Lenfest MEDIA GROUP

Investing in the Power of Direct Response Television

Lenfest Media DRTV Testing & Rollout Process

Day 0 - 30

Signed Licensing Agreement

Kick-Off & Information Requests

- Product Samples
- Collect Creative (Logo, Images, etc.)
- Collect Content (Instructions, etc.)
- Marketing Status (Current Vendors, Packaging, Print, etc.)
- Online Status (Website, Domain Names, Accounts, Logins, etc.)
- Manufacturing & Inventory Status (Contacts, Design Files, etc.)
- Distribution Status (Current Vendors & Contacts, Catalog, etc.)

Day 30 - 90

Initial Term – Market Research & Offer Testing

- Offer Development & Testing
- Consumer Testing
- Script Development
- Web Development

Day 90 - 180

Initial Term – TV Spot Production & Media Testing

- Fulfillment Setup
- Inventory Secured
- Call Center & Customer Service Setup
- Spot Production
- Media Buys

Day 180 On

Successive 1-Year Renewals – Ongoing TV Media, Rollout & Retail

- Ongoing Royalty Payments
- Continue/Grow TV Media Buys
- Retail Distribution Setup & Rollout
- A Household Brand

Product is a Household Brand