



## **CONTRACT OVERVIEW**

### **RETAIL DISTRIBUTION**

Our end-to-end digital asset management platform automates many distribution and administrative functions. Our platform is a content hub that connects directly to all leading online and mobile stores worldwide. This is available through Universal on accepted projects as well as a direct distribution with an outside retailer through LRT.

### **MOBILE DISTRIBUTION**

The mobile market is now a multi-billion dollar business and is key to expanding your reach in the digital space. Ringtones, Ringbacks, Wallpapers, Fulltrack downloads and even Video Ringers are now being offered by carriers such as Verizon, AT&T, Sprint and T-Mobile

### **FILM & VIDEO DISTRIBUTION**

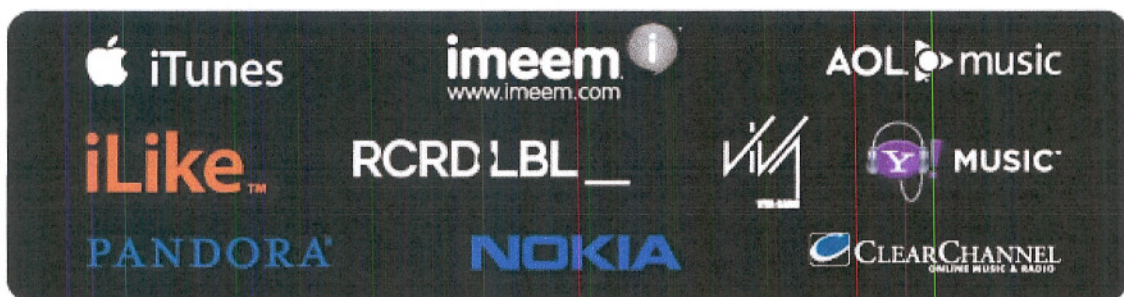
LRT will digitally distribute your content to the widest variety of online and mobile services available in today's market. Whether you're a large entertainment conglomerate or a first time filmmaker, LRT is your key to content monetization and global recognition. Theatrical is presented to Vivendi Entertainment for distribution on approval of film. Films straight to DVD will be distributed by Universal on approval of Film.

### **MARKETING**

LRT has an expansive promotional network that enables you to market your content to the digital world and increase sales and long term awareness. The design, implementation and execution of our

campaigns are based on a detailed analysis of your overall marketing strategy and how best to enhance this in the digital world. Digital marketing is about consumer impressions; LRT makes this happen.

## SELECT PARTNERS



## RETAIL MARKETING

Excellent relationships with all major digital music retail services provides guaranteed worldwide exposure for your releases.

## STRATEGIC MARKETING

Access to large-scale promotional partnerships with companies such as AOL Music, Spinner, Topspin Media, Clear Channel, Pandora, iLike, imeem, Facebook, and more. Also, targeted email & viral marketing campaigns, branded/custom digital compilations and more.

## MOBILE MARKETING

Not only can we launch your content "on deck", we have nurtured relationships that allow us to land very prime real estate on the carrier deck. Depending on the scope of your project, placement opportunities can include: Feature Placements (in What's Hot, New Arrivals, Seasonal Folders, Exclusive Releases, and more) and Marketing campaigns (contests, banner placement, etc)

## Online Distribution

More than 150+ retail deals (music & video)  
Available in over 500 digital storefronts worldwide  
Distribution in over 100 countries

## Mobile Distribution

Global coverage in all major markets  
Direct carrier access – on deck and WAP portals  
Custom ringtone creation and encoding done in-house

### **Sales and Marketing**

Retail pricing and positioning and other promotional opportunities  
Access to large-scale promotional partnerships with companies such as: AOL Music, Spinner, Clear Channel, iMeem, Fertilizer, RCRDLBL, Pitchfork and more

### **Physical Distribution**

North America distribution via Fontana (UMGD)  
One-off artist projects  
Retail price & positioning opportunities  
Dedicated Product Manager  
Marketing support

### **Licensing**

TV, film, video games, CD compilations, embedded device deals (including worldwide deal with Nokia to embed content in their handsets)  
By signing with LRT you can join an elite family of labels, artists and video production companies that work together to maximize the potential provided by digital distribution. You gain immediate access to all of LRT' online and mobile outlets thereby reducing your upfront costs and administrative headaches.

### **MUSIC FEATURES**

Every two weeks **LRT** publishes a collection of Digital New Releases showcasing the best and freshest music coming out RIGHT NOW. It also focuses on new artists and established artists who are making waves.

## **GOODS & SERVICES**

Worldwide Digital Distribution

Consolidation monthly royalty and sales report

Storage and encoding for all your content

Pre-negotiated deals with the leading online and mobile services

Promo only services available

Video ringtone creation

Strategic marketing packages geared towards the specific needs of your music, film or video content on specific projects

## **ADMINISTRATION FEE**

RIGHTS HOLDER agrees to pay LRT Entertainment a one time non-refundable set up fee of \$1500 for Sub Labels and \$500.00 for artist

## **PERCENTAGES**

Rights Holder 70% Licensor 30% for straight distribution

## **TERM OF CONTRACT**

Shall be for one (1) year (the "Initial Term"). The Initial Term shall automatically renew for successive one (1) year periods (the "Renewal Term"). After the Initial Term, either Party may terminate the Agreement upon thirty (30) days written notice to the other. The Initial Term(s), if any, are collectively referred to as the "Term"

## **TERRITORY: THE UNIVERSE**