

Blue Highways





Who We Are

✦ A new programming service that explores the people, stories, traditions and cultures of America.



✦ A “destination” channel providing family-friendly entertainment for audiences interested in all aspects of American life and heritage.





Value to the Operator!

- ✦ There's a renewed focus in America on high quality, original, informative and integrity-driven entertainment; and an increasing appreciation for America's diversity, heritage, traditions and cultures.
- ✦ Currently carried cable networks are not targeting BlueHighways TV's vast and growing audience (25-54, above average income – the fastest growing U.S. demographic), and they don't meet its needs.
- ✦ BlueHighways TV presents a patchwork of unique stories and content related to American tastes and traditions – creating a fresh, sincere and original entertainment schedule that combines new faces and places with an already-available library of hundreds of hours of original programming.
- ✦ The audience is there: Currently distributed by VOD, broadband and syndication, with linear in preparation.



Need More Information on the Opportunity?

- ✦ Western Enthusiasts alone, only one of the audiences served by BlueHighways TV, are 57 Million strong -- spending \$52 billion annually.
- ✦ American Roots music (Blues, Classic Country, Gospel, Bluegrass, Folk, Western) is one of the fastest growing movements in the music industry yet is under-represented on television.
- ✦ Advertising and sponsorship potential is tremendous
 - Family, travel, music, local
- ✦ There's nothing else like BlueHighways TV on your lineup today.



Programming





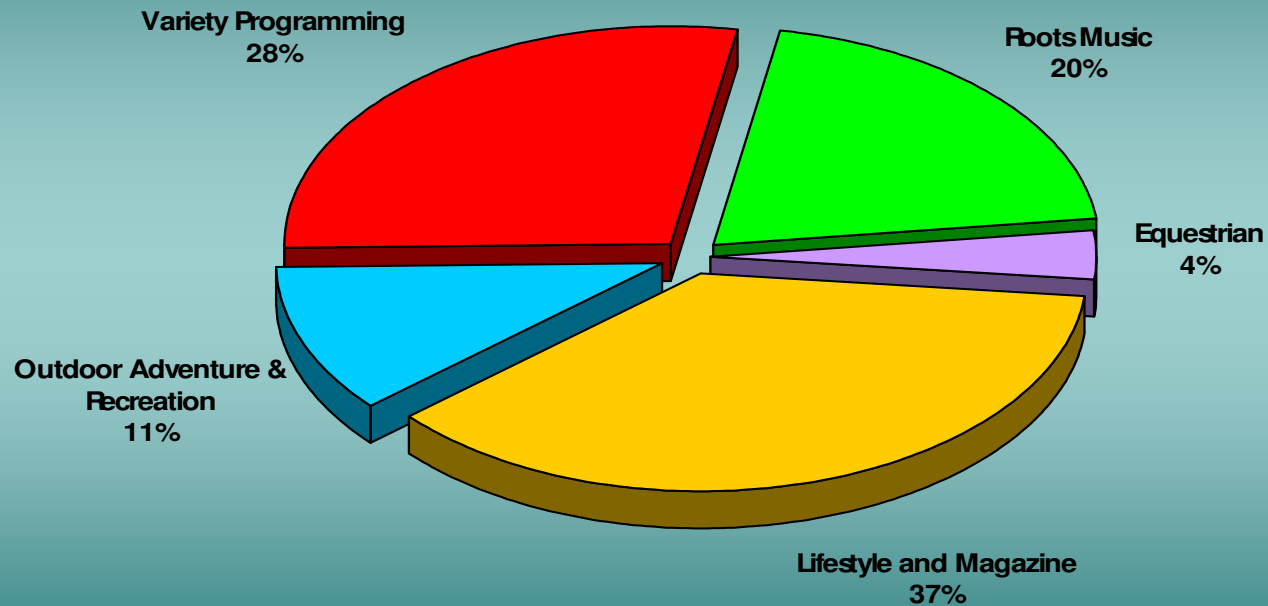
Programming Overview

- ✦ Original / Exclusive programming
- ✦ Series programming that is a proven ratings success, combined with “feel good” programming designed for the whole family
- ✦ Attractive target demographics and a welcoming environment for advertisers
- ✦ The only programming service dedicated exclusively to America’s culture, music, food and life



Programming Category Summary

BlueHighways TV Proposed Program Category Percentages





Programming

Lifestyle

- ✦ **American Journeys**—Documentary series spotlighting various artist communities around the country, music and art festivals and travelogues. From a one ring circus in St. Louis-to a Western Swing festival in Tulsa-to a cattle drive in Wyoming.
- ✦ **Grandma's Kitchen**—A weekly series that will travel the country focusing on the unique lifestyle and food of real grandmothers. BHTV will go into the homes of these real life grandma's and learn their recipe secrets and get a little taste of real life.
- ✦ **Farmer's Almanac TV**— A magazine format program inspired by the 190-year old Farmer's Almanac. America's most cherished passions: gardening, cooking, weather watching, wellness, home making and hobby-farming with the wit, humor and wisdom of the almanac way of life.





Programming

Lifestyle

- ✦ **Great Rivers of America**—30-minute documentary style program that travels the rivers of America with stops along the way at the communities that were built on the river shores.
- ✦ **The Red Road**—60-minute weekly program that takes a special look at the lives, history and culture of the American Indian. Each episode will take an in-depth look at life on the reservation with a special focus on their history and their future.
- ✦ **Across America**—1-hour magazine formatted program that features the character, the beauty and the music of a variety of cities and towns across the American landscape.

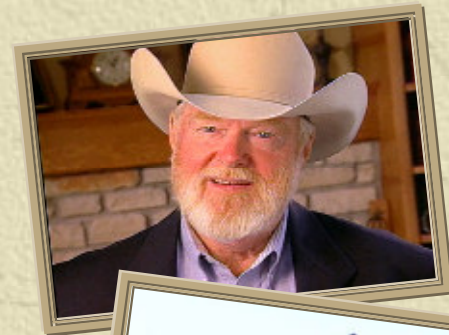




Programming

Storytelling

- ✦ **Red Steagall's Bunkhouse**— Western music, poetry and storytelling come together on the set of a traditional bunkhouse on the Red Steagall ranch outside Ft. Worth, Texas.
- ✦ **Storyteller's Theater** — A 30-minute program featuring the best storytellers from around the country including western, Native American and Appalachia/Folk storytelling.
- ✦ **Due West**-- Magazine program that focuses on the Western Lifestyle through artists, real cowboys, ranching life, Native American culture and the beauty of the American West.





Programming

Music

- ✦ **America's Backroads**—A weekly 1-hour program that travels the backroads meeting the neighborhoods of America and showcasing their various cultures through special events, festivals and concerts.
- ✦ **An American Sampler**—A program that highlights the “roots music” of America; Blues, Jazz, Country, Classic Country, Gospel and Bluegrass, through original and pre-produced music performances interspersed with interstitial segments showcasing a wide range of artisans and craftsmen.
- ✦ **Reno's Old Time Music Festival**—A twice weekly music and interview program featuring the top bluegrass acts in the country. Bluegrass stars like Ralph Stanley, Mac Wiseman, Alison Krause, Doyle Lawson perform in a true acoustic setting.





Programming

Music

- ✦ **Heart to Heart**—Twice weekly 30-minute music, interview and storytelling series featuring the best in classic country music and spotlights on the new and emerging stars.
- ✦ **Woodsongs**—Weekly 60-minute program that features the best in Bluegrass and Folk music live from a theater in Louisville, KY. Also a live radio and internet streamed program and can be heard on over 400 stations nationwide and in Canada.
- ✦ **Old Country Church**—Weekly 60-minute series featuring the best from traditional, country and bluegrass gospel music.





Sample Programming

Live Variety

- ✦ **Smoky Mountain Memories**—A 60-minute variety and music program is broadcast live from the heart of the Smoky Mountains, Pigeon Forge, Tennessee from the Classic Country Theater and will feature traditional music, Appalachian arts and crafts and features on various Southeastern locations.





Affiliate Benefits

- ✦ Fills void and meets the needs of a growing, loyal, lucrative and underserved audience
- ✦ Meets the business needs of the distributor:
 - ◆ **Digital driver and retention tool by targeting expanding audience (25-54) of “Regular Folk”**
 - ◆ **Programming is adaptable to support company’s future VOD, Broadband and linear commitments**
 - ◆ **Attractive long-term license fees**
- ✦ Programming is original, exclusive and a proven ratings success
- ✦ Local feel and branding – offering local service provider daily 30-minute program block for local programming and a co-marketing and community presence not offered by other networks



Affiliate Benefits

- ✦ Unique radio partnerships with nationally syndicated radio programs in over 600 markets
 - ◆ **FREE radio promotion**
- ✦ Communities and Advertisers looking for more family-oriented, comfortable, integrity-driven programming
- ✦ Showcase local artists, craftsman, stories, musicians, festivals and folklore nationally – presenting the true “sights and sounds of communities across the country” on the network
- ✦ Strong national advertising appeal
 - ◆ **Family-friendly, travel-related, cultural, welcoming “local” feel**
- ✦ Strong local advertising appeal
 - ◆ **Automotive, Food, Retail, Event-driven, Sporting goods**



Interest in BlueHighways TV

A recent study by Horowitz & Associates concluded the following:

- ✦ Eight out of ten (85%) consumers had broad interest in the Network's content
- ✦ One in five consumers (19%) indicated a strong interest in watching the Network
- ✦ Interest is equally strong among both men (19%) and women (19%)
- ✦ There is no significant difference in interest level between metropolitan areas (18%) and non-metropolitan areas (22%)
- ✦ 37% of those interested in viewing BlueHighways TV said it would add substantial value to their cable/satellite service



Marketing and Promotion

- ✦ Create Awareness with FREE radio promotion
 - ✦ Partnerships with three leading Americana AM radio personalities
 - ✦ Shows carried in over 600 markets

- ✦ Local Launch Events and Continuing Support
 - ✦ Access to national and regional talent
 - ✦ Cooperative local marketing not offered by other networks

- ✦ National Content featuring local market information
 - ✦ Local highlights aired on network

- ✦ Promote BlueHighways TV at Leading US Festivals, local/regional/national media, community outreach



Marketing and Promotion

- ✦ Print Opportunities with targeted magazines
 - i.e. True West, Bluegrass Unlimited, Country Living, Sunset, Southern Living, Better Homes & Gardens, many others

- ✦ Local Cross-channel promotion
 - Spots provided to air on CMT, GAC, Travel Channel, Food Network and History Channel

- ✦ Involvement with local community groups



Nationally Syndicated Radio Partners

- ✦ BlueHighways TV has partnered with several nationally syndicated radio program hosts who will help promote BlueHighways TV concept, push viewership and encourage grassroots interest in programming and distribution.
 - ✦ Jim Bohannon (*The Jim Bohannon Show*)
 - ✦ Over 310 Radio Markets
 - 57 Stations in the Top 20 ADI
 - ✦ Michael Johnathon (*Woodsongs Old Time Radio Hour*)
 - ✦ 412 International Radio Markets
 - Over 250 domestic markets in 40 States
 - ✦ Red Steagall (*Red Steagall's Cowboy Corner*)
 - ✦ Over 155 Radio Markets



Advertisers Are Committed to Family-Friendly Programming

The Family-Friendly Programming Forum, founded in 1998 by members of the ANA, focuses their sponsorship on family-friendly programming like BlueHighways TV.

✠ Members of the Family-Friendly Programming Forum

- Ace Hardware Corporation / AT&T Corporation / AT&T Customer Service / Bristol-Myers Squibb Company / Coca-Cola Company / Eastman Kodak Company / FedEx Corporation / Ford Motor Company / General Mills, Inc. / General Motors Corporation / Gillette Company / GlaxoSmithKline / H&R Block, Inc. / Hallmark Cards Incorporated / Hershey Foods Corporation / International Business Machines Corporation / J.M. Smucker Co. / Johnson & Johnson / Kellogg Company / KFC Corporation / Kraft Foods, Inc. / Liberty Mutual / Lowe's Companies, Inc. / MAGNA Global / Masterfoods USA (A Mars Incorporated Company) / McCormick & Company, Inc. / McDonalds Corporation / Media Vest / Merck & Co., Inc. / MindShare / Nestlé USA, Inc. / Novartis Consumer Health, Inc. / PepsiCo, Inc. / Pfizer Inc / Pfizer Inc (Pfizer Consumer Group) / Procter & Gamble Company / Schering-Plough Corp. / Sears, Roebuck and Co. / Sprint Communications / State Farm Insurance Companies / Texas Instruments / Tyson Foods, Inc. / Unilever United States, Inc. / Verizon Communications / Wachovia Corporation / Wal-Mart Stores / Welch Foods, Inc. / Wellpoint Health Networks, Inc. / Wendy's International, Inc.



Management Team

Experienced in developing and operating cable television networks:

- ✦ **Stanley Hitchcock—Chairman/CEO**—previously SVP of Country Music Television (1983-1991). Founded Americana Television Network (1992-1996). International recording artist, television producer, owner Hitchcock Enterprises (program production, syndication and home video distributor). 42 years experience in entertainment industries. Founding member of Leadership Music.
- ✦ **Alan McLaughlin— COO** —served as EVP of The Americana Television Network. 20 years of experience in television production and facility management. Former Director of Production Services, Speer Communications; WNAB-TV; KYNE-TV; Shop at Home Networks
- ✦ **Robert St. John Roper—General Counsel**—practicing attorney for 34 years and experienced business counsel to multiple cable industry clients including Discovery, Echostar, Starz-Encore Media, TCI, Liberty Media and others. A former Associate General Counsel for the NCTA and currently counsel to The Cable Center.



Management Team

- ✦ **Denise Hitchcock, APR—VP of Marketing and Public Relations**—worked as an executive with Warner Communications on QUBE project; also with Warner Amex and United Cable Television. Part of team for 1984 Los Angeles Olympic Organizing Committee, and Bush–Quayle Inaugural events. Won CableACE Award in 1980 for Best National Documentary.
- ✦ **Ronnie Reno—VP of Entertainment Industry Relations**—40 years experience in the entertainment industry as a musician, recording artist, producer and award winning songwriter. Nominated for several programming awards (NAIRD and CableACE) as a television producer of Bluegrass music documentaries and series.



Chairman's Advisory Council

Leaders in the cable television and entertainment industries:

- ✦ **Ross K. Bagwell, Sr.**—Founder Cinetel Productions (largest independent cable network program producer in United States), Chairman Bagwell Entertainment
- ✦ **Jim Bohannon**—National syndicated radio personality and author
- ✦ **Buddy Cannon**—Record Producer, songwriter (Produces Kenny Chesney)
- ✦ **John M. Draper**—Former TCI and Liberty Media General Counsel
- ✦ **Paul Maxwell**—CableFax Daily founder and industry expert, publisher and journalist
- ✦ **Lee C. Roper**—President, Clayton Ventures, Inc., influential industry member both nationally and internationally. Former SVP Operation-Midwest for Charter Communications
- ✦ **Scott Rouse**—Record Producer, Developer of Broadband Marketing
- ✦ **Barney Schotters**—Co-founder and CFO Symphony Media Systems. Former CFO for TCI Ventures Group
- ✦ **Davida Shear**—Affiliate Relations and Business Development Consultant



Chairman's Advisory Council

(continued)

- ✦ **Red Steagall**—Official Cowboy Poet of Texas, recording artist and syndicated radio personality
- ✦ **Marty Stuart**—International recording artist and music historian
- ✦ **David R. VanValkenburg**— Chairman, Balfour Associates, Inc. Worldwide financial and organizational advisor to communication industries
- ✦ **Sharon Vaughn** – Award-winning songwriter with developing international interests



Exhibits



Proving There Is An Audience

Recent viewer comments about BlueHighways TV library programming:

- ✦ “Thanks for the good programming...we watch all the time. Keep up the good work! We’re telling our friends, neighbors, etc. about it!”
Jimmy and Cora Moore, Marietta, South Carolina
- ✦ “Long overdue...I sincerely hope that you can keep on playing the best music that most of the world has yet to appreciate...keep it going”
Bill Noonan, Coram, New York
- ✦ “Thanks for the entertainment and the opportunity to glimpse some new talent as well as get a quick look at some of the “older” ones. Congratulations are in order for what you are doing.”
Vern Modeland, Marion County, Arkansas
- ✦ “Your programming always lifts the depression that can set in here on the Oregon coast caused by days of rain.”
Lisa Beale, Brookings, Oregon
- ✦ “I want to thank you for having bluegrass and gospel hours on your channel. I have to admit after finding your channel, it is a favorite on my remote control.”
Rob and Dianne Messer, Polar, Wisconsin



Programming

A Proven Ratings Success

Previous Ratings for Hitchcock Produced Original Programming

Nostalgia TV 1993 – Universe 14 million HH

<u>Household Audience</u>	
<i>Nostalgia Programming</i>	0.15
Branson Jam	0.30
Heart to Heart	0.22
Reno's OTMF	0.28
Sampler	0.31
Magazine	0.18

<u>Female 35-64</u>	
<i>Nostalgia Programming</i>	0.15
Branson Jam	0.40
Heart to Heart	0.12
Reno's OTMF	0.05
Sampler	0.55
Magazine	0.30

<u>Female 25-54</u>	
<i>Nostalgia Programming</i>	0.02
Branson Jam	0.30
Heart to Heart	0.10
Reno's OTMF	0.12
Sampler	0.51
Magazine	0.28

<u>Male 25-64</u>	
<i>Nostalgia Programming</i>	0.12
Branson Jam	0.30
Heart to Heart	0.05
Reno's OTMF	0.15
Sampler	0.30
Magazine	0.10