commercial announcement or program, or in the event SYR and Purchaser are unable mutually to agree on such comparable, then SYR shall reduce the charges payable hereunder prorata with the number of commercial announcements, or programs, not broadcast.
- (b) SYR shall have the right to cancel or delay the broadcast of any announcement hereunder in order for CRN to broadcast a program which it deems to be of public importance. In the event of such delay or cancellation, SYR's liability hereunder shall be limited to the extent described in paragraph 4(a) above.

5. RIGHTS TO INTELLECTUAL AND ARTISTIC PROPERTY

- (a) Purchaser warrants and represents that it has the full power and authority to utilize all material provided for broadcast, including all textual or musical matter, and shall upon request, supply SYR with copies of licenses or other written grants of license or ownership of such rights. Purchaser shall also supply to SYR, upon request, documentation of any advertising claims made in broadcast material provided by Purchaser.

6. INDEMNIFICATION

- (a) Purchaser shall indemnify and defend with legal counsel acceptable to SYR and CRN and save SYR and CRN harmless from any loss, cost, liability, claim, suit or damage arising out of or in connection with the broadcast of any commercial announcement furnished to SYR by Purchaser or in connection with any Purchaser-sponsored contests or promotions.
- (b) SYR shall indemnify and save harmless Purchaser from and against any loss, cost, liability, claim, suit or damage arising out of or in connection with the broadcast of any material furnished by SYR, except for uses of material furnished by SYR but not authorized by SYR.
- (c) Purchaser shall indemnify and defend with legal counsel acceptable to SYR and CRN and save SYR and CRN harmless from any loss, cost, liability or damage arising out of any claim, demand, suit, action or cause of action made or filed against SYR or CRN by any third party with respect to any co-op or other advertising subsidized or otherwise paid for by such third party.
- (d) The Indemnitee shall promptly notify the Indemnifier in writing of any claim, demand or cause of action asserted or instituted. Upon written request of an Indemnitee, allow the Indemnitee to participate in the defense thereof. Settlement by the Indemnitee without the prior written consent of the Indemnitor shall release the Indemnitor from the indemnity.
- (e) The provision of this paragraph 6 shall survive this Agreement.

7. PROGRAM MATERIAL PRODUCED BY SYR

- (a) Any commercials or programs produced by SYR pursuant to this Agreement shall remain the sole property of SYR and Purchaser shall accrue no rights thereto and shall not use such commercials in any fashion without the express written consent of SYR and then only subject to the specific terms of such consent. Unauthorized use of SYR produced commercials, or programs, on other broadcast stations, internet, or CATV systems, shall result in the imposition of a charge equal to union scale production fees for each such use of broadcast.

8. CONTRACT IN ENTIRETY

- (a) This Contract contains the entire understanding between the parties and can be changed or modified only in writing signed by both parties.

Signature

Date