



PREMIER PUBLISHING 5 YEAR FINANCIALS PROFORMA

March 1, 2004

Premier Publishing, LLC  
3306 Little Farms Ct  
Richmond, TX 77469  
281-341-7301

## I. PREMIER PUBLISHING FINANCIALS OVERVIEW

Management has produced an in-depth financial analysis of Premier Publishing's projected operations for five years. An effort has been made to break all assumptions into component factors and project each factor conservatively. An effort has been made to project growth and income below expectations and to project expenses aggressively.

Management acknowledges, however, that actual business operations will vary from the assumptions presented and market conditions may produce dramatically different results from the projections shown.

## II. DESIGN OF FINANCIAL PROJECTIONS

The model used to produce Premier Publishing's financial projections is a proprietary Excel program developed by Synogy (info@synogy.com). It is structured to present information required by investors in a logical fashion. Along with the financial projections, Premier Publishing presents a collection of related statistics showing growth of various parameters and assumptions.

Four categories of Financial Reports are included in Premier Publishing's complete financial package:

### **PREMIER PUBLISHING FINANCIAL ASSUMPTIONS**

A detailed report of the assumptions used for creating Premier Publishing's Financial Projections.

### **5-YEAR SUMMARY REPORT**

This report shows only the annual totals for each of the five years. The categories and layout is the same as the Annual Summary Report. The Summary Report is 4 pages.

### **ANNUAL SUMMARY REPORT**

This report collects the financial details of Premier Publishing's projections into an annual report, by month, for each year.

### DETAIL REPORT

This report presents all of the details from which the Annual Summary Report is derived. All financial projections are broken down into component assumptions and calculations. All assumptions are shown at the beginning of each section of calculations. Most projections are based upon financial calculations driven by the assumptions rather than being directly entered. When printed in color all of the spreadsheet cells containing calculations are light purple. All cells with manually entered data are light yellow.

*The entire spreadsheet is divided into two major sections as follows:*

### ANNUAL SUMMARY REPORT

The top section of the spreadsheet collects all appropriate information and financials into a summary report, by month, for each year. The 5-year Summary Report presents the same information with only the annual totals. The summary reports include the following sections:

- ◆ Growth Projections - describes the appropriate growth statistics which drive the Revenue projections
- ◆ Revenues - describes the various Revenue sources of the company
- ◆ Cost of Goods
- ◆ Gross Margin
- ◆ Expenses
  - Total Employees
  - Equity Placement Fees
  - Expenses
    - Staff Expenses
    - Support Expenses
    - Miscellaneous Expenses
    - Technical Expenses
    - Marketing & Sales Expenses
    - Facilities Expenses
- ◆ Net Income (Loss)
- ◆ Sources & Uses of Cash
- ◆ Capital Expenditures by Functional Area, including:
  - Employee Setup

- Furnishings & Equipment
- ◆ Total Investment Required
- ◆ Net Present Value (calculated at 10% interest)
  - NPV on Net Income
  - NPV on Cash

## DETAIL REPORT

The bottom section of the spreadsheet presents a detail report of all the assumptions and calculations which drive the Summary Reports. Each section of calculations starts with a statement of the key assumptions used to drive the financial calculations. All employee calculations reference a common collection of assumptions which is presented after the sections calculating growth and income, and prior to the sections calculating expenses.

Each division of the company provides for four levels of staff. Each staff level is independently calculated for salary, benefits, overhead, travel, conventions, recruiting expenses, and bonuses. Staff growth for each employee level is calculated independently. Each staff expenses section has the following calculations:

- Staff Assumptions
- Staff Expense Calculations
- New Staff Calculations
- Total Cumulative Staff
- Payroll & Benefits
- Travel, Conference, & Entertainment Expenses
- Recruiting & Bonus
- Billable Adjustment (for billable employees)

Adjustments to each year's assumptions are made in columns separating each year's Detail Report Calculations.



**PREMIER PUBLISHING  
FINANCIAL ASSUMPTIONS**



---

---

## FINANCIAL ASSUMPTIONS

### III. SUMMARY OF ASSUMPTIONS AND PRACTICES

All of the financial information included reflects the anticipated income and expenses for the operations of Premier Publishing, Inc. These financial projections are based upon certain income levels and present, to the best of management's knowledge and belief, the expected results of operations and significant changes in financial position of the projection periods if such income levels are attained. Market data has been derived from third party sources of information and relies on historical data. Current and future data could vary substantially and could affect the accuracy of the market projections shown.

The assumptions disclosed herein are those that management believes are significant to the projections. However, even if the funding and income levels are attained, there will usually be differences between projected and actual results because events and circumstances frequently do not occur as expected, and those differences may be material. The other sections of this Business Plan should be read in conjunction with the financial projections.

### IV. PREMIER PUBLISHING FUNDING

#### SUMMARY OF ASSUMPTIONS AND PRACTICES

All of the financial information included reflects the anticipated income and expenses for the operations of Premier Publishing, LLC. These financial projections are based upon certain income levels and present, to the best of management's knowledge and belief, the expected results of operations and significant changes in financial position of the projection periods if such income levels are attained. Market data has been derived from third party sources of information and relies on historical data. Current and future data could vary substantially and could affect the accuracy of the market projections shown.

The assumptions disclosed herein are those that management believes are significant to the projections. However, even if the funding and income levels are attained, there will be differences between projected and actual results because events and circumstances do not occur as expected, and those differences may be material. The Business Plan should be read in conjunction with the financial projections.

---

## FUNDING DATES & USE OF FUNDS

### FUNDING ASSUMPTIONS

All of Premier's financial projections are based on the following financial activity and projections. One round of funding are assumed.

#### ***First Round Funding - \$500,000 required (March 2004)***

Use of Funds - Projections show that one round of funding provides sufficient capital to carry the company to profitability. The funds raised will cover a shortfall of \$470,413 within the first year of operations caused mostly by expenses of the first magazine preceding receipt of revenue for the first magazine. Funds from the first round of financing will be used in the following areas (Refer to annual totals for year one as shown in the 5 Year Summary):

Magazine Production <sup>1</sup>	\$102,820
Marketing & Sales <sup>2</sup>	\$217,053
Website Costs <sup>3</sup>	\$42,450
Bad Debt Allocation <sup>4</sup>	\$12,753
Equity Placement Fees <sup>5</sup>	\$50,000
G&A Expenses <sup>6</sup>	\$529,804
Capital Expenditures <sup>7</sup>	\$36,750
Total Expenditures	<u>\$991,630</u>
Projected Gross Revenue for Year 1	\$637,636

NOTE: *The apparent difference between the amount which would be calculated in the table above as the shortfall for Year 1 and the amount actually being raised is caused by the timing of revenues and expenses. Many expenses precede any revenues, and some revenues from the first are not actually received until Year 2. The Detail Sheets in the Financial Proforma shows all cash flows by the month that the expenses are paid out and the revenues are received.*

- <sup>1</sup> \$102,820 *Line 24* Total Magazine Production Costs: covers Development Costs (design, editing, scanning, color corrections, editorial content, deadline reminder cards) + Paper & Printing Costs + Distribution Costs
- <sup>2</sup> \$217,053 *Line 29* Total Marketing & Sales Costs: covers media kits, travel, direct mail campaigns, introductory direct mail program, national newsstand consultant, program fees, and promotional items, salespeople draws & commissions, newsstand distribution fees, and fulfillment costs
- <sup>3</sup> \$42,450 *Line 30* Total Website Costs: covers web development, website maintenance, webmaster, website hosting, membership mail campaign, and search positioning program.
- <sup>4</sup> \$12,753 Bad Debt Allocation
- <sup>5</sup> \$50,000 *Line 32* Equity Placement Fees: covers cost and commissions for raising equity capital.
- <sup>6</sup> \$529,804 *Line 54* Total G&A Expenses: covers Total G&A Staff Expenses (payroll, benefits, taxes, travel, recruiting, and bonuses) + Synogy BP Interest + Total G&A Misc. Expenses (personnel support, office resources, professional services, miscellaneous overhead, contributions) + Total Technical Expenses (computer software, internet connection fees) + Total Marketing & Sales Expenses (image materials, advertising, publicity, special event sponsorships) + Total Facilities Expense (rent and utilities)
- <sup>7</sup> \$36,750 *Lines 55-59* Total Capital Expenditures: covers Employee Setup + Total Furnishings & Equipment

## PREMIER PROFORMA ASSUMPTIONS

The Proforma Financial Projections include a compilation of all revenues and expenses from all divisions of Premier to reflect the overall projected operations of Premier Publishing and the interests of the investors.

### PREMIER PUBLISHING – GROWTH & REVENUE

The following assumptions are made regarding the revenue of Premier Publishing. Management projects income from the following areas. Other areas of business not included in these projections may provide additional sources of revenue.



**GROWTH STATISTICS**

Premier projects receiving income from the following areas:

*Line (16)* Gross Magazine Revenue: page revenue, newsstand revenue, subscription revenue

*Line (19)* Gross Website Revenue: broker membership revenue, and website advertising revenue

**EXPENSES***Staff Expenses Assumptions*

The following assumptions are used to derive Premier's staff expenses. Four levels of employees are defined in each functional area. With a limited number of employees necessary to operate the company, Premier has combined all employees into one division – G&A.

Each level of employee has a number of variable expenses calculated for employees at that level:

Benefits & Taxes - calculated as 30% of the base salary

Cell Phone - \$100/month average (High [150%], Medium [100%], Low [75%], No usage)

Pager - \$25/month

High Speed Internet Access Line (at home) - \$50/month

% Out of Town – used to determine Per Diem Expenses @ \$150/per day

Number of flights per month – used to determine airfare expenses @ \$500/flight average

Company Car - Determines monthly car allowance for a company car @ \$500.

% Auto Usage - used to determine:

Gas Reimbursement for company cars @ 22 days/month \* 75 mi/day \* 18 mpg \* \$1.80/gal

Mileage Reimbursement for all other employees @ 22 days/month \* 75 mi/day \* \$0.32 /mile

Conferences Attended per year - used to determine additional cost of conference overhead at \$1,500 per conference

Entertainment Expense - calculated from % Out of Town \* \$50/day

% Bonus - used to calculate year-end bonus amounts. It is assumed that all bonuses are earned every year. All bonuses are calculated annually.

Recruitment Expense – With such a small, and slowly growing, employee base, management doesn’t anticipate paying recruiting fees. They are therefore calculated in month hired as 5% of annual salary.

Setup Expenses - a Capital Expense is calculated at the time each employee is hired. The expense amount varies depending upon the level of the employee and varies from \$4,000 for clerical to \$10,000 for management and technical. The higher amount includes allocation for expenses to equip an office at home for leveraging effectiveness of leadership and technical staff.

*General & Administrative*

**Employee Compensation Assumptions**

The first year’s base salary compensation for staff is projected as:

<i>Salary</i>	<i>% Bonus</i>	
Founders	\$65,000	15% ( 2 <sup>nd</sup> year salary = \$90,000 )
Managers	56,000	10%
Assistant	48,000	10%
Clerical 30,000	10%	

Salaries are assumed to grow at 5% per year

**Projected Number of Employees (AT END OF THE YEAR)**

Total staff size is projected as:

	<i>Yr 1</i>	<i>Yr 2</i>	<i>Yr 3</i>	<i>Yr 4</i>	<i>Yr 5</i>
Founders	2	2	2	2	2
Managers	0	0	1	1	1
Assistant	1	1	1	1	2
Clerical	1	1	1	1	2
Salespeople	1	2	4	6	6
<b>Total Staff</b>	<b>5</b>	<b>6</b>	<b>9</b>	<b>11</b>	<b>13</b>

These assumptions above are based on all design and production being outsourced and internal staff kept lean. As the company grows and a savings can be realized by bringing staff in-house the company will do so.

Current assumptions assume a worst-case scenario with the costs of outsourcing through all 5 years.

Two new salespeople are added 3 months before the release of a new title. All expenses for Salespeople are accounted for under Cost of Goods.

*Equity Placement Fees* Line (33)

A budgeted expense of \$50,000 to pay expenses and commissions for raising equity capital needed to launch the company.

*Miscellaneous Expenses*

Miscellaneous expenses are projected in the following areas:

**Personnel Support** **LINE (39)**

This area covers expenses for supporting and developing Premier’s employee base.

Training & Education	\$50 / month / employee
Employee Orientation (when hired)	\$1,000 / employee
Dues & Subscriptions	\$5 / month / employee

**Office Resources** **LINE (40)**

This area covers expenses for various operating resources required:

Office Supplies	\$35 / month / employee
Equipment Leases	\$250 / month
Beginning in the 4 <sup>th</sup> month	
Copy and Printing	\$50 / month / title

**Professional Services** **LINE (41)**

Legal Fees	\$100 / month
Initial expenses Month 1	\$750
Accounting Fees	\$250 / month
Business Consultants	\$2,000 / month

**Miscellaneous Overhead**

**LINE (42)**

The following operating expenses are categorized as Miscellaneous Overhead Expenses for Premier:

Postage & Freight	\$100 / month / employee
Corporate Insurance (Liability, E&O, D&O)	\$1,000
Contributions	\$5,000 1 <sup>st</sup> Year

*Technical Expenses*

Line (46)

Technical expenses will be accrued both as operating expenses and as capital expenses. Capital expenses are covered under a different section. The following technical operating expenses are calculated for Premier:

<i>Line (44)</i> Computer Software & Upgrades Fund	\$60 / month / employee
starting in month 8	
<i>Line (45)</i> Internet Connection Fee	\$75 / month

*Marketing & Sales Expenses*

**Image, Marketing Materials & Publicity LINES (47 & 48)**

Management recognizes that the company’s materials reflect on the quality of the company. Premier is committed to developing high-quality materials and has budgeted money for this key area. Responsibilities will include development of corporate image materials; marketing materials; advertising programs and materials. Strong attention will be paid to direct person-to-person marketing.

Image & Marketing Materials Design	\$250 / month
starting in 2 <sup>nd</sup> year - \$6,000 in first five months	
Marketing Materials Cost – starting 10 <sup>th</sup> Month	\$2,000 / month
\$12,000 in 1 <sup>st</sup> Month, \$5,000 in 6 <sup>th</sup> Month	

Direct Mail Budget	\$350 / month
beginning in month 6	
Publicity Contract	\$500 / month
\$3,000 in 3 <sup>rd</sup> Quarter	

**Sales & Advisory Board Special Events** **LINE (49)**

Premier has budgeted for presentation of one special event per year (beginning in 19<sup>th</sup> month) to develop client and Advisory Board relationships.

Special Event Expenses	\$30,000 per year
------------------------	-------------------

**Office Rental Expenses** **LINE (51)**

Facilities expenses are calculated based upon the total number of employees at the end of each year. The following assumptions are used to determine the size and cost of the headquarter office facilities.

Employees planning space for	8
Common Area	1,500 sq. ft.
Area per Employee	150 sq. ft.
Annual Rental Rate	\$9.00 / sq. ft.

**Office Utilities & Maintenance** **LINE (52)**

Overhead / Month (utilities, supplies) included in lease	\$0
Telephone Connection Fees / Employee / Month \$100 / line with 2 employees / line	\$200
Long Distance / Employee / Month	\$50
Cleaning – done internally	\$0
Repairs & Maintenance (included in lease)	\$0

*Capital Expenses*

**G&A Employee Setup** **LINE (55)**

A capital expense is added each time an employee is added to cover the expenses for setting up an employee –

computer, furniture, phone, software, supplies, and a home office for executive level people

Founders	\$10,000
Managers	\$5,000
Assistants	\$4,000
Clerical	\$4,000

**G&A Furnishings & Equipment** **LINE (56)**

Budgeted amounts for office furnishings and computer network equipment.

Computer Equipment Replacement Allocation	\$25 / month / employee
Furnishings	\$5,000 in 3 <sup>rd</sup> month

**Marketing & Sales Capital Expense** **LINE (57)**

Salesperson Setup Expense \$2,500 / Salesperson

---



**5 YEAR SUMMARY  
FINANCIAL PROJECTIONS**



---

# PREMIER PUBLISHING

## Financial Projections

### 5 Year Projections

### GROWTH PROJECTIONS

3/1/2004  
8:59 PM

prepared by  
**SYNOGY**

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
<b>Magazines</b>					
(1) New Titles Released	1	0	1	0	1
(2) Cum Total Titles	1	1	2	2	3
<b>Magazine Growth Statistics</b>					
(3) Total Page Count	144	520	684	1,060	1,564
(4) Total Print Run	35,000	190,000	245,000	400,000	575,000
(5) Printing Price / Unit (Max)	\$1.29	\$1.38	\$1.44	\$1.51	\$1.58
(6) Total New Subscriptions from Magazines	1	296	232	563	719
(7) Cumulative New Subscriptions From Campaign	33	83	133	183	233
(8) Magazine Subscription Renewals	0	26	501	762	1,453
(9) Cumulative Magazine Subscriptions	34	372	487	846	1,130
<b>Website Growth Statistics</b>					
(10) Total New Memberships	287	569	490	614	1,079
(11) Total Cumulative Memberships	287	785	1,078	1,423	2,146

	1	1	1	1	1	1	2	3	4	5				
	Year 1 Total						Year 2 Total		Year 3 Total		Year 4 Total		Year 5 Total	
<b>REVENUES</b>														
<b>Magzine Revenues</b>														
(12) Gross Page Revenue - Time Adjusted	480,000						1,416,000		1,992,000		3,108,000		3,552,000	
(13) Gross Cover Revenue - Time Adjusted	12,063						28,468		41,013		61,278		70,445	
(14) Gross Newsstand Revenue - Time Adjusted	0						243,569		601,759		845,328		1,303,812	
(15) Gross Subscription Revenue	593						11,334		17,227		32,845		49,841	
(16) Gross Magazine Revenue	492,656						1,699,371		2,651,999		4,047,451		4,976,098	
<b>Website Revenues</b>														
(17) Gross Website Broker Membership Revenue	114,980						313,941		431,283		569,229		858,521	
(18) Gross Website Ad Revenue	30,000						144,000		244,800		414,720		746,496	
(19) Gross Website Revenue	144,980						457,941		676,083		983,949		1,605,017	
(20) <b>Gross Revenue</b>	<b>\$637,636</b>						<b>\$2,157,311</b>		<b>\$3,328,082</b>		<b>\$5,031,400</b>		<b>\$6,581,114</b>	



## COST OF GOODS

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
<b>Magazine Production</b>					
(21) Total Magazine Development Cost	46,040	82,650	128,690	186,490	167,100
(22) Total Paper & Printing Cost	45,000	258,593	350,453	598,500	905,109
(23) Total Magazine Shipping Cost	11,780	53,480	69,500	111,200	161,460
(24) Total Magazine Production Costs	102,820	394,723	548,643	896,190	1,233,669
<b>Marketing &amp; Sales</b>					
(25) Total Marketing & Sales Cost	119,500	83,250	138,000	241,500	202,500
(26) Total Commissions - Paid Out	95,609	284,869	405,041	622,321	798,076
(27) Distribution Fees - Time Adjusted	0	90,264	126,369	216,633	315,924
(28) Fulfillment Costs	444	4,560	4,800	9,681	13,261
(29) Total Marketing & Sales Costs	217,053	465,943	677,210	1,096,135	1,338,761
<b>Website Costs</b>					
(30) Total Website Costs	42,450	97,480	152,730	214,380	308,596
<b>Cost of Sales</b>	<b>\$362,323</b>	<b>\$958,145</b>	<b>\$1,378,583</b>	<b>\$2,206,705</b>	<b>\$2,881,027</b>
<b>Bad Debt Allocation</b>	<b>\$12,753</b>	<b>\$43,146</b>	<b>\$66,562</b>	<b>\$100,628</b>	<b>\$131,622</b>
<b>GROSS MARGIN</b>					
	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
<b>Gross Margin</b>	<b>\$262,560</b>	<b>\$1,156,020</b>	<b>\$1,882,937</b>	<b>\$2,724,067</b>	<b>\$3,568,465</b>

	1	1	1	1	1	1	1	2	3	4	5
<b>EXPENSES</b>							Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
(31) Total Salespeople							1	2	4	6	6
(32) <b>Total Employees</b>							<b>5</b>	<b>6</b>	<b>9</b>	<b>11</b>	<b>13</b>
(33) Equity Placement Fees							0	0	0	0	0
<b>General &amp; Administrative</b>											
(34) Total G&A Staff							4	4	5	5	7
(35) G&A Payroll & Benefits							271,096	347,676	399,137	469,248	617,880
(36) G&A Travel, Conf, & Enter							116,978	117,228	130,758	149,700	170,340
(37) G&A Recruit & Bonus							28,800	35,190	46,211	45,280	61,765
Total G&A Staff Expenses							416,874	500,094	576,106	664,228	849,985
(38) Synogy BP Interest in Gross Margin							13,320	25,392	42,295	65,679	96,228
(39) Personnel Support							21,580	2,640	3,915	3,300	6,620
(40) Office Resources							3,900	5,280	6,475	8,148	11,234
(41) Professional Services							28,850	27,000	27,000	27,000	27,000
(42) Misc. Overhead							6,770	12,126	16,849	22,574	33,606
(43) Contributions							5,000	10,000	15,000	15,000	15,000
Total G&A Misc. Expenses							66,100	57,046	69,239	76,022	93,460
(44) Computer Software & Upgrades							960	3,024	3,506	4,167	6,126
(45) Internet Connection Fee							900	945	992	1,042	1,094
(46) Total Technical Expenses							1,860	3,969	4,498	5,209	7,220
(47) Total Image & Materials							6,000	3,000	3,300	3,630	3,993
(48) Total Advertising & Publicity							27,450	72,000	109,800	147,600	185,400
(49) Total Special Event & Sponsorship Expenses							0	30,000	30,000	30,000	30,000
(50) Total Marketing & Sales Expenses							33,450	105,000	143,100	181,230	219,393
(51) Office Rental / Payments							20,250	21,600	25,650	28,350	31,050
(52) Utilities & Maint							11,400	15,120	20,506	26,394	37,924
(53) Total Facilities Expense							31,650	36,720	46,156	54,744	68,974
(54) <b>Total G&amp;A Expenses</b>							<b>529,804</b>	<b>653,221</b>	<b>768,294</b>	<b>895,882</b>	<b>1,145,867</b>
<b>TOTAL EXPENSES</b>							529,804	653,221	768,294	895,882	1,145,867
<b>Earnings Before Interest &amp; Taxes</b>							(267,244)	502,797	1,114,633	1,828,176	2,422,598
Interest							0	0	0	0	0
<b>Earnings (Loss) Before Taxes</b>							(300,693)	502,797	1,114,633	1,828,176	2,422,598
Accumulated Losses							(300,693)	0	0	0	0
Taxes				35.0%			0	178,214	538,008	1,001,980	1,435,906
<b>Total Expenses + Taxes</b>							529,804	831,435	1,306,302	1,897,862	2,581,773
<b>NET INCOME (LOSS)</b>							(300,693)	324,582	576,625	826,196	986,693

## CAPITAL EXPENDITURES

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
<b>G&amp;A Captial Expenses</b>					
(55) G&A Employee Setup	28,000	0	5,000	0	8,000
(56) Total Furnishings & Equipment	6,250	4,300	2,325	2,850	3,900
(57) <b>Total G&amp;A Capital Expenses</b>	<b>34,250</b>	<b>4,300</b>	<b>7,325</b>	<b>2,850</b>	<b>11,900</b>
<b>M&amp;S Captial Expenses</b>					
(58) M&S Employee Setup	2,500	2,500	5,000	5,000	0
(59) <b>Total M&amp;S Capital Expenses</b>	<b>2,500</b>	<b>2,500</b>	<b>5,000</b>	<b>5,000</b>	<b>0</b>
<b>Total Capital Expenditures</b>	<b>36,750</b>	<b>6,800</b>	<b>12,325</b>	<b>7,850</b>	<b>11,900</b>
<b>Cumulative Capital Expenditures</b>	<b>36,750</b>	<b>43,550</b>	<b>55,875</b>	<b>63,725</b>	<b>75,625</b>

1 1 1 1 1 1 1 2 3 4 5

## SOURCES & USES OF CASH

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
<b>SOURCES OF CASH</b>					
Net Income (Loss)	(300,693)	324,582	576,625	826,196	986,693
Investment	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0
<b>Total Sources of Funds</b>	<b>(300,693)</b>	<b>324,582</b>	<b>576,625</b>	<b>826,196</b>	<b>986,693</b>

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
<b>USES OF CASH</b>					
Total Capital Expenditures	36,750	6,800	12,325	7,850	11,900
Investment in Inventory	0	0	0	0	0
<b>CASH USED In Operations</b>	<b>36,750</b>	<b>6,800</b>	<b>12,325</b>	<b>7,850</b>	<b>11,900</b>
<b>Cash (Required) Available</b>	<b>(337,443)</b>	<b>317,782</b>	<b>564,300</b>	<b>818,346</b>	<b>974,793</b>
<b>Cummulative Cash (Required) Available</b>	<b>(337,443)</b>	<b>(19,661)</b>	<b>544,639</b>	<b>1,362,986</b>	<b>2,337,778</b>
<b>Value (Cum Cash + Cum Capital Exp)</b>	<b>(300,693)</b>	<b>23,889</b>	<b>600,514</b>	<b>1,426,711</b>	<b>2,413,403</b>

**Total Investmt Required** (470,413)

## NET PRESENT VALUE

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
Calculated at 10% Int					
<b>NPV on Net Income</b>	<b>1,605,081</b>	<b>(300,693)</b>	<b>324,582</b>	<b>576,625</b>	<b>826,196</b>
<b>NPV on Cash</b>	<b>1,544,042</b>	<b>(337,443)</b>	<b>317,782</b>	<b>564,300</b>	<b>818,346</b>

---

**YEAR 1**  
**FINANCIAL PROJECTIONS**

---

PREMIER PUBLISHING

Financial Projections

5 Year Projections

Year 1



3/1/2004  
10:09 AM

GROWTH PROJECTIONS

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
<b>Magazines</b>													
(1) New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
(2) Cum Total Titles	0	0	0	0	0	0	0	1	1	1	1	1	1
<b>Magazine Growth Statistics</b>													
(3) Total Page Count	0	0	0	0	0	0	0	144	0	0	0	0	144
(4) Total Print Run	0	0	0	0	0	0	0	35,000	0	0	0	0	35,000
(5) Printing Price / Unit (Max)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.29	\$0.00	\$0.00	\$0.00	\$0.00	\$1.29
(6) Total New Subscriptions from Magazines	0	0	0	0	0	0	0	0	0	0	0	1	1
(7) Cumulative New Subscriptions From Campaign	0	0	0	0	0	0	0	0	0	0	17	33	33
(8) Magazine Subscription Renewals	0	0	0	0	0	0	0	0	0	0	0	0	0
(9) Cumulative Magazine Subscriptions	0	0	0	0	0	0	0	0	0	0	17	34	34
<b>Website Growth Statistics</b>													
(10) Total New Memberships	0	0	0	0	0	0	0	50	74	75	77	11	287
(11) Total Cumulative Memberships	0	0	0	0	0	0	0	50	124	199	276	287	287

1 1 1 1 1 1 1 1 1 1 1 1 1 1

REVENUES

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
<b>Magazine Revenues</b>													
(12) Gross Page Revenue - Time Adjusted	0	0	0	0	0	144,000	0	0	144,000	0	192,000	0	480,000
(13) Gross Cover Revenue - Time Adjusted	0	0	0	0	0	3,860	0	0	3,860	0	4,343	0	12,063
(14) Gross Newsstand Revenue - Time Adjusted	0	0	0	0	0	0	0	0	0	0	0	0	0
(15) Gross Subscription Revenue	0	0	0	0	0	0	0	0	0	0	283	311	593
(16) Gross Magazine Revenue	0	0	0	0	0	147,860	0	0	147,860	0	196,625	311	492,656
<b>Website Revenues</b>													
(17) Gross Website Broker Membership Revenue	0	0	0	0	0	0	0	20,000	29,667	30,117	30,634	4,563	114,980
(18) Gross Website Ad Revenue	0	0	0	0	0	0	0	6,000	6,000	6,000	6,000	6,000	30,000
(19) Gross Website Revenue	0	0	0	0	0	0	0	26,000	35,667	36,117	36,634	10,563	144,980
(20) <b>Gross Revenue</b>	\$0	\$0	\$0	\$0	\$0	\$147,860	\$0	\$26,000	\$183,527	\$36,117	\$233,259	\$10,873	\$637,636

COST OF GOODS

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
<b>Magazine Production</b>													
(21) Total Magazine Development Cost	0	0	0	1,750	0	6,120	13,320	1,750	1,500	0	6,800	14,800	46,040
(22) Total Paper & Printing Cost	0	0	0	0	0	0	0	45,000	0	0	0	0	45,000
(23) Total Magazine Shipping Cost	0	0	0	0	0	0	0	11,780	0	0	0	0	11,780
(24) Total Magazine Production Costs	0	0	0	1,750	0	6,120	13,320	58,530	1,500	0	6,800	14,800	102,820
<b>Marketing &amp; Sales</b>													
(25) Total Marketing & Sales Cost	0	50,000	6,500	5,000	5,000	5,000	5,000	10,500	0	3,000	28,000	3,000	119,500
(26) Total Commissions - Paid Out	0	3,250	3,250	3,250	3,250	10,066	3,250	3,250	24,583	3,250	3,250	34,960	95,609
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	0	0	0
(28) Fulfillment Costs	0	0	0	0	0	0	0	0	0	0	217	228	444
(29) Total Marketing & Sales Costs	0	53,250	9,750	8,250	8,250	15,066	8,250	13,750	24,583	6,250	31,467	38,188	217,053
<b>Website Costs</b>													
(30) Total Website Costs	0	0	0	0	5,000	5,000	5,000	8,290	4,790	4,790	4,790	4,790	42,450
<b>Cost of Sales</b>	\$0	\$53,250	\$9,750	\$10,000	\$13,250	\$26,186	\$26,570	\$80,570	\$30,873	\$11,040	\$43,057	\$57,778	\$362,323
<b>Bad Debt Allocation</b>	\$0	\$0	\$0	\$0	\$0	\$2,957	\$0	\$520	\$3,671	\$722	\$4,665	\$217	\$12,753

**GROSS MARGIN**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
<b>Gross Margin</b>	\$0	(\$53,250)	(\$9,750)	(\$10,000)	(\$13,250)	\$118,717	(\$26,570)	(\$55,090)	\$148,983	\$24,354	\$185,537	(\$47,122)	\$262,560

**EXPENSES**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
(31) Total Salespeople	0	1	1	1	1	1	1	1	1	1	1	1	1
(32) <b>Total Employees</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>General &amp; Administrative</b>													
(34) Total G&A Staff	3	3	4	4	4	4	4	4	4	4	4	4	4
(35) G&A Payroll & Benefits	19,883	19,883	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133
(36) G&A Travel, Conf. & Enter	9,644	9,644	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769
(37) G&A Recruit & Bonus	0	0	1,500	0	0	0	0	0	0	0	0	0	27,300
<b>Total G&amp;A Staff Expenses</b>	<b>29,527</b>	<b>29,527</b>	<b>34,402</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>60,202</b>	<b>416,874</b>
(38) Syngny BP Interest in Gross Margin	9,250	0	0	0	0	0	2,387	0	0	1,683	0	0	13,320
(39) Personnel Support	20,000	0	0	20	20	220	220	220	220	220	220	220	21,580
(40) Office Resources	0	0	140	390	390	390	390	440	440	440	440	440	3,900
(41) Professional Services	3,000	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	28,850
(42) Misc. Overhead	300	400	500	1,500	500	500	500	529	511	511	514	504	6,770
(43) Contributions	0	0	0	0	0	0	0	0	0	0	0	5,000	5,000
<b>Total G&amp;A Misc. Expenses</b>	<b>23,300</b>	<b>2,750</b>	<b>2,990</b>	<b>4,260</b>	<b>3,260</b>	<b>3,460</b>	<b>3,460</b>	<b>3,539</b>	<b>3,521</b>	<b>3,521</b>	<b>3,524</b>	<b>8,514</b>	<b>66,100</b>
(44) Computer Software & Upgrades	0	0	0	0	0	0	0	240	0	240	240	240	960
(45) Internet Connection Fee	75	75	75	75	75	75	75	75	75	75	75	75	900
(46) <b>Total Technical Expenses</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>315</b>	<b>315</b>	<b>315</b>	<b>315</b>	<b>1,860</b>
(47) Total Image & Materials	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	6,000
(48) Total Advertising & Publicity	12,000	0	0	0	0	5,350	350	1,350	1,350	1,350	2,850	2,850	27,450
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
(50) <b>Total Marketing &amp; Sales Expenses</b>	<b>12,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>0</b>	<b>5,350</b>	<b>350</b>	<b>1,350</b>	<b>1,350</b>	<b>1,350</b>	<b>2,850</b>	<b>2,850</b>	<b>33,450</b>
(51) Office Rental / Payments	0	0	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	20,250
(52) Utilities & Maint	600	800	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,400
(53) <b>Total Facilities Expense</b>	<b>600</b>	<b>800</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>3,025</b>	<b>31,650</b>
(54) <b>Total G&amp;A Expenses</b>	<b>74,752</b>	<b>35,152</b>	<b>42,492</b>	<b>42,262</b>	<b>39,262</b>	<b>44,812</b>	<b>42,199</b>	<b>40,891</b>	<b>41,113</b>	<b>42,796</b>	<b>42,616</b>	<b>74,906</b>	<b>529,804</b>
<b>TOTAL EXPENSES</b>	<b>74,752</b>	<b>35,152</b>	<b>42,492</b>	<b>42,262</b>	<b>39,262</b>	<b>44,812</b>	<b>42,199</b>	<b>40,891</b>	<b>41,113</b>	<b>42,796</b>	<b>42,616</b>	<b>74,906</b>	<b>529,804</b>
<b>Earnings Before Interest &amp; Taxes</b>	<b>(74,752)</b>	<b>(88,402)</b>	<b>(52,242)</b>	<b>(52,262)</b>	<b>(52,512)</b>	<b>73,905</b>	<b>(68,769)</b>	<b>(95,981)</b>	<b>107,870</b>	<b>(18,442)</b>	<b>142,921</b>	<b>(122,028)</b>	<b>(267,244)</b>
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Earnings (Loss) Before Taxes</b>	<b>(74,752)</b>	<b>(88,402)</b>	<b>(52,242)</b>	<b>(52,262)</b>	<b>(52,512)</b>	<b>73,905</b>	<b>(68,769)</b>	<b>(95,981)</b>	<b>107,870</b>	<b>(18,442)</b>	<b>142,921</b>	<b>(122,028)</b>	<b>(300,693)</b>
Accumulated Losses	(74,752)	(163,154)	(215,396)	(267,658)	(320,170)	(246,265)	(315,034)	(411,015)	(303,145)	(321,587)	(178,665)	(300,693)	(300,693)
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Expenses + Taxes</b>	<b>74,752</b>	<b>35,152</b>	<b>42,492</b>	<b>42,262</b>	<b>39,262</b>	<b>44,812</b>	<b>42,199</b>	<b>40,891</b>	<b>41,113</b>	<b>42,796</b>	<b>42,616</b>	<b>74,906</b>	<b>529,804</b>
<b>NET INCOME (LOSS)</b>	<b>(74,752)</b>	<b>(88,402)</b>	<b>(52,242)</b>	<b>(52,262)</b>	<b>(52,512)</b>	<b>73,905</b>	<b>(68,769)</b>	<b>(95,981)</b>	<b>107,870</b>	<b>(18,442)</b>	<b>142,921</b>	<b>(122,028)</b>	<b>(300,693)</b>

## CAPITAL EXPENDITURES

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
<b>G&amp;A Capital Expenses</b>													
(55) G&A Employee Setup	24,000	0	4,000	0	0	0	0	0	0	0	0	0	8,000
(56) Total Furnishings & Equipment	0	0	5,125	125	125	125	125	125	125	125	125	125	6,250
(57) <b>Total G&amp;A Capital Expenses</b>	<b>24,000</b>	<b>0</b>	<b>9,125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>14,250</b>
<b>M&amp;S Capital Expenses</b>													
(58) M&S Employee Setup	0	2,500	0	0	0	0	0	0	0	0	0	0	2,500
(59) <b>Total M&amp;S Capital Expenses</b>	<b>0</b>	<b>2,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,500</b>
<b>Total Capital Expenditures</b>	<b>24,000</b>	<b>2,500</b>	<b>9,125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>16,750</b>
<b>Cumulative Capital Expenditures</b>	<b>24,000</b>	<b>26,500</b>	<b>35,625</b>	<b>35,750</b>	<b>35,875</b>	<b>36,000</b>	<b>36,125</b>	<b>36,250</b>	<b>36,375</b>	<b>36,500</b>	<b>36,625</b>	<b>36,750</b>	<b>36,750</b>

## SOURCES & USES OF CASH

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
<b>SOURCES OF CASH</b>													
Net Income (Loss)	(74,752)	(88,402)	(52,242)	(52,262)	(52,512)	73,905	(68,769)	(95,981)	107,870	(18,442)	142,921	(122,028)	(300,693)
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Sources of Funds</b>	<b>(74,752)</b>	<b>(88,402)</b>	<b>(52,242)</b>	<b>(52,262)</b>	<b>(52,512)</b>	<b>73,905</b>	<b>(68,769)</b>	<b>(95,981)</b>	<b>107,870</b>	<b>(18,442)</b>	<b>142,921</b>	<b>(122,028)</b>	<b>(300,693)</b>
<b>USES OF CASH</b>													
Total Capital Expenditures	24,000	2,500	9,125	125	125	125	125	125	125	125	125	125	16,750
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>CASH USED In Operations</b>	<b>24,000</b>	<b>2,500</b>	<b>9,125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>16,750</b>
<b>Cash (Required) Available</b>	<b>(98,752)</b>	<b>(90,902)</b>	<b>(61,367)</b>	<b>(52,387)</b>	<b>(52,637)</b>	<b>73,780</b>	<b>(68,894)</b>	<b>(96,106)</b>	<b>107,745</b>	<b>(18,567)</b>	<b>142,796</b>	<b>(122,153)</b>	<b>(317,443)</b>
<b>Cumulative Cash (Required) Available</b>	<b>(98,752)</b>	<b>(189,654)</b>	<b>(251,021)</b>	<b>(303,408)</b>	<b>(356,045)</b>	<b>(282,265)</b>	<b>(351,159)</b>	<b>(447,265)</b>	<b>(339,520)</b>	<b>(358,087)</b>	<b>(215,290)</b>	<b>(337,443)</b>	<b>(337,443)</b>
<b>Value (Cum Cash + Cum Capital Exp)</b>	<b>(74,752)</b>	<b>(163,154)</b>	<b>(215,396)</b>	<b>(267,658)</b>	<b>(320,170)</b>	<b>(246,265)</b>	<b>(315,034)</b>	<b>(411,015)</b>	<b>(303,145)</b>	<b>(321,587)</b>	<b>(178,665)</b>	<b>(300,693)</b>	<b>(300,693)</b>
<b>Total Investmt Required</b>													<b>(470,413)</b>





Advertising - Covers

											Yr 2	Yr 3	Yr 4	Yr 5
	Standard Cover Price										\$9,650	\$9,650	\$9,650	\$9,650
	1st Issue Discount										20.0%	20.0%	20.0%	20.0%
	2nd Issue Discount										10.0%	10.0%	10.0%	10.0%
	Ave cost of a Cover Page										\$9,650	\$9,650	\$9,650	\$9,650
	1st Issue Discount										20.0%	20.0%	20.0%	20.0%
	2nd Issue Discount										10.0%	10.0%	10.0%	10.0%
Release Dates	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
<b>Cover Revenues</b>														
First Issue Cover	0	0	0	0	0	0	0	7,720	0	0	0	0	0	7,720
Second Issue Cover	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Standard Cover	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Gross Cover Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7,720</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7,720</b>
	Deposit Percentage										50.0%	50.0%	50.0%	50.0%
	Percent Deposit										50.0%	50.0%	50.0%	50.0%
<b>Cover Revenues - Time Adjusted</b>														
First Issue Covers	0	0	0	0	0	3,860	0	0	3,860	0	0	0	0	7,720
Second Issue Covers	0	0	0	0	0	0	0	0	0	0	4,343	0	0	4,343
Standard Covers	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>(13) Gross Cover Revenue - Time Adjusted</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,860</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,860</b>	<b>\$0</b>	<b>\$4,343</b>	<b>\$0</b>	<b>\$0</b>	<b>\$12,063</b>

											Yr 2	Yr 3	Yr 4	Yr 5
	1st Issue Print Run					35,000		35,000			35,000	35,000	35,000	35,000
	2nd Issue Print Run					50,000		50,000			50,000	50,000	50,000	50,000
	Standard Issue Print Run					70,000		70,000			70,000	70,000	70,000	70,000
<b>Print Run</b>														
1st Issue	0	0	0	0	0	0	0	35,000	0	0	0	0	0	35,000
2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Standard Issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>(4) Total Print Run</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>35,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>35,000</b>
	Newsstand Price					\$5.95		\$5.95			\$5.95	\$5.95	\$5.95	\$5.95
	Percent to Newsstand					86.0%		86.0%			86.0%	86.0%	86.0%	86.0%
	Percent Sell Through					56.0%		56.0%			56.0%	56.0%	56.0%	56.0%
	show Cost of Goods that brings this down to 37% of cover price = \$2.20													
<b>Units to Newsstands</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30,100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30,100</b>
<b>Newsstand Revenues</b>														
Gross Newsstand Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100,293	\$0	\$0	\$0	\$0	\$0	\$100,293
Release Dates	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
Newsstand Balance Due (6 mo. After subsequent Mag)														0
<b>(14) Gross Newsstand Revenue - Time Adjusted</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

											Yr 2	Yr 3	Yr 4	Yr 5
	Starting Subscriptions					150		150			150.00	151.00	151.00	151.00
	Growth per period					5.0%		5.0%			5.0%	5.0%	5.0%	5.0%
	Subscriptions starting with 2nd issue													
	% growth per month													
<b>Growth of Magazine Subscriptions</b>														
Release Dates	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
New Subscriptions Start Period (2nd issue)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
New Subscriptions - Start	0	0	0	0	0	0	0	0	0	0	0	0	0	0
New Subscriptions - Growth	0	0	0	0	0	0	0	0	0	0	0	0	1	1
<b>(6) Total New Subscriptions from Magazines</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>
	Sent					5,000		5,000			5,000.00	5,000.00	5,000.00	5,000.00
	Months for Return					3		3			3.00	3.00	3.00	3.00
	Total Percentage Return					1.0%		1.0%			1.0%	1.0%	1.0%	1.0%
	Total Subscriptions from Campaign					50		50			50.00	50.00	50.00	50.00
	Per Month Return					17		16.67			16.67	16.67	16.67	16.67
	Direct Mail Pieces Sent													
	Months over which returns are split													
	Total % of Subscriptions from Campaign													
	Total New Subscriptions													
	New Subscriptions per Month of Return													
<b>Growth of Subscriptions from Mail Campaign</b>														
Release Dates	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
New Title Release	0	0	0	0	0	0	0	1	0	0	0	0	0	1
2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Annual Campaign / Title														
Mail Campaign Sent for Subscriptions													1	1
New Subscriptions from Campaign	0	0	0	0	0	0	0	0	0	0	0	0	17	17
<b>Total New Subscriptions from Campaign</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>17</b>
<b>(7) Cumulative New Subscriptions From Campaign</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>33</b>
<b>Total New Subscriptions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>18</b>
<b>Total New Subscriptions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>18</b>
Non-Renewals (minus)														0
<b>Cumulative Magazine Subscriptions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>34</b>
<b>Cumulative Magazine Subscriptions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>34</b>
	Renewal Rate					75.0%		75.0%			75.0%	75.0%	75.0%	75.0%
	% of subscriptions that renew													
<b>(8) Magazine Subscription Renewals</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>18</b>
<b>Total New &amp; Renew</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>35</b>

		Subscription Price					Subscription Price \$16.95					Subscription Price \$16.95				
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005			
<b>Subscription Revenues</b>																
(15)	Gross Subscription Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$283	\$311	\$593		

**GROSS MAGAZINE REVENUES**

Gross Page Revenue - Time Adjusted		0	0	0	0	0	144,000	0	0	144,000	0	192,000	0	480,000
Gross Cover Revenue - Time Adjusted		0	0	0	0	0	3,860	0	0	3,860	0	4,343	0	12,063
Gross Newsstand Revenue - Time Adjusted		0	0	0	0	0	0	0	0	0	0	0	0	0
Gross Subscription Revenue		0	0	0	0	0	0	0	0	0	0	283	311	593
(16)	Gross Magazine Revenue	\$0	\$0	\$0	\$0	\$0	\$147,860	\$0	\$0	\$147,860	\$0	\$196,625	\$311	\$492,656

**Website**

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
Release Dates															
Website Opened (1st Issue)		0	0	0	0	0	0	0	1	0	0	0	0	1	
Cum Total Websites Open		0	0	0	0	0	0	0	1	1	1	1	1	1	

**BROKER Memberships**

Starting Memberships										Yr 2	Yr 3	Yr 4	Yr 5
2nd Issue Memberships										50.00	51.00	51.00	51.00
Growth per period										30.00	31.00	31.00	31.00
										9.0%	0.9%	0.9%	0.9%

**Growth of Broker Memberships from Publications**

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
Release Dates															
1st Issues		0	0	0	0	0	0	0	1	0	0	0	0	1	
2nd Issues		0	0	0	0	0	0	0	0	0	0	0	0	0	
New Memberships - 1st Issue		0	0	0	0	0	0	0	50	0	0	0	0	50	
New Memberships - 2nd Issue		0	0	0	0	0	0	0	0	0	0	0	0	0	
New Memberships - from Growth %		0	0	0	0	0	0	0	8	9	10	10	11	37	
Total New Memberships from Publications		0	0	0	0	0	0	0	58	9	10	10	11	87	
Cumulative New Memberships from Publications		0	0	0	0	0	0	0	50	58	66	76	87	87	

**Broker Memberships from Mail Campaign**

Sent Months for Return										10,000.00	10,000.00	10,000.00	10,000.00
Total Percentage Return										3.00	3.00	3.00	3.00
Total Memberships from Campaign										2.0%	2.0%	2.0%	2.0%
Per Month Return										200	200.00	200.00	200.00
										67	66.67	66.67	66.67

**Growth of Broker Subs from Mail Campaign**

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
Release Dates															
New Title Release		0	0	0	0	0	0	0	1	0	0	0	0	1	
2nd Issue		0	0	0	0	0	0	0	0	0	0	0	0	0	
Annual Campaign / Title		0	0	0	0	0	0	0	0	0	0	0	0	0	
Mail Campaign Sent for Website Memberships									1					1	
New Memberships from Campaign									0	67	67	67	0	200	
Total New Memberships from Campaign		0	0	0	0	0	0	0	0	67	67	67	0	200	
Cumulative New Memberships From Campaign		0	0	0	0	0	0	0	0	67	133	200	200	200	

**Total New Memberships**

(10)	Total New Memberships	0	0	0	0	0	0	0	50	74	75	77	11	287	
Non-Renewals (minus)														0	
(11)	Total Cumulative Memberships	0	0	0	0	0	0	0	50	124	199	276	287	287	
Renewal Rate										75.0%	75.0%	75.0%	75.0%		
Membership Renewals (Previous Year)														0	
Total New & Renew		0	0	0	0	0	0	0	50	74	75	77	11	287	

**Website Broker Membership Revenues**

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
Annual Broker Website Membership							\$400.00			\$400.00	\$400.00	\$400.00	\$400.00		
(17)	Gross Website Broker Membership Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,000	\$29,667	\$30,117	\$30,634	\$4,563	\$114,980	

**WEB ADVERTISEMENTS**

**Page Revenue**

Home Page Advertising Slots										4.00	4.00	4.00	4.00
Price per Ad Slot - Home Page							\$500.00	monthly		\$1,000.00	\$1,200.00	\$1,440.00	\$1,728.00
No. Regional Pages							4			4.00	4.00	4.00	4.00
Regional Page Advertising Slots							4			4.00	4.00	4.00	4.00
Price per Ad Slot - Regional Page							\$250.00	monthly		\$500.00	\$600.00	\$720.00	\$864.00

**Page Revenue**

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
Release Dates															
Home Page Ad Revenue		0	0	0	0	0	0	0	2,000	2,000	2,000	2,000	2,000	10,000	
Regional Page Ad Revenue		0	0	0	0	0	0	0	4,000	4,000	4,000	4,000	4,000	20,000	
(18)	Gross Website Ad Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$30,000	

**TOTAL WEBSITE REVENUES**

Gross Website Broker Membership Revenue		0	0	0	0	0	0	0	0	20,000	29,667	30,117	30,634	4,563	114,980
Gross Website Ad Revenue		0	0	0	0	0	0	0	0	6,000	6,000	6,000	6,000	6,000	30,000
<b>(19) Gross Website Revenue</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$26,000</b>	<b>\$35,667</b>	<b>\$36,117</b>	<b>\$36,634</b>	<b>\$10,563</b>	<b>\$144,980</b>

**Gross Revenues**

Gross Magazine Revenue		0	0	0	0	0	147,860	0	0	0	147,860	0	196,625	311	492,656
Gross Website Revenue		0	0	0	0	0	0	0	0	26,000	35,667	36,117	36,634	10,563	144,980
<b>(20) Gross Revenue</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$147,860</b>	<b>\$0</b>	<b>\$0</b>	<b>\$26,000</b>	<b>\$183,527</b>	<b>\$36,117</b>	<b>\$233,259</b>	<b>\$10,873</b>	<b>\$637,636</b>

**COST OF GOODS**

**Magazine Production**

		<b>Design</b>		<b>Design Cost / Per Page</b>	\$65.00	<i>allocated across prior 2 months</i>		\$65.00	\$65.00	\$65.00	\$65.00
		<b>Editing</b>		<b>Editing / Per Page</b>	\$20.00	<i>allocated across prior 2 months</i>		\$20.00	\$20.00	\$20.00	\$20.00
		<b>Scanning</b>		<b>Scanning / Per Page</b>	\$80.00	<i>month before</i>		\$80.00	\$80.00	\$80.00	\$80.00
		<b>Color Correction</b>		<b>Color Correction / Per Page</b>	\$20.00	<i>month before</i>		\$20.00	\$20.00	\$20.00	\$20.00
		<b>Total Per Page Cost</b>		<b>Total Per Page Cost</b>	\$185.00			\$185.00	\$185.00	\$185.00	\$185.00
		<b>Editorial Content</b>		<b>Editorial Content / Per Issue</b>	\$1,500.00	<i>paid month after</i>		\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
		<b>Deadline Reminder Cards</b>		<b>Deadline Reminder Cards</b>	\$0.35	<i>4 months before release</i>		\$0.35	\$0.35	\$0.35	\$0.35
		<b>Number of Cards Sent</b>		<b>Number of Deadline Reminder Cards</b>	5,000	<i>4 months before release</i>		\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00

**Magazine Development**

		<b>Mar-2004</b>	<b>Apr-2004</b>	<b>May-2004</b>	<b>Jun-2004</b>	<b>Jul-2004</b>	<b>Aug-2004</b>	<b>Sep-2004</b>	<b>Oct-2004</b>	<b>Nov-2004</b>	<b>Dec-2004</b>	<b>Jan-2005</b>	<b>Feb-2005</b>
Release Dates													
First Issues of New Titles		0			0				1				1
Cumulative Titles		0			0				1				1
Total Pages		0			0				144				144
Advertising Deadline (2 mo. Prior)													0
Release Dates													
Design			0	0			4,680	4,680				5,200	5,200
Editing			0	0			1,440	1,440				1,600	1,600
Scanning				0				5,760				6,400	12,160
Color Corrections				0				1,440				1,600	3,040
Editorial Content			0			0			1,500				1,500
Deadline Reminder Cards		0			1,750				1,750				3,500
<b>(21) Total Magazine Development Cost</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1,750</b>	<b>0</b>	<b>6,120</b>	<b>13,320</b>	<b>1,750</b>	<b>1,500</b>	<b>0</b>	<b>6,800</b>	<b>14,800</b>

		<b>Paper &amp; Printing</b>		<b>Price / Base Run</b>	\$45,000.00			\$49,500.00	\$51,975.00	\$54,573.75	\$57,302.44
		<b>Base Pages</b>		<b>Pages in Base</b>	144			144	144	144	144
		<b>Base Units</b>		<b>Units in Base Run</b>	35,000			35,000	35,000	35,000	35,000
		<b>Page Overage</b>		<b>Per Additional Page</b>	\$312.50	<i>Based on \$45,000 / 35,000 / 144</i>		\$328.13	\$344.53	\$361.76	\$379.85
		<b>Units Overage</b>		<b>Additional / 1,000 Magazines</b>	\$910.00			\$955.50	\$1,003.28	\$1,053.44	\$1,106.11

**Paper & Printing**

		<b>Mar-2004</b>	<b>Apr-2004</b>	<b>May-2004</b>	<b>Jun-2004</b>	<b>Jul-2004</b>	<b>Aug-2004</b>	<b>Sep-2004</b>	<b>Oct-2004</b>	<b>Nov-2004</b>	<b>Dec-2004</b>	<b>Jan-2005</b>	<b>Feb-2005</b>
Release Dates													
Total Titles		0	0	0	0	0	0	0	1	1	1	1	1
Total Page Count		0	0	0	0	0	0	0	144	0	0	0	144
Total Print Run		0	0	0	0	0	0	0	35,000	0	0	0	35,000
Pages Over Base		0	0	0	0	0	0	0	0	0	0	0	0
Units Over Base		0	0	0	0	0	0	0	0	0	0	0	0
Base Printing Cost		0	0	0	0	0	0	0	45,000	0	0	0	45,000
Page Overage Cost		0	0	0	0	0	0	0	0	0	0	0	0
Unit Overage Cost		0	0	0	0	0	0	0	0	0	0	0	0
<b>(22) Total Paper &amp; Printing Cost</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>45,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>45,000</b>

<b>(5) Price Per Unit</b>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.29	\$0.00	\$0.00	\$0.00	\$0.00	\$1.29
<b>Max Page Rate for Printing</b>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$312.50	\$0.00	\$0.00	\$0.00	\$0.00	\$312.50

		<b>% of Run to Newsstand</b>		<b>% of Newsstand</b>	80.0%			80.0%	80.0%	80.0%	80.0%
		<b>Postage &amp; Shipping to Newsstand</b>		<b>Postage &amp; Shipping / 1000 Units</b>	\$200.00			\$200.00	\$200.00	\$200.00	\$200.00
		<b>Advertiser Copies</b>		<b>Per page</b>	\$40.00	<i>each advertiser gets 25 copies for each ad page</i>		\$40.00	\$40.00	\$40.00	\$40.00

**Magazine Distribution**

		<b>Mar-2004</b>	<b>Apr-2004</b>	<b>May-2004</b>	<b>Jun-2004</b>	<b>Jul-2004</b>	<b>Aug-2004</b>	<b>Sep-2004</b>	<b>Oct-2004</b>	<b>Nov-2004</b>	<b>Dec-2004</b>	<b>Jan-2005</b>	<b>Feb-2005</b>
Release Dates													
Units Shipped to Newsstand		0	0	0	0	0	0	0	30,100	0	0	0	30,100
Total Page Count		0	0	0	0	0	0	0	144	0	0	0	144
Shipping Cost		0	0	0	0	0	0	0	6,020	0	0	0	6,020
Advertiser Copies		0	0	0	0	0	0	0	5,760	0	0	0	5,760
<b>(23) Total Magazine Shipping Cost</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11,780</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11,780</b>

Magazine Production Costs

	Yr 2	Yr 3	Yr 4	Yr 5
Total Magazine Development Cost	0	0	0	0
Total Paper & Printing Cost	1,750	0	6,120	13,320
Total Magazine Shipping Cost	0	0	1,750	45,000
<b>(24) Total Magazine Production Costs</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,120</b>	<b>\$13,320</b>

Marketing & Sales

	Yr 2	Yr 3	Yr 4	Yr 5
Media Kits	\$5,500.00	\$5,500.00	\$5,500.00	\$5,500.00
Travel Costs	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00
Traveling Sales Staff	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Introductory Direct Mail Program	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Placement Consultant	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Placement Program Fees	\$500.00	\$500.00	\$500.00	\$500.00
Promotional Items	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00
Commissions on Magazines	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Commissions on Website	12.0%	12.0%	12.0%	12.0%
Website Commissions	10.0%	10.0%	10.0%	10.0%

Marketing & Sales

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
First Issues of New Titles	0	0	0	0	0	0	0	1	0	0	0	0
<b>Cum Total Titles</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Media Kits	0	0	0	0	0	0	0	5,500	0	0	0	0
Travel	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	0	3,000	3,000	3,000
Direct Mail Subscription Campaigns	0	0	0	0	0	0	0	0	0	0	25,000	0
Placement Consultant	0	0	0	0	0	0	0	0	0	0	0	0
<b>Newsstand Marketing Programs</b>	<b>45,000</b>											
Promotional Items	0	1,500	0	0	0	0	0	0	0	0	0	0
<b>(25) Total Marketing &amp; Sales Cost</b>	<b>0</b>	<b>50,000</b>	<b>6,500</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>10,500</b>	<b>0</b>	<b>3,000</b>	<b>28,000</b>	<b>3,000</b>

Salespeople Draw & Commissions

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Traveling Sales Staff												
Monthly Draw	0	0	0	2	2,500.00	0	0	0	2,500.00	2,500.00	2,500.00	2,500.00
Benefits & Taxes for Commissions	0	0	0	30.0%	30.0%	0	0	0	30.0%	30.0%	30.0%	30.0%
<b>Total Monthly Draw</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>\$3,250.00</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$3,250.00</b>	<b>\$3,250.00</b>	<b>\$3,250.00</b>	<b>\$3,250.00</b>
Release Dates												
New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0
New Salespeople	1	0	0	0	0	0	0	0	0	0	0	0
<b>Total Number of Salespeople</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Commissions / Time Adjusted	0	0	0	0	0	17,743	0	2,600	21,310	3,612	27,225	1,056
Benefits & Taxes	0	0	0	0	0	5,323	0	780	6,393	1,084	8,167	317
<b>Total Commissions Due</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>23,066</b>	<b>0</b>	<b>3,380</b>	<b>27,703</b>	<b>4,696</b>	<b>35,392</b>	<b>1,373</b>
<b>Cumulative Commissions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>23,066</b>	<b>23,066</b>	<b>26,446</b>	<b>54,149</b>	<b>58,844</b>	<b>94,236</b>	<b>95,609</b>

Salespeople Draw

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Draw	0	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250
<b>Cumulative Draw</b>	<b>0</b>	<b>3,250</b>	<b>6,500</b>	<b>9,750</b>	<b>13,000</b>	<b>16,250</b>	<b>19,500</b>	<b>22,750</b>	<b>26,000</b>	<b>29,250</b>	<b>32,500</b>	<b>35,750</b>

Salesperson Distribution

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Salesperson Distribution Schedule												
Salesperson Distribution Calcs	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100
Schedule of Salesperson Distribution	0	0	1	0	0	1	0	0	1	0	0	1
<b>Commissions Account</b>	<b>0</b>	<b>(3,250)</b>	<b>(6,500)</b>	<b>(9,750)</b>	<b>(13,000)</b>	<b>6,816</b>	<b>(3,250)</b>	<b>(3,120)</b>	<b>21,333</b>	<b>1,445</b>	<b>33,587</b>	<b>31,710</b>
Commission Paid Out	0	0	0	0	0	6,816	0	0	21,333	0	0	31,710
<b>(26) Total Commissions - Paid Out</b>	<b>0</b>	<b>3,250</b>	<b>3,250</b>	<b>3,250</b>	<b>3,250</b>	<b>10,066</b>	<b>3,250</b>	<b>3,250</b>	<b>24,583</b>	<b>3,250</b>	<b>3,250</b>	<b>34,960</b>

Newsstand Distribution Fees

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Distributor Fees % of Retail Price												
Distributor Fees												
Percent Sell Through at Newsstand												
Release Dates												
Total Print Run	0	0	0	0	0	0	0	35,000	0	0	0	0
Shipped to Newsstands	0	0	0	0	0	0	0	30,100	0	0	0	0
Magazines Sold at Newsstands	0	0	0	0	0	0	0	16,856	0	0	0	0
<b>Distribution Fees on Newsstand Sales</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$63,185</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$63,185</b>
Newsstand Balance Due (6 mo. After subsequent Mag)												0
<b>(27) Distribution Fees - Time Adjusted</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



Employee Count Totals		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
calculated in divisions below														
NEW G&A Staff		3.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Total G&A Staff		3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
New Salespeople		0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Total Salespeople		0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(32) Total Employees		3.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

**FUNCTIONAL DIVISIONS - DETAILS**

**GENERAL & ADMINISTRATIVE**

**General & Administrative**

**G&A Staff Exp Calc**

Functional Title	Annual Salary	Other Expense		Capital	Monthly Expenses					Travel Expenses				Billable
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car Allowance	% Car Travel	% Out of Town	Flights Month	Confern per Year	% Billable
GA1 Founders	\$ 65,000	15.0%		\$ 4,000	H		Y		Y	30.0%	40.0%	2	6	
GA2 Managers	\$ 56,000	10.0%			H		Y			30.0%	30.0%	1	6	
GA3 Assistant	\$ 48,000	10.0%			H		Y			20.0%	20.0%	1	1	
GA4 Clerical	\$ 30,000	10.0%											1	

  

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$5,417	\$1,625	\$7,042	\$150		\$50	\$7,242	\$ 3,250	\$ 9,750	\$ 10,000
GA2 Managers	\$4,667	\$1,400	\$6,067	\$150		\$50	\$6,267	\$ 2,800	\$ 5,600	\$ 5,000
GA3 Assistant	\$4,000	\$1,200	\$5,200	\$150		\$50	\$5,400	\$ 2,400	\$ 4,800	\$ 4,000
GA4 Clerical	\$2,500	\$750	\$3,250				\$3,250	\$ 1,500	\$ 3,000	\$ 4,000

  

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer. Expense	Club Expense	Mnth Travel Conf. & Ent	Salary Yr 2	Salary Yr 3	Salary Yr 4	Salary Yr 5
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750		\$4,024	90,000	94,500	99,225	104,186
GA2 Managers			\$156	\$975	\$325	\$500	\$750		\$2,706	58,800	61,740	64,827	68,068
GA3 Assistant			\$104	\$650	\$217	\$500	\$125		\$1,596	50,400	52,920	55,566	58,344
GA4 Clerical			\$0	\$0	\$0	\$0	\$125		\$125	31,500	33,075	34,729	36,465

**Release Dates**

Growth of Titles	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
Cum Total Titles	0	0	0	0	0	0	0	1	1	1	1	1	1

**G&A Staff Assumptions**

	Managers	Assistant	Clerical	Yr 2	Yr 3	Yr 4	Yr 5
Title Managers	1.0			1	1	1	1
Title Assistants	1.0			1	1	1	1
Clients / Clerical	1.0			1	1	1	1

**New G&A Staff**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 New Founders	2												2.0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	1												1.0
GA4 New Clerical			1										1.0
NEW G&A Staff	3.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0

**Total G&A Staff**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	0.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(34) Total G&A Staff	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

**G&A Payroll & Benefits**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	173,900
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	64,800
GA4 Clerical	0	0	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	32,500
(35) G&A Payroll & Benefits	19,883	19,883	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	271,096

**G&A Travel, Conf, Entertainment**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	0	0	125	125	125	125	125	125	125	125	125	125	1,250
(36) G&A Travel, Conf. & Enter	9,644	9,644	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	116,978

**Bonus Payments**

**Bonus Payments Schedule**

New Bonus Payments per year 1 *How often are bonuses paid per year*

**Growth of Bonus Payments**

Bonus Payments Calcs	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100		
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	0	1	1

**G&A Recruiting & Bonus**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	19,500	19,500
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	4,800	4,800
GA4 Clerical	0	0	1,500	0	0	0	0	0	0	0	0	3,000	4,500
(37) G&A Recruit & Bonus	0	0	1,500	0	0	0	0	0	0	0	0	27,300	28,800

**G&A Billable Adjustment**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment	0	0	0	0	0	0	0	0	0	0	0	0	0

<b>Total G&amp;A Staff Expenses</b>	<b>29,527</b>	<b>29,527</b>	<b>34,402</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>32,902</b>	<b>60,202</b>	<b>416,874</b>
-------------------------------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	----------------

1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

**Synogy Profit Percent**

**Percent of Gross Margin**

Percent of Gross Margin for Business Plan 2.5%

2.5% 2.5% 2.5% 2.5% 6.564

**Synogy BP Interest in Gross Margin**

Gross Margin	0	(53,250)	(9,750)	(10,000)	(13,250)	118,717	(26,570)	(55,090)	148,983	24,354	185,537	(47,122)	262,560
Quarterly Total - Prior 3 Months				(63,000)			95,467		67,323				99,790
Business Plan Development	9,250			0			2,387		1,683				13,320
(38) Synogy BP Interest in Gross Margin	9,250	0	0	0	0	0	2,387	0	1,683	0	0	0	13,320

1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

**G&A Misc. Expenses**

**Personnel Support**

Total G&A Staff	per employ	3	3	4	4	4	4	4	4	4	4	4	4
Accrued Reimbursement		20,000											20,000
Training & Education	employee	\$50					200	200	200	200	200	200	1,400
Employee Orientation	new employee	\$1,000					0	0	0	0	0	0	0
Dues Subscriptions	employee	\$5			20	20	20	20	20	20	20	20	180
(39) Personnel Support		20,000	0	0	20	20	220	220	220	220	220	220	21,580

**Office Resources**

Office Supplies	employee	monthly \$35		140	140	140	140	140	140	140	140	140	1,400
Equipment Leases		\$250		250	250	250	250	250	250	250	250	250	2,250
Copy & Printing	per little	\$50	0	0	0	0	0	50	50	50	50	50	250
(40) Office Resources		0	0	140	390	390	390	390	440	440	440	440	3,900

**Professional Services**

Legal Fees	monthly \$100	750	100	100	100	100	100	100	100	100	100	100	1,850
Accounting Fees	\$150	250	250	250	250	250	250	250	250	250	250	250	3,000
Business Consultants	\$2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services		3,000	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	28,850

**Misc. Overhead**

Postage & Freight	\$100	300	400	500	500	500	500	500	500	500	500	500	5,700
Corp Insurance (Liab, E&O, D&O)	\$1,000			1,000									1,000
Bank Fees	\$0.15	0	0	0	0	0	0	29	11	11	14	4	70
(42) Misc. Overhead		300	400	500	1,500	500	500	500	529	511	511	514	6,770

**Charitable Contributions**

(43) Contributions	monthly 0.0%	0	0	0	0	0	0	0	0	0	0	5,000	5,000
--------------------	--------------	---	---	---	---	---	---	---	---	---	---	-------	-------

<b>Total G&amp;A Misc. Expenses</b>	<b>23,300</b>	<b>2,750</b>	<b>2,990</b>	<b>4,260</b>	<b>3,260</b>	<b>3,460</b>	<b>3,460</b>	<b>3,539</b>	<b>3,521</b>	<b>3,521</b>	<b>3,524</b>	<b>8,514</b>	<b>66,100</b>
-------------------------------------	---------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	---------------

1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

**Technical Expenses**

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	
(44) Computer Software & Upgrades	\$60								240	240	240	240	960
(45) Internet Connection Fee	\$75	75	75	75	75	75	75	75	75	75	75	75	900
(46) <b>Total Technical Expenses</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>315</b>	<b>315</b>	<b>315</b>	<b>315</b>	<b>1,860</b>

1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

**Marketing & Sales Expenses**

		Monthly Budget for Image & Materials Design										Yr 2	Yr 3	Yr 4	Yr 5
		Advertising / Print Budget										\$250.00	\$275.00	\$302.50	\$332.75
		Direct Mail Budget										\$4,000.00	\$6,000.00	\$8,000.00	\$10,000.00
		Publicity Contract										\$500.00	\$650.00	\$800.00	\$950.00
		Amount budgeted / month for Design										\$1,500.00	\$2,500.00	\$3,500.00	\$4,500.00
		Monthly Budget for Print													
		Monthly Budget for Direct Mail													
		Monthly Budget for Publicity Contract													
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total	
<b>Image, Marketing Materials &amp; Manuals</b>															
	Image & Materials Design		2,000	2,000	2,000					0	0	0	0	6,000	
(47)	Total Image & Materials	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	6,000	
<b>Advertising &amp; Publicity</b>															
	Marketing Materials	12,000					5,000					2,000	2,000	21,000	
	Direct Mail						350	350	350	350	350	350	350	2,450	
	Publicity Contract								1,000	1,000	1,000	500	500	4,000	
(48)	Total Advertising & Publicity	12,000	0	0	0	0	5,350	350	1,350	1,350	1,350	2,850	2,850	27,450	

**Sales & Advisory Board Special Events**

		Event Expenses					Event Expenses					Yr 2	Yr 3	Yr 4	Yr 5
							\$30,000.00					\$30,000.00	\$40,000.00	\$50,000.00	\$60,000.00
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total	
<b>Special Events &amp; Sponsorships</b>															
	Month of Event														
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	
(50)	<b>Total Marketing &amp; Sales Expenses</b>	12,000	2,000	2,000	2,000	0	5,350	350	1,350	1,350	1,350	2,850	2,850	33,450	

**G&A Office Rental Expenses**

		Office Space Assumptions										Yr 2	Yr 3	Yr 4	Yr 5
		Employees at end of year										6.0	9.0	11.0	13.0
		Employess planning space for										6.0	9.0	11.0	13.0
		Common Area										1,500	1,500	1,500	1,500
		Sq Ft per Employee										150	150	150	150
		Office Size Sq Ft										2,400	2,850	3,150	3,450
		Rent / Sq Ft / Year										\$9.00	\$9.00	\$9.00	\$9.00
		Monthly Rent										\$1,800.00	\$2,137.50	\$2,362.50	\$2,587.50
		Employees per phone line										2	2	2	2
		Sq Ft per Cleaning Rate										3,000	3,000	3,000	3,000
		Sq Ft per Repair Rate										1,000	1,000	1,000	1,000
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total	
<b>Office Space Expenses</b>															
	Office Rent	monthly \$2,025			2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	20,250	
(51)	Office Rental / Payments	0	0	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	20,250	
<b>Utilities &amp; Maint</b>															
	Elect, Water	monthly \$0	0	0	0	0	0	0	0	0	0	0	0	0	
	Telephone Service Fees	per empl \$200	300	400	500	500	500	500	500	500	500	500	500	5,700	
	Telephone & Long Distance	per empl \$100	300	400	500	500	500	500	500	500	500	500	500	5,700	
	Cleaning	\$0	0	0	0	0	0	0	0	0	0	0	0	0	
	Repairs & Maintenance	\$0	0	0	0	0	0	0	0	0	0	0	0	0	
(52)	Utilities & Maint	600	800	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,400	
(53)	<b>Total Facilities Expense</b>	600	800	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	31,650	
(54)	<b>Total G&amp;A Expenses</b>	74,752	35,152	42,492	42,262	39,262	44,812	42,199	40,891	41,113	42,796	42,616	74,906	529,804	

**G&A Capitial Expenses**

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
<b>G&amp;A Employee Setup</b>														
	GA1 Founders	20,000		0	0	0	0	0	0	0	0	0	0	0
	GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA3 Assistant	4,000	0	0	0	0	0	0	0	0	0	0	0	4,000
	GA4 Clerical	0	0	4,000	0	0	0	0	0	0	0	0	0	4,000
(55)	<b>Total G&amp;A Employee Setup</b>	24,000	0	4,000	0	0	0	0	0	0	0	0	0	8,000



**G&A Equipment Expenses**

		Computer Replacement																			
		Allocation for Replacement of Computers / Employee																			
																		\$25.00	\$25.00	\$25.00	\$25.00
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005								
<b>Furnishings &amp; Equipment</b>																					
Computer Equipment-Rplc Alloc				125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	1,250		
Furnishings Rental		0	0	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,000		
(56)	<b>Total Furnishings &amp; Equipment</b>	0	0	5,125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	6,250		
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
(57)	<b>Total G&amp;A Capital Expenses</b>	24,000	0	9,125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	14,250		
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		

**MARKETING & SALES**

**Marketing & Sales**

**M&S Captial Expenses**

		Salesperson Setup Expenses																			
		Setup Expenses																			
																		\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005								
<b>M&amp;S Employee Setup</b>																					
New Salespeople		0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
Salesperson Setup		0	2,500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,500		
(58)	<b>Total M&amp;S Employee Setup</b>	0	2,500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,500		
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
(59)	<b>Total M&amp;S Capital Expenses</b>	0	2,500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,500		
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		

---

**YEAR 2**  
**FINANCIAL PROJECTIONS**

---

**PREMIER PUBLISHING**  
**Financial Projections**

Year 2

5 Year Projections



3/1/2004  
10:10 AM

**GROWTH PROJECTIONS**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Magazines</b>													
(1) New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
(2) Cum Total Titles	1	1	1	1	1	1	1	1	1	1	1	1	1
<b>Magazine Growth Statistics</b>													
(3) Total Page Count	160	0	0	180	0	0	0	180	0	0	0	0	520
(4) Total Print Run	50,000	0	0	70,000	0	0	0	70,000	0	0	0	0	190,000
(5) Printing Price / Unit (Max)	\$1.38	\$0.00	\$0.00	\$1.35	\$0.00	\$0.00	\$0.00	\$1.35	\$0.00	\$0.00	\$0.00	\$0.00	\$1.38
(6) Total New Subscriptions from Magazines	152	10	11	11	12	12	13	14	14	15	16	17	296
(7) Cumulative New Subscriptions From Campaign	50	50	50	50	50	50	50	50	50	50	67	83	83
(8) Magazine Subscription Renewals	0	0	0	0	0	0	0	0	0	0	13	14	26
(9) Cumulative Magazine Subscriptions	203	213	223	234	246	259	271	285	299	314	342	372	372
<b>Website Growth Statistics</b>													
(10) Total New Memberships	38	11	79	147	81	83	17	19	21	22	24	27	569
(11) Total Cumulative Memberships	325	337	416	562	644	726	744	750	752	756	761	785	785

2 2 2 2 2 2 2 2 2 2 2 2 2 2

**REVENUES**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Magazine Revenues</b>													
(12) Gross Page Revenue - Time Adjusted	0	435,000	0	0	243,000	243,000	0	0	243,000	0	252,000	0	1,416,000
(13) Gross Cover Revenue - Time Adjusted	0	9,168	0	0	4,825	4,825	0	0	4,825	0	4,825	0	28,468
(14) Gross Newsstand Revenue - Time Adjusted	0	0	0	0	0	100,293	0	0	0	0	143,276	0	243,569
(15) Gross Subscription Revenue	5,425	343	360	378	397	417	438	460	483	507	1,027	1,096	11,334
(16) Gross Magazine Revenue	5,425	444,511	360	378	248,222	348,535	438	460	248,308	507	401,128	1,096	1,699,371
<b>Website Revenues</b>													
(17) Gross Website Broker Membership Revenue	15,148	4,512	31,584	58,694	32,509	33,035	6,942	22,566	30,497	31,577	32,774	14,102	313,941
(18) Gross Website Ad Revenue	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	144,000
(19) Gross Website Revenue	27,148	16,512	43,584	70,694	44,509	45,035	18,942	34,566	42,497	43,577	44,774	26,102	457,941
(20) Gross Revenue	\$32,574	\$461,022	\$43,945	\$71,072	\$292,732	\$393,571	\$19,380	\$35,026	\$290,805	\$44,084	\$445,902	\$27,198	\$2,157,311

**COST OF GOODS**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Magazine Production</b>													
(21) Total Magazine Development Cost	1,750	9,150	16,650	1,750	1,500	7,650	16,650	1,750	1,500	0	7,650	16,650	82,650
(22) Total Paper & Printing Cost	69,083	0	0	94,755	0	0	0	94,755	0	0	0	0	258,593
(23) Total Magazine Shipping Cost	15,000	0	0	19,240	0	0	0	19,240	0	0	0	0	53,480
(24) Total Magazine Production Costs	85,833	9,150	16,650	115,745	1,500	7,650	16,650	115,745	1,500	0	7,650	16,650	394,723
<b>Marketing &amp; Sales</b>													
(25) Total Marketing & Sales Cost	2,250	48,500	6,500	3,500	2,250	3,500	3,500	3,500	2,250	3,500	3,500	3,500	83,250
(26) Total Commissions - Paid Out	6,500	6,500	67,632	6,500	6,500	85,152	6,500	6,500	38,141	6,500	6,500	41,944	284,869
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	90,264	0	90,264
(28) Fulfillment Costs	2,189	132	138	145	152	160	168	176	185	195	449	470	4,560
(29) Total Marketing & Sales Costs	10,939	55,132	74,270	10,145	8,902	88,812	10,168	10,176	40,577	10,195	100,713	45,914	465,943
<b>Website Costs</b>													
(30) Total Website Costs	11,040	7,540	11,040	7,540	7,540	7,540	7,540	7,540	7,540	7,540	7,540	7,540	97,480
<b>Cost of Sales</b>	\$107,811	\$71,822	\$101,960	\$133,430	\$17,942	\$104,002	\$34,358	\$133,461	\$49,617	\$17,735	\$115,903	\$70,104	\$958,145
<b>Bad Debt Allocation</b>	\$651	\$9,220	\$879	\$1,421	\$5,855	\$7,871	\$388	\$701	\$5,816	\$882	\$8,918	\$544	\$43,146

**GROSS MARGIN**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Gross Margin</b>	(\$75,889)	\$379,980	(\$58,894)	(\$63,780)	\$268,935	\$281,697	(\$15,366)	(\$99,136)	\$235,373	\$25,468	\$321,081	(\$43,449)	\$1,156,020

2 2 2 2 2 2 2 2 2 2 2 2 2 2

**EXPENSES**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(31) Total Salespeople	2	2	2	2	2	2	2	2	2	2	2	2	2
(32) <b>Total Employees</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>General &amp; Administrative</b>													
(34) Total G&A Staff	4	4	4	4	4	4	4	4	4	4	4	4	4
(35) G&A Payroll & Benefits	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	347,676
(36) G&A Travel, Conf. & Enter	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	117,228
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	0	0	0	0	0	35,190
<b>Total G&amp;A Staff Expenses</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>500,094</b>
(38) Syngny BP Interest in Gross Margin	4,069	0	0	6,130	0	0	12,171	0	0	3,022	0	0	25,392
(39) Personnel Support	220	220	220	220	220	220	220	220	220	220	220	220	2,640
(40) Office Resources	440	440	440	440	440	440	440	440	440	440	440	440	5,280
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	1,985	905	917	958	917	918	907	943	917	918	924	916	12,126
(43) Contributions	833	833	833	833	833	833	833	833	833	833	833	833	10,000
<b>Total G&amp;A Misc. Expenses</b>	<b>5,729</b>	<b>4,649</b>	<b>4,660</b>	<b>4,701</b>	<b>4,661</b>	<b>4,661</b>	<b>4,650</b>	<b>4,687</b>	<b>4,661</b>	<b>4,661</b>	<b>4,661</b>	<b>4,660</b>	<b>57,046</b>
(44) Computer Software & Upgrades	252	252	252	252	252	252	252	252	252	252	252	252	3,024
(45) Internet Connection Fee	79	79	79	79	79	79	79	79	79	79	79	79	945
(46) <b>Total Technical Expenses</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>331</b>	<b>3,969</b>
(47) Total Image & Materials	250	250	250	250	250	250	250	250	250	250	250	250	3,000
(48) Total Advertising & Publicity	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) <b>Total Marketing &amp; Sales Expenses</b>	<b>6,250</b>	<b>6,250</b>	<b>6,250</b>	<b>6,250</b>	<b>6,250</b>	<b>6,250</b>	<b>36,250</b>	<b>6,250</b>	<b>6,250</b>	<b>6,250</b>	<b>6,250</b>	<b>6,250</b>	<b>105,000</b>
(51) Office Rental / Payments	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
(52) Utilities & Maint	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	15,120
(53) <b>Total Facilities Expense</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>3,060</b>	<b>36,720</b>
(54) <b>Total G&amp;A Expenses</b>	<b>51,931</b>	<b>46,781</b>	<b>46,793</b>	<b>52,964</b>	<b>46,793</b>	<b>46,794</b>	<b>88,955</b>	<b>46,820</b>	<b>46,793</b>	<b>49,816</b>	<b>46,800</b>	<b>81,983</b>	<b>653,221</b>
<b>TOTAL EXPENSES</b>	<b>51,931</b>	<b>46,781</b>	<b>46,793</b>	<b>52,964</b>	<b>46,793</b>	<b>46,794</b>	<b>88,955</b>	<b>46,820</b>	<b>46,793</b>	<b>49,816</b>	<b>46,800</b>	<b>81,983</b>	<b>653,221</b>
<b>Earnings Before Interest &amp; Taxes</b>	<b>(127,820)</b>	<b>333,199</b>	<b>(105,687)</b>	<b>(116,744)</b>	<b>222,142</b>	<b>234,903</b>	<b>(104,321)</b>	<b>(145,956)</b>	<b>188,580</b>	<b>(24,348)</b>	<b>274,281</b>	<b>(125,432)</b>	<b>502,797</b>
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Earnings (Loss) Before Taxes</b>	<b>(127,820)</b>	<b>333,199</b>	<b>(105,687)</b>	<b>(116,744)</b>	<b>222,142</b>	<b>234,903</b>	<b>(104,321)</b>	<b>(145,956)</b>	<b>188,580</b>	<b>(24,348)</b>	<b>274,281</b>	<b>(125,432)</b>	<b>502,797</b>
Accumulated Losses	(428,513)	(95,314)	(201,001)	(317,745)	(95,603)	0	(104,321)	(250,276)	(61,697)	(86,045)	0	(125,432)	0
Taxes	35.0%	0	0	0	0	82,216	0	0	0	0	95,998	0	178,214
Total Expenses + Taxes	51,931	46,781	46,793	52,964	46,793	129,010	88,955	46,820	46,793	49,816	142,798	81,983	831,435
<b>NET INCOME (LOSS)</b>	<b>(127,820)</b>	<b>333,199</b>	<b>(105,687)</b>	<b>(116,744)</b>	<b>222,142</b>	<b>152,687</b>	<b>(104,321)</b>	<b>(145,956)</b>	<b>188,580</b>	<b>(24,348)</b>	<b>178,283</b>	<b>(125,432)</b>	<b>324,582</b>

## CAPITAL EXPENDITURES

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>G&amp;A Capital Expenses</b>													
(55) G&A Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0
(56) Total Furnishings & Equipment	2,650	150	150	150	150	150	150	150	150	150	150	150	4,300
(57) <b>Total G&amp;A Capital Expenses</b>	<b>2,650</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>4,300</b>
<b>M&amp;S Capital Expenses</b>													
(58) M&S Employee Setup	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(59) <b>Total M&amp;S Capital Expenses</b>	<b>2,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,500</b>
<b>Total Capital Expenditures</b>	<b>5,150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>6,800</b>
<b>Cumulative Capital Expenditures</b>	<b>41,900</b>	<b>42,050</b>	<b>42,200</b>	<b>42,350</b>	<b>42,500</b>	<b>42,650</b>	<b>42,800</b>	<b>42,950</b>	<b>43,100</b>	<b>43,250</b>	<b>43,400</b>	<b>43,550</b>	<b>43,550</b>

## SOURCES & USES OF CASH

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>SOURCES OF CASH</b>													
Net Income (Loss)	(127,820)	333,199	(105,687)	(116,744)	222,142	152,687	(104,321)	(145,956)	188,580	(24,348)	178,283	(125,432)	324,582
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Sources of Funds</b>	<b>(127,820)</b>	<b>333,199</b>	<b>(105,687)</b>	<b>(116,744)</b>	<b>222,142</b>	<b>152,687</b>	<b>(104,321)</b>	<b>(145,956)</b>	<b>188,580</b>	<b>(24,348)</b>	<b>178,283</b>	<b>(125,432)</b>	<b>324,582</b>
<b>USES OF CASH</b>													
Total Capital Expenditures	5,150	150	150	150	150	150	150	150	150	150	150	150	6,800
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>CASH USED In Operations</b>	<b>5,150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>6,800</b>
<b>Cash (Required) Available</b>	<b>(132,970)</b>	<b>333,049</b>	<b>(105,837)</b>	<b>(116,894)</b>	<b>221,992</b>	<b>152,537</b>	<b>(104,471)</b>	<b>(146,106)</b>	<b>188,430</b>	<b>(24,498)</b>	<b>178,133</b>	<b>(125,582)</b>	<b>317,782</b>
<b>Cumulative Cash (Required) Available</b>	<b>(470,413)</b>	<b>(137,364)</b>	<b>(243,201)</b>	<b>(360,095)</b>	<b>(138,103)</b>	<b>14,434</b>	<b>(90,037)</b>	<b>(236,143)</b>	<b>(47,713)</b>	<b>(72,211)</b>	<b>105,922</b>	<b>(19,661)</b>	<b>(19,661)</b>
<b>Value (Cum Cash + Cum Capital Exp)</b>	<b>(428,513)</b>	<b>(95,314)</b>	<b>(201,001)</b>	<b>(317,745)</b>	<b>(95,603)</b>	<b>57,084</b>	<b>(47,237)</b>	<b>(193,193)</b>	<b>(4,613)</b>	<b>(28,961)</b>	<b>149,322</b>	<b>23,889</b>	<b>23,889</b>

Financial Projections  
Year 2  
5 Year Projections

Year 2  
DETAILS REPORT

prepared by  
**SYNOGY**

3/1/2004  
10:11 AM

**GROWTH PROJECTIONS DETAILS**

Magazines

Titles

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Growth of Titles</b>													
(1) New Titles Released	1	1	1	1	1	1	1	1	1	1	1	1	1
(2) Cum Total Titles	1	2	3	4	5	6	7	8	9	10	11	12	12
Release Dates													
<b>Related Dates</b>													
Advertising Deadline (2 mo. Prior)													
Advertising Balance Due (1 mo. After)													
Newsstand Balance Due (6 mo. After subsequent Mag)													

Revenues

Advertising - Pages

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Growth of Issues</b>													
Release Dates													
First Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issues	1	1	1	1	1	1	1	1	1	1	1	1	1
No. Standard Issues	0	0	0	1	0	0	0	1	0	0	0	0	0
<b>Pages</b>													
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	160	0	0	0	0	0	0	0	0	0	0	0	160
Standard Pages	0	0	0	180	0	0	0	180	0	0	0	0	360
(3) Total Page Count	160	0	0	180	0	0	0	180	0	0	0	0	520

Page Revenues

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Page Revenue</b>													
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	384,000	0	0	0	0	0	0	0	0	0	0	0	384,000
Standard Pages	0	0	0	486,000	0	0	0	486,000	0	0	0	0	972,000
Gross Page Revenue	\$384,000	\$0	\$0	\$486,000	\$0	\$0	\$0	\$486,000	\$0	\$0	\$0	\$0	\$1,356,000

Page Revenue - Time Adjusted

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Gross Page Revenue - Time Adjusted</b>													
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	192,000	0	0	0	0	0	0	0	0	0	0	0	192,000
Standard Pages	0	243,000	0	0	243,000	243,000	0	0	243,000	0	252,000	0	1,224,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$435,000	\$0	\$0	\$243,000	\$243,000	\$0	\$0	\$243,000	\$0	\$252,000	\$0	\$1,416,000

Advertising - Covers

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Cover Revenues</b>													
First Issue Cover	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Cover	8,685	0	0	0	0	0	0	0	0	0	0	0	8,685
Standard Cover	0	0	0	9,650	0	0	0	9,650	0	0	0	0	19,300
Gross Cover Revenue	\$8,685	\$0	\$0	\$9,650	\$0	\$0	\$0	\$9,650	\$0	\$0	\$0	\$0	\$27,985

		Deposit Percentage		Percent Deposit		50.0%											
<b>Cover Revenues - Time Adjusted</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total			
	First Issue Covers	0	0	0	0	0	0	0	0	0	0	0	0	0			
	Second Issue Covers	0	4,343	0	0	0	0	0	0	0	0	0	0	4,343			
	Standard Covers	0	4,825	0	0	4,825	4,825	0	0	4,825	0	4,825	0	24,125			
(13)	<b>Gross Cover Revenue - Time Adjusted</b>	\$0	\$9,168	\$0	\$0	\$4,825	\$4,825	\$0	\$0	\$4,825	\$0	\$4,825	\$0	\$28,468			
<b>Newsstand</b>																	
		1st Issue Print Run		2nd Issue Print Run		Standard Issue Print Run		1st Issue Print Run		2nd Issue Print Run		Standard Issue Print Run					
		35,000		50,000		70,000		35,000		50,000		70,000					
<b>Print Run</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total			
	1st Issue	0	0	0	0	0	0	0	0	0	0	0	0	0			
	2nd Issue	50,000	0	0	0	0	0	0	0	0	0	0	0	50,000			
	Standard Issue	0	0	0	70,000	0	0	0	70,000	0	0	0	0	140,000			
(4)	<b>Total Print Run</b>	50,000	0	0	70,000	0	0	0	70,000	0	0	0	0	190,000			
		Newsstand Price		Percent to Newsstand		Percent Sell Through		Newsstand Retail Price		5.95		show Cost of Goods that brings this down to 37% of cover price = \$2.20					
		86.0%		56.0%				86.0%									
<b>Units to Newsstands</b>		43,000	0	0	60,200	0	0	0	60,200	0	0	0	0	60,200			
<b>Newsstand Revenues</b>																	
<b>Gross Newsstand Revenue</b>		\$143,276	\$0	\$0	\$200,586	\$0	\$0	\$0	\$200,586	\$0	\$0	\$0	\$0	\$544,449			
Release Dates																	
Newsstand Balance Due (6 mo. After subsequent Mag)																	
(14)	<b>Gross Newsstand Revenue - Time Adjusted</b>	0	0	0	0	0	100,293	0	0	0	0	143,276	0	243,569			
<b>Magazine Subscriptions</b>																	
		Starting Subscriptions		Growth per period		Subscriptions starting with 2nd issue		150.0		% growth per month		5.0%					
<b>Growth of Magazine Subscriptions</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total			
	Release Dates																
	New Subscriptions Start Period (2nd Issue)	1	0	0	0	0	0	0	0	0	0	0	0	1			
	New Subscriptions - Start	150	0	0	0	0	0	0	0	0	0	0	0	150			
	New Subscriptions - Growth	2	10	11	11	12	12	13	14	14	15	16	17	146			
(6)	<b>Total New Subscriptions from Magazines</b>	152	10	11	11	12	12	13	14	14	15	16	17	296			
<b>Subscriptions from Mail Campaign</b>		Sent		Months for Return		Total Percentage Return		Direct Mail Pieces Sent		5,000.0		Months over which returns are split		3.0			
		1.0%		50.0		16.7											
<b>Growth of Subscriptions from Mail Campaign</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total			
	Release Dates																
	New Title Release	0	0	0	0	0	0	0	0	0	0	0	0	0			
	2nd Issue	1	0	0	0	0	0	0	0	0	0	0	0	1			
	Annual Campaign / Title																
	Mail Campaign Sent for Subscriptions																
	New Subscriptions from Campaign	17	0	0	0	0	0	0	0	0	0	17	17	50			
	<b>Total New Subscriptions from Campaign</b>	17	0	0	0	0	0	0	0	0	0	17	17	50			
(7)	<b>Cumulative New Subscriptions From Campaign</b>	50	50	50	50	50	50	50	50	50	50	67	83	83			
<b>Total New Subscriptions</b>		168	10	11	11	12	12	13	14	14	15	32	34	346			
Non-Renewals (minus)		0	0	0	0	0	0	0	0	0	0	4	5	9			
<b>Cumulative Magazine Subscriptions</b>		203	213	223	234	246	259	271	285	299	314	342	372	372			
		Renewal Rate		% of subscriptions that renew		75.0%											
(8)	Magazine Subscription Renewals	0	0	0	0	0	0	0	0	0	0	13	14	26			
<b>Total New &amp; Renew</b>		320	20	21	22	23	25	26	27	28	30	61	65	669			
		Subscription Price		Subscription Price		\$16.95											
(15)	<b>Gross Subscription Revenue</b>	\$5,425	\$343	\$360	\$378	\$397	\$417	\$438	\$460	\$483	\$507	\$1,027	\$1,096	\$11,334			
<b>GROSS MAGAZINE REVENUES</b>																	
add \$\$		add %															
(16)	<b>Gross Magazine Revenue</b>	\$5,425	\$444,511	\$360	\$378	\$248,222	\$348,535	\$438	\$460	\$248,308	\$507	\$401,128	\$1,096	\$1,699,371			

Website		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Release Dates														
Website Opened (1st Issue)		0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Websites Open		1	1	1	1	1	1	1	1	1	1	1	1	1

BROKER Memberships		Starting Memberships		Memberships starting with 1st issue		Memberships starting with 2nd issue		Growth per period						
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Release Dates														
1st Issues		0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issues		1	0	0	0	0	0	0	0	0	0	0	0	1
New Memberships - 1st Issue		0	0	0	0	0	0	0	0	0	0	0	0	0
New Memberships - 2nd Issue		30	0	0	0	0	0	0	0	0	0	0	0	30
New Memberships - from Growth %		8	11	12	13	15	16	17	19	21	22	24	27	206
<b>Total New Memberships from Publications</b>		<b>38</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>21</b>	<b>22</b>	<b>24</b>	<b>27</b>	<b>236</b>
<b>Cumulative New Memberships from Publications</b>		<b>125</b>	<b>137</b>	<b>149</b>	<b>162</b>	<b>177</b>	<b>193</b>	<b>210</b>	<b>229</b>	<b>250</b>	<b>272</b>	<b>297</b>	<b>323</b>	<b>323</b>

Broker Memberships from Mail Campaign		Sent		Direct Mail Pieces Sent		Months for Return		Total Percentage Return		Total Memberships from Campaign		Per Month Return		
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Release Dates														
New Title Release		0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issue		1	0	0	0	0	0	0	0	0	0	0	0	1
Annual Campaign / Title		0	0	1	0	0	0	0	0	0	0	0	0	1
Mail Campaign Sent for Website Memberships		1	0	1	0	0	0	0	0	0	0	0	0	2
New Memberships from Campaign		0	0	67	133	67	67	0	0	0	0	0	0	333
<b>Total New Memberships from Campaign</b>		<b>0</b>	<b>0</b>	<b>67</b>	<b>133</b>	<b>67</b>	<b>67</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>333</b>
<b>Cumulative New Memberships From Campaign</b>		<b>200</b>	<b>200</b>	<b>267</b>	<b>400</b>	<b>467</b>	<b>533</b>	<b>533</b>	<b>533</b>	<b>533</b>	<b>533</b>	<b>533</b>	<b>533</b>	<b>533</b>

(10) <b>Total New Memberships</b>		<b>38</b>	<b>11</b>	<b>79</b>	<b>147</b>	<b>81</b>	<b>83</b>	<b>17</b>	<b>19</b>	<b>21</b>	<b>22</b>	<b>24</b>	<b>27</b>	<b>569</b>
Non-Renewals (minus)		0	0	0	0	0	0	0	13	19	19	19	3	73
(11) <b>Total Cumulative Memberships</b>		<b>325</b>	<b>337</b>	<b>416</b>	<b>562</b>	<b>644</b>	<b>726</b>	<b>744</b>	<b>750</b>	<b>752</b>	<b>756</b>	<b>761</b>	<b>785</b>	<b>785</b>
<b>Renewal Rate</b>														
Membership Renewals (Previous Year)		0	0	0	0	0	0	0	38	56	56	57	9	216
<b>Total New &amp; Renew</b>		<b>38</b>	<b>11</b>	<b>79</b>	<b>147</b>	<b>81</b>	<b>83</b>	<b>17</b>	<b>56</b>	<b>76</b>	<b>79</b>	<b>82</b>	<b>35</b>	<b>785</b>

Website Broker Membership Revenues		Broker Memberships Annual Fee		Annual Broker Website Membership										
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(17) <b>Gross Website Broker Membership Revenue</b>		<b>\$15,148</b>	<b>\$4,512</b>	<b>\$31,584</b>	<b>\$58,694</b>	<b>\$32,509</b>	<b>\$33,035</b>	<b>\$6,942</b>	<b>\$22,566</b>	<b>\$30,497</b>	<b>\$31,577</b>	<b>\$32,774</b>	<b>\$14,102</b>	<b>\$313,941</b>

WEB ADVERTISEMENTS		Page Revenue		Home Page Advertising Slots		Price per Ad Slot - Home Page		No. of Advertisements on Home Page		Monthly Price per Ad Slot on Home Page		No. of Regional Pages		Regional Page Advertising Slots		Price per Ad Slot - Regional Page		No. of Advertisements on Regional Page		Monthly Price per Ad Slot on Regional Page	
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total							
Release Dates																					
Home Page Ad Revenue		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000							
Regional Page Ad Revenue		8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000							
(18) <b>Gross Website Ad Revenue</b>		<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$144,000</b>							

TOTAL WEBSITE REVENUES		Gross Website Broker Membership Revenue		Gross Website Ad Revenue		Gross Website Revenue								
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(19) <b>Gross Website Revenue</b>		<b>\$27,148</b>	<b>\$16,512</b>	<b>\$43,584</b>	<b>\$70,694</b>	<b>\$44,509</b>	<b>\$45,035</b>	<b>\$18,942</b>	<b>\$34,566</b>	<b>\$42,497</b>	<b>\$43,577</b>	<b>\$44,774</b>	<b>\$26,102</b>	<b>\$457,941</b>

Gross Revenues		Gross Magazine Revenue		Gross Website Revenue		Gross Revenue								
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(20) <b>Gross Revenue</b>		<b>\$32,574</b>	<b>\$461,022</b>	<b>\$43,945</b>	<b>\$71,072</b>	<b>\$292,732</b>	<b>\$393,571</b>	<b>\$19,380</b>	<b>\$35,026</b>	<b>\$290,805</b>	<b>\$44,084</b>	<b>\$445,902</b>	<b>\$27,198</b>	<b>\$2,157,311</b>





Marketing & Sales													
	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Media Kits</b>													
Initial Cost with 1st Issue													
Media Kits allocation / Issue													
Per Sales Person / Per 1st Issue													
Per Sales Person / Per Standard Issues													
Traveling Sales Staff													
Introductory Direct Mail Program													
Placement Consultant													
Placement Program Fees													
Promotional Items													
Commissions on Magazines													
Commissions on Website													
<b>Marketing &amp; Sales</b>													
Release Dates													
First Issues of New Titles													
<b>Cum Total Titles</b>	1	1	1	1	1	1	1	1	1	1	1	1	1
Media Kits	1,750				1,750					1,750			5,250
Travel		3,000	3,000	3,000		3,000	3,000	3,000			3,000	3,000	27,000
Direct Mail Subscription Campaigns													0
Placement Consultant	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Newsstand Marketing Programs		45,000											45,000
Promotional Items				3,000									3,000
<b>Total Marketing &amp; Sales Cost</b>	2,250	48,500	6,500	3,500	2,250	3,500	3,500	3,500	2,250	3,500	3,500	3,500	83,250
<b>Salespeople Draw &amp; Commissions</b>													
Traveling Sales Staff													
Monthly Draw													
Benefits & Taxes for Commissions													
Total Monthly Draw													
Release Dates													
New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
New Salespeople	1	0	0	0	0	0	0	0	0	0	0	0	1
Total Number of Salespeople	1	2	2	2	2	2	2	2	2	2	2	2	2
Commissions / Time Adjusted	2,715	54,951	4,358	7,069	34,190	34,243	1,894	3,457	33,989	4,358	35,296	2,610	219,130
Benefits & Taxes	814	16,485	1,308	2,121	10,257	10,273	568	1,037	10,197	1,307	10,589	783	65,739
Total Commissions Due	1,373	3,529	71,437	5,666	9,190	44,447	44,515	2,462	4,494	44,185	5,665	45,885	284,869
Cumulative Commissions	95,609	99,138	170,575	176,241	185,431	229,878	274,393	276,856	281,349	325,535	331,200	377,085	380,478
<b>Salespeople Draw</b>													
Draw	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	78,000
Cumulative Draw	35,750	42,250	48,750	55,250	61,750	68,250	74,750	81,250	87,750	94,250	100,750	107,250	113,750
<b>Salesperson Distribution</b>													
Salesperson Distribution Schedule													
Salesperson Distribution Calcs	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	4
Schedule of Salesperson Distribution	0	0	1	0	0	1	0	0	1	0	0	1	4
Commissions Account	(2,971)	61,966	61,132	2,690	40,637	78,652	(4,038)	(6,044)	31,641	(835)	38,550	35,444	35,444
Commission Paid Out	31,710	0	0	61,132	0	0	78,652	0	0	31,641	0	35,444	206,869
<b>Total Commissions - Paid Out</b>	6,500	6,500	67,632	6,500	6,500	85,152	6,500	6,500	38,141	6,500	6,500	41,944	284,869
<b>Newsstand Distribution Fees</b>													
Distributor Fees % of Retail Price													
Distributor Fees													
Percent Sell Through at Newsstand													
Release Dates													
Total Print Run	50,000	0	0	70,000	0	0	0	70,000	0	0	0	0	190,000
Shipped to Newsstands	43,000	0	0	60,200	0	0	0	60,200	0	0	0	0	163,400
Magazines Sold at Newsstands	24,080	0	0	33,712	0	0	0	33,712	0	0	0	0	91,504
Distribution Fees on Newsstand Sales	\$90,264	\$0	\$0	\$126,369	\$0	\$0	\$0	\$126,369	\$0	\$0	\$0	\$0	\$343,003
Newsstand Balance Due (6 mo. After subsequent Mag)													0
Distribution Fees - Time Adjusted				0				0				90,264	90,264
<b>Fulfillment</b>													
Fee for New Subscription Setup													
Renewal Fee													
New Subscription													
Renewal													
<b>Fulfillment Costs</b>													
Fulfillment Costs	\$2,189	\$132	\$138	\$145	\$152	\$160	\$168	\$176	\$185	\$195	\$449	\$470	\$4,560

**Marketing & Sales Costs**

Total Marketing & Sales Cost	2,250	48,500	6,500	3,500	2,250	3,500	3,500	3,500	3,500	2,250	3,500	3,500	3,500	3,500	86,250
Total Commissions - Paid Out	6,500	6,500	67,632	6,500	6,500	85,152	6,500	6,500	6,500	38,141	6,500	6,500	41,944	284,869	
Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	0	90,264	0	90,264	
Fulfillment Costs	2,189	132	138	145	152	160	168	176	185	195	449	470	470	4,560	
<b>(29) Total Marketing &amp; Sales Costs</b>	<b>\$10,939</b>	<b>\$55,132</b>	<b>\$74,270</b>	<b>\$10,145</b>	<b>\$8,902</b>	<b>\$88,812</b>	<b>\$10,168</b>	<b>\$10,176</b>	<b>\$40,577</b>	<b>\$10,195</b>	<b>\$100,713</b>	<b>\$45,914</b>	<b>\$465,943</b>		

**Website Costs**

Release Dates	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Website Opened (1st Issue)	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Cum Total Websites Open</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

<b>Web Development Cost</b>	Website Development	\$15,000.00	paid 3 months prior to website
<b>Website Maintenance</b>	Website Maintenance	\$250.00	monthly
<b>Web Master &amp; Growth</b>	Web Master	\$6,500.00	monthly
<b>Website Hosting</b>	Hosting Fees	\$40.00	monthly
<b>Membership Mail Campaign</b>	Per Piece	\$0.35	monthly
<b>Search Positioning Program</b>	Purchase Search Placements / Month	\$750.00	monthly

<b>Website Costs</b>	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Web Development	0	0	0	0	0	0	0	0	0	0	0	0	0
Website Maintenance	250	250	250	250	250	250	250	250	250	250	250	250	2,500
Webmaster	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	78,000
Website Hosting	40	40	40	40	40	40	40	40	40	40	40	40	480
Membership Mail Campaign	3,500	0	3,500	0	0	0	0	0	0	0	0	0	7,000
Search Positioning Program	750	750	750	750	750	750	750	750	750	750	750	750	9,000
<b>(30) Total Website Costs</b>	<b>11,040</b>	<b>7,540</b>	<b>11,040</b>	<b>7,540</b>	<b>7,540</b>	<b>7,540</b>	<b>7,540</b>	<b>7,540</b>	<b>7,540</b>	<b>7,540</b>	<b>7,540</b>	<b>7,540</b>	<b>97,480</b>

**Bad Debt**

<b>Bad Debt</b>	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Bad Debt Allocation	\$651	\$9,220	\$879	\$1,421	\$5,855	\$7,871	\$388	\$701	\$5,816	\$882	\$8,918	\$544	\$43,146

**ASSET ADJUSTMENTS**

<b>Investments Received</b>	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Investment	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	5,000,000
<b>(33) Equity Placement Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**EMPLOYEE ASSUMPTIONS & COUNT**

**Employee Overhead Calculations**

<b>Assumptions:</b>	Monthly Time (min) / Employee	7,583	(Work Days/Month * 7 hrs * 50 min)
	FICA & Benefits	30%	
	Pager/Month	\$25	
	Cell Phone/Month	\$100	
	E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office
	E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office
	E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software
	E4 Employee Setup	4,000	Setup for Level 4 Computer, Office, & Software
	Health Insurance	500	Family Rate / Month
	Recruiting Expense	0	% of Annual Salary

<b>High Speed Home Internet</b>	50	Price / Month - High Speed Internet Access & Phone Lines
<b>Gas Price</b>	2	Price / Gallon of Gas
<b>Ave Miles / Gallon</b>	18	Average Gas Mileage for Company Car
<b>Car Allowance</b>	500	Car Allowance
<b>Miles/Day</b>	75	
<b>Mileage Reimbursement Rate</b>	\$0.32	Rate at which mileage is reimbursed
<b>Auto Expense @ 100% Travel</b>	\$520	Days * Miles/Day @ Reimbursement Rate
<b>Per Diem</b>	\$150.00	With Annual escalation
<b>Ave Entertainment/Day</b>	\$50.00	With Annual escalation
<b>Conference Expense</b>	\$1,500.00	Additional Per Person to Cover Conference Overhead
<b>Flight Average</b>	500	Average Cost of Plane Fare / Flight

<b>Employee Count Totals</b>	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
NEW G&A Staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total G&A Staff	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
New Salespeople	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Total Salespeople	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
<b>(32) Total Employees</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>

**FUNCTIONAL DIVISIONS - DETAILS**

**GENERAL & ADMINISTRATIVE**

**General & Administrative**

**G&A Staff Exp Calc**

Functional Title	Annual Salary	Other Expense		Capital	Monthly Expenses				Travel Expenses				Billable	
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Confer per Year	% Billable
GA1 Founders	\$ 90,000	15.0%		\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 58,800	10.0%			H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 50,400	10.0%			H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 31,500	10.0%			0	0	0	0	0	0.0%	0.0%	0	1	0.0%

GA1 Founders  
GA2 Managers  
GA3 Assistant  
GA4 Clerical

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month
GA1 Founders	\$7,500	\$2,250	\$9,750	\$150		\$50	\$9,950
GA2 Managers	\$4,900	\$1,470	\$6,370	\$150		\$50	\$6,570
GA3 Assistant	\$4,200	\$1,260	\$5,460	\$150		\$50	\$5,660
GA4 Clerical	\$2,625	\$788	\$3,413				\$3,413

	Recruiting Expense	Annual Bonus
GA1 Founders	\$ 4,500	\$ 13,500
GA2 Managers	\$ 2,940	\$ 5,880
GA3 Assistant	\$ 2,520	\$ 5,040
GA4 Clerical	\$ 1,575	\$ 3,150

	Capital Setup
GA1 Founders	\$ 10,000
GA2 Managers	\$ 5,000
GA3 Assistant	\$ 4,000
GA4 Clerical	\$ 4,000

GA1 Founders  
GA2 Managers  
GA3 Assistant  
GA4 Clerical

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer. Expense	Club Expense	Mnth Travel Conf. & Ent
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750		\$4,024
GA2 Managers			\$104	\$975	\$325	\$500	\$750		\$2,706
GA3 Assistant			\$0	\$650	\$217	\$500	\$125		\$1,596
GA4 Clerical			\$0	\$0	\$0	\$0	\$125		\$125

**Growth of Titles**

Release Dates	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Titles	1	1	1	1	1	1	1	1	1	1	1	1	1

**G&A Staff Assumptions**

0.000	Managers	Title Managers	1.0 per magazine - after first
0.000	Assistant	Title Assistants	1.0 per magazine - after first
0.000	Clerical	Clients / Clerical	1.0 per magazine - after first

**New G&A Staff**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 New Founders	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA4 New Clerical	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>NEW G&amp;A Staff</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

**Total G&A Staff**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
<b>(34) Total G&amp;A Staff</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>

**G&A Payroll & Benefits**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	238,800
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	67,920
GA4 Clerical	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	40,950
<b>(35) G&amp;A Payroll &amp; Benefits</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>28,973</b>	<b>347,676</b>

**G&A Travel, Conf, Entertainment**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	125	125	125	125	125	125	125	125	125	125	125	125	1,500
<b>(36) G&amp;A Travel, Conf. &amp; Enter</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>9,769</b>	<b>117,228</b>

**Bonus Payments**

Bonus Payments Schedule      New Bonus Payments per year      1.0      How often are bonuses paid per year

**Growth of Bonus Payments**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Bonus Payments Calc's	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	1	1

**G&A Recruiting & Bonus**

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	27,000	27,000
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	5,040	5,040
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	3,150	3,150
<b>(37) G&amp;A Recruit &amp; Bonus</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>35,190</b>	<b>35,190</b>

G&A Billable Adjustment		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total G&amp;A Staff Expenses</b>		<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>38,742</b>	<b>73,932</b>	<b>500,994</b>

Synogy Profit Percent		Percent of Gross Margin												2.5%	28,900
<b>Synogy BP Interest in Gross Margin</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total	
Gross Margin	0	(75,889)	379,980	(58,894)	(63,780)	268,935	281,697	(15,366)	(99,136)	235,373	25,468	321,081	(43,449)	1,156,020	
Quarterly Total - Prior 3 Months	0	162,770		245,197		486,852		120,871		3,022		1,015,690		25,392	
Business Plan Development	0	4,069		6,130		12,171		0		0		0		25,392	
(38) Synogy BP Interest in Gross Margin	4,069	0	0	6,130	0	0	0	12,171	0	0	3,022	0	0	25,392	

G&A Misc. Expenses		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Personnel Support</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Total G&A Staff	per emply	4	4	4	4	4	4	4	4	4	4	4	4	4
Accrued Reimbursement														
Training & Education	\$50.00	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Employee Orientation	\$1,000.00	0	0	0	0	0	0	0	0	0	0	0	0	0
Dues-Subscriptions	\$5.00	20	20	20	20	20	20	20	20	20	20	20	20	240
(39) Personnel Support		220	220	220	220	220	220	220	220	220	220	220	220	2,640
<b>Office Resources</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Office Supplies	\$35.00	140	140	140	140	140	140	140	140	140	140	140	140	1,680
Equipment Leases	\$250.00	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Copy & Printing	\$50.00	50	50	50	50	50	50	50	50	50	50	50	50	600
(40) Office Resources		440	440	440	440	440	440	440	440	440	440	440	440	5,280
<b>Professional Services</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Legal Fees	\$100.00	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting Fees	\$150.00	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants	\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services		2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
<b>Misc. Overhead</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Postage & Freight	\$150.00	900	900	900	900	900	900	900	900	900	900	900	900	10,800
Corp Insurance (Liab, E&O, D&O)	\$1,000.00	1,000												1,000
Bank Fees	\$0.17	85	5	17	58	17	18	7	43	17	18	24	16	326
(42) Misc. Overhead		1,985	905	917	958	917	918	907	943	917	918	924	916	12,126
<b>Charitable Contributions</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(43) Contributions	\$10,000	833	833	833	833	833	833	833	833	833	833	833	833	10,000
<b>Total G&amp;A Misc. Expenses</b>		<b>5,729</b>	<b>4,649</b>	<b>4,660</b>	<b>4,701</b>	<b>4,661</b>	<b>4,661</b>	<b>4,650</b>	<b>4,687</b>	<b>4,661</b>	<b>4,661</b>	<b>4,667</b>	<b>4,660</b>	<b>57,046</b>

Technical Expenses		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(44) Computer Software & Upgrades	\$63.00	252	252	252	252	252	252	252	252	252	252	252	252	3,024
(45) Internet Connection Fee	\$78.75	79	79	79	79	79	79	79	79	79	79	79	79	945
(46) Total Technical Expenses		331	331	331	331	331	331	331	331	331	331	331	331	3,969

Marketing & Sales Expenses		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
<b>Image, Marketing Materials &amp; Manuals</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Image & Materials Design		250	250	250	250	250	250	250	250	250	250	250	250	3,000
(47) Total Image & Materials		250	250	250	250	250	250	250	250	250	250	250	250	3,000
<b>Advertising &amp; Publicity</b>		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Marketing Materials		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Direct Mail		500	500	500	500	500	500	500	500	500	500	500	500	6,000
Publicity Contract		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
(48) Total Advertising & Publicity		6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000

**Sales & Advisory Board Special Events**

		Event Expenses												Event Expenses	
														\$30,000.00	
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total	
<b>Special Events &amp; Sponsorships</b>															
Month of Event															
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	30,000	0	0	0	0	30,000	
(50)	<b>Total Marketing &amp; Sales Expenses</b>	6,250	6,250	6,250	6,250	6,250	6,250	36,250	6,250	6,250	6,250	6,250	6,250	105,000	

**G&A Office Rental Expenses**

		Office Space Assumptions													
0.000		Employees at end of year												6.0	
0.000		Employs planning space for												6.0	
0.000		Common Area												1,500.00	
0.000		Sq Ft per Employee												150.00	
0.000		Office Size Sq Ft												2,400	
0.000		Rent / Sq Ft / Year												\$9.00	
0.000		Monthly Rent												\$1,800.00	
0.000		Employees per phone line												2.00	
0.000		Sq Ft per Cleaning Rate												3,000.00	
0.000		Sq Ft per Repair Rate												1,000.00	
		Office Space Expenses													
		monthly	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
	Office Rent	\$1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
(51)	Office Rental / Payments		1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
		Utilities & Maint													
		monthly	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
5.0%	Elect, Water	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
5.0%	Telephone Service Fees	\$210.00	630	630	630	630	630	630	630	630	630	630	630	630	7,560
5.0%	Telephone & Long Distance	\$105.00	630	630	630	630	630	630	630	630	630	630	630	630	7,560
5.0%	Cleaning	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	
5.0%	Repairs & Maintenance	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	
(52)	Utilities & Maint		1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	15,120	
(53)	<b>Total Facilities Expense</b>		3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	36,720	
(54)	<b>Total G&amp;A Expenses</b>		51,931	46,781	46,793	52,964	46,793	46,794	88,955	46,820	46,793	49,816	46,800	81,983	653,221

**G&A Capitial Expenses**

		G&A Employee Setup												
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
	GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
(55)	<b>Total G&amp;A Employee Setup</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
		G&A Equipment Expenses												
		Computer Replacement												
		Allocation for Replacement of Computers / Employee												
		\$25.00												
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
	Computer Equipment-Rplc Alloc	150	150	150	150	150	150	150	150	150	150	150	150	1,800
	Furnishings Rental	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(56)	<b>Total Furnishings &amp; Equipment</b>	2,650	150	150	150	150	150	150	150	150	150	150	150	4,300
(57)	<b>Total G&amp;A Capital Expenses</b>	2,650	150	150	150	150	150	150	150	150	150	150	150	4,300

**MARKETING & SALES**

**Marketing & Sales**

		M&S Capitial Expenses												
		Salesperson Setup Expenses												
		Setup Expenses												
		\$2,500.00												
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
	New Salespeople	1	0	0	0	0	0	0	0	0	0	0	0	1
	person S	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(58)	<b>Total M&amp;S Employee Setup</b>	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(59)	<b>Total M&amp;S Capital Expenses</b>	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500

---

**YEAR 3**  
**FINANCIAL PROJECTIONS**

---

PREMIER PUBLISHING

Financial Projections

5 Year Projections

GROWTH PROJECTIONS

Year 3



3/1/2004  
10:23 AM

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Magazines</b>													
(1) New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
(2) Cum Total Titles	1	1	1	1	1	1	1	2	2	2	2	2	2
<b>Magazine Growth Statistics</b>													
(3) Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684
(4) Total Print Run	70,000	0	0	70,000	0	0	0	105,000	0	0	0	0	245,000
(5) Printing Price / Unit (Max)	\$1.42	\$0.00	\$0.00	\$1.42	\$0.00	\$0.00	\$0.00	\$1.44	\$0.00	\$0.00	\$0.00	\$0.00	\$1.44
(6) Total New Subscriptions from Magazines	19	16	17	17	18	19	19	20	21	21	22	23	232
(7) Cumulative New Subscriptions From Campaign	100	100	100	100	100	100	100	100	100	100	117	133	133
(8) Magazine Subscription Renewals	240	15	16	17	18	18	19	20	21	22	45	48	501
(9) Cumulative Magazine Subscriptions	327	338	350	362	374	386	399	412	426	440	463	487	487
<b>Website Growth Statistics</b>													
(10) Total New Memberships	3	3	3	70	70	70	3	54	70	70	70	4	490
(11) Total Cumulative Memberships	778	778	762	795	844	893	892	932	983	1,034	1,083	1,078	1,078

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>REVENUES</b>													
<b>Magazine Revenues</b>													
(12) Gross Page Revenue - Time Adjusted	0	504,000	0	0	252,000	396,000	0	0	396,000	0	444,000	0	1,992,000
(13) Gross Cover Revenue - Time Adjusted	0	9,650	0	0	4,825	8,685	0	0	8,685	0	9,168	0	41,013
(14) Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	200,586	0	0	0	0	200,586	0	601,759
(15) Gross Subscription Revenue	4,981	811	843	877	911	947	984	1,022	1,061	1,102	1,798	1,890	17,227
(16) Gross Magazine Revenue	4,981	715,048	843	877	257,736	606,218	984	1,022	405,746	1,102	655,552	1,890	2,651,999
<b>Website Revenues</b>													
(17) Gross Website Broker Membership Revenue	12,525	4,558	24,873	71,883	52,255	52,660	6,435	38,564	50,974	51,797	52,708	12,050	431,283
(18) Gross Website Ad Revenue	14,400	14,400	14,400	14,400	14,400	14,400	14,400	28,800	28,800	28,800	28,800	28,800	244,800
(19) Gross Website Revenue	26,925	18,958	39,273	86,283	66,655	67,060	20,835	67,364	79,774	80,597	81,508	40,850	676,083
(20) Gross Revenue	\$31,907	\$734,006	\$40,117	\$87,159	\$324,391	\$673,279	\$21,818	\$68,386	\$485,520	\$81,699	\$737,060	\$42,740	\$3,328,082

COST OF GOODS

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Magazine Production</b>													
(21) Total Magazine Development Cost	1,750	9,150	16,650	3,500	1,500	13,770	29,970	3,500	3,000	0	14,450	31,450	128,690
(22) Total Paper & Printing Cost	99,493	0	0	99,493	0	0	0	151,468	0	0	0	0	350,453
(23) Total Magazine Shipping Cost	19,240	0	0	19,240	0	0	0	31,020	0	0	0	0	69,500
(24) Total Magazine Production Costs	120,483	9,150	16,650	122,233	1,500	13,770	29,970	185,988	3,000	0	14,450	31,450	548,643
<b>Marketing &amp; Sales</b>													
(25) Total Marketing & Sales Cost	2,250	50,500	9,000	6,000	2,750	11,000	11,000	11,000	4,500	11,000	11,000	11,000	138,000
(26) Total Commissions - Paid Out	6,500	6,500	78,200	6,500	13,000	112,295	13,000	13,000	58,967	13,000	13,000	71,078	405,041
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	126,369	0	126,369
(28) Fulfillment Costs	998	247	256	265	275	285	295	305	316	327	605	627	4,800
(29) Total Marketing & Sales Costs	9,748	57,247	87,455	12,765	16,025	123,580	24,295	24,305	63,783	24,327	150,974	82,705	677,210
<b>Website Costs</b>													
(30) Total Website Costs	7,690	7,690	11,190	7,690	12,690	12,690	12,690	18,880	15,380	15,380	15,380	15,380	152,730
<b>Cost of Sales</b>	\$137,921	\$74,087	\$115,295	\$142,688	\$30,215	\$150,040	\$66,955	\$229,173	\$82,163	\$39,707	\$180,804	\$129,535	\$1,378,583
<b>Bad Debt Allocation</b>	\$638	\$14,680	\$802	\$1,743	\$6,488	\$13,466	\$436	\$1,368	\$9,710	\$1,634	\$14,741	\$855	\$66,562

GROSS MARGIN

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Gross Margin</b>	(\$106,652)	\$645,239	(\$75,981)	(\$57,272)	\$287,689	\$509,773	(\$45,573)	(\$162,155)	\$393,646	\$40,358	\$541,514	(\$87,650)	\$1,882,937



**EXPENSES**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(31) Total Salespeople	2	2	2	2	4	4	4	4	4	4	4	4	4
(32) <b>Total Employees</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>General &amp; Administrative</b>													
(34) Total G&A Staff	4	4	4	4	4	4	4	5	5	5	5	5	5
(35) G&A Payroll & Benefits	30,391	30,391	30,391	30,391	30,391	30,391	30,391	37,280	37,280	37,280	37,280	37,280	399,137
(36) G&A Travel, Conf. & Enter	9,769	9,769	9,769	9,769	9,769	9,769	9,769	12,475	12,475	12,475	12,475	12,475	130,758
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	3,087	0	0	0	0	46,211
Total G&A Staff Expenses	40,160	40,160	40,160	40,160	40,160	40,160	40,160	52,842	49,755	49,755	49,755	49,755	576,106
(38) Synogy BP Interest in Gross Margin	7,577	0	0	11,565	0	0	18,505	0	0	4,648	0	0	42,295
(39) Personnel Support	220	220	220	220	220	220	220	1,275	275	275	275	275	3,915
(40) Office Resources	500	500	500	500	500	500	500	595	595	595	595	595	6,475
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	2,082	1,001	1,010	1,065	1,353	1,354	1,333	1,572	1,519	1,520	1,528	1,511	16,849
(43) Contributions	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses	6,302	5,221	5,230	5,285	5,573	5,574	5,553	6,942	5,889	5,890	5,898	5,881	69,239
(44) Computer Software & Upgrades	265	265	265	265	265	265	265	331	331	331	331	331	3,506
(45) Internet Connection Fee	83	83	83	83	83	83	83	83	83	83	83	83	992
(46) Total Technical Expenses	347	347	347	347	347	347	347	413	413	413	413	413	4,498
(47) Total Image & Materials	275	275	275	275	275	275	275	275	275	275	275	275	3,300
(48) Total Advertising & Publicity	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	109,800
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) Total Marketing & Sales Expenses	9,425	9,425	9,425	9,425	9,425	9,425	39,425	9,425	9,425	9,425	9,425	9,425	143,100
(51) Office Rental / Payments	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	25,650
(52) Utilities & Maint	1,323	1,323	1,323	1,323	1,323	1,764	1,764	1,985	1,985	1,985	1,985	1,985	20,506
(53) Total Facilities Expense	3,461	3,461	3,461	3,461	3,902	3,902	3,902	4,123	4,123	4,123	4,123	4,123	46,156
(54) <b>Total G&amp;A Expenses</b>	<b>57,847</b>	<b>49,189</b>	<b>49,199</b>	<b>60,818</b>	<b>49,983</b>	<b>49,983</b>	<b>98,467</b>	<b>64,321</b>	<b>60,181</b>	<b>64,830</b>	<b>60,190</b>	<b>103,296</b>	<b>768,294</b>
<b>TOTAL EXPENSES</b>	<b>57,847</b>	<b>49,189</b>	<b>49,199</b>	<b>60,818</b>	<b>49,983</b>	<b>49,983</b>	<b>98,467</b>	<b>64,321</b>	<b>60,181</b>	<b>64,830</b>	<b>60,190</b>	<b>103,296</b>	<b>768,294</b>
<b>Earnings Before Interest &amp; Taxes</b>	<b>(164,499)</b>	<b>596,050</b>	<b>(125,180)</b>	<b>(118,090)</b>	<b>237,706</b>	<b>459,790</b>	<b>(144,040)</b>	<b>(226,476)</b>	<b>333,465</b>	<b>(24,472)</b>	<b>481,324</b>	<b>(190,946)</b>	<b>1,114,633</b>
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Earnings (Loss) Before Taxes</b>	<b>(164,499)</b>	<b>596,050</b>	<b>(125,180)</b>	<b>(118,090)</b>	<b>237,706</b>	<b>459,790</b>	<b>(144,040)</b>	<b>(226,476)</b>	<b>333,465</b>	<b>(24,472)</b>	<b>481,324</b>	<b>(190,946)</b>	<b>1,114,633</b>
Accumulated Losses	(289,932)	0	(125,180)	(243,270)	(5,564)	0	(144,040)	(370,516)	(37,050)	(61,523)	0	(190,946)	0
Taxes	35.0%	0	208,618	0	0	160,927	0	0	0	0	168,463	0	538,008
Total Expenses + Taxes	57,847	257,807	49,199	60,818	49,983	210,910	98,467	64,321	60,181	64,830	228,653	103,296	1,306,302
<b>NET INCOME (LOSS)</b>	<b>(164,499)</b>	<b>387,433</b>	<b>(125,180)</b>	<b>(118,090)</b>	<b>237,706</b>	<b>298,864</b>	<b>(144,040)</b>	<b>(226,476)</b>	<b>333,465</b>	<b>(24,472)</b>	<b>312,861</b>	<b>(190,946)</b>	<b>576,625</b>

## CAPITAL EXPENDITURES

### G&A Capital Expenses

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(55) G&A Employee Setup	0	0	0	0	0	0	0	5,000	0	0	0	0	5,000
(56) Total Furnishings & Equipment	150	150	150	150	200	200	200	225	225	225	225	225	2,325
(57) Total G&A Capital Expenses	150	150	150	150	200	200	200	5,225	225	225	225	225	7,325

### M&S Capital Expenses

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(58) M&S Employee Setup	0	0	0	0	5,000	0	0	0	0	0	0	0	5,000
(59) Total M&S Capital Expenses	0	0	0	0	5,000	0	0	0	0	0	0	0	5,000

### Total Capital Expenditures

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	150	150	150	150	5,200	200	200	5,225	225	225	225	225	12,325

### Cumulative Capital Expenditures

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	43,700	43,850	44,000	44,150	49,350	49,550	49,750	54,975	55,200	55,425	55,650	55,875	55,875

## SOURCES & USES OF CASH

### SOURCES OF CASH

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Net Income (Loss)	(164,499)	387,433	(125,180)	(118,090)	237,706	298,864	(144,040)	(226,476)	333,465	(24,472)	312,861	(190,946)	576,625
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Sources of Funds	(164,499)	387,433	(125,180)	(118,090)	237,706	298,864	(144,040)	(226,476)	333,465	(24,472)	312,861	(190,946)	576,625

### USES OF CASH

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Total Capital Expenditures	150	150	150	150	5,200	200	200	5,225	225	225	225	225	12,325
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
CASH USED In Operations	150	150	150	150	5,200	200	200	5,225	225	225	225	225	12,325
Cash (Required) Available	(164,649)	387,283	(125,330)	(118,240)	232,506	298,664	(144,240)	(231,701)	333,240	(24,697)	312,636	(191,171)	564,300
Cummulative Cash (Required) Available	(184,310)	202,972	77,643	(40,597)	191,909	490,572	346,332	114,632	447,872	423,175	735,810	544,639	544,639
Value (Cum Cash + Cum Capital Exp)	(140,610)	246,822	121,643	3,553	241,259	540,122	396,082	169,607	503,072	478,600	791,460	600,514	600,514

Financial Projections  
Year 3  
5 Year Projections

Year 3  
DETAILS REPORT

prepared by  
**SYNOGY**

3/1/2004  
10:25 AM

**GROWTH PROJECTIONS DETAILS**

Magazines

Titles

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Growth of Titles</b>													
(1) New Titles Released	1	1	1	1	1	1	1	2	2	2	2	2	1
(2) Cum Total Titles	1	2	3	4	5	6	7	9	11	13	15	17	22
Release Dates													
<b>Related Dates</b>													
Advertising Deadline (2 mo. Prior)													0
Advertising Balance Due (1 mo. After)													0
Newsstand Balance Due (6 mo. After subsequent Mag)													0

Revenues

Advertising - Pages

1st Issue Page Count	144.0	144
2nd Issue Page Count	160.0	160
Average Pages / Magazine	180.0	180

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Growth of Issues</b>													
Release Dates													
First Issues	0	0	0	0	0	0	0	1	0	0	0	0	1
Second Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
No. Standard Issues	1	1	1	1	1	1	1	1	1	1	1	1	3
<b>Pages</b>													
First Issue Pages	0	0	0	0	0	0	0	144	0	0	0	0	144
Second Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Standard Pages	180	0	0	180	0	0	0	180	0	0	0	0	540
(3) Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684

Page Revenues

First Issue Page Rate	\$2,000	2,000
Second Issue Page Rate	\$2,400	2,200
Standard Page Rate	\$2,800	2,400

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Page Revenue</b>													
First Issue Pages	0	0	0	0	0	0	0	288,000	0	0	0	0	288,000
Second Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Standard Pages	504,000	0	0	504,000	0	0	0	504,000	0	0	0	0	1,512,000
Gross Page Revenue	\$504,000	\$0	\$0	\$504,000	\$0	\$0	\$0	\$792,000	\$0	\$0	\$0	\$0	\$1,800,000

Page Revenue - Time Adjusted

Deposit Percentage	50.0%
--------------------	-------

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Page Revenue - Time Adjusted</b>													
First Issue Pages	0	0	0	0	0	144,000	0	0	144,000	0	0	0	288,000
Second Issue Pages	0	0	0	0	0	0	0	0	0	0	192,000	0	192,000
Standard Pages	0	504,000	0	0	252,000	252,000	0	0	252,000	0	252,000	0	1,512,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$504,000	\$0	\$0	\$252,000	\$396,000	\$0	\$0	\$396,000	\$0	\$444,000	\$0	\$1,992,000

Advertising - Covers																																								
		Standard Cover Price			Ave cost of a Cover Page			\$9,650																																
		1st Issue Discount			1st Issue Discount			20.0%																																
		2nd Issue Discount			2nd Issue Discount			10.0%																																
Release Dates		Mar-2006			Apr-2006			May-2006			Jun-2006			Jul-2006			Aug-2006			Sep-2006			Oct-2006			Nov-2006			Dec-2006			Jan-2007			Feb-2007			Year 3 Total		
<b>Cover Revenues</b>		0			0			0			0			0			0			0			0			7,720			0			0			0			7,720		
First Issue Cover		0			0			0			0			0			0			0			0			0			0			0			0			0		
Second Issue Cover		0			0			0			0			0			0			0			0			0			0			0			0			0		
Standard Cover		9,650			0			0			9,650			0			0			0			0			9,650			0			0			0			28,950		
<b>Gross Cover Revenue</b>		\$9,650			\$0			\$0			\$9,650			\$0			\$0			\$0			\$0			\$17,370			\$0			\$0			\$0			\$36,670		
		Deposit Percentage			Percent Deposit			50.0%																																
<b>Cover Revenues - Time Adjusted</b>		0			0			0			0			3,860			0			0			3,860			0			0			0			7,720					
First Issue Covers		0			0			0			0			0			0			0			0			3,860			0			0			0			7,720		
Second Issue Covers		0			0			0			0			0			0			0			0			0			0			4,343			0			4,343		
Standard Covers		0			9,650			0			0			4,825			4,825			0			0			4,825			0			4,825			0			28,950		
<b>(13) Gross Cover Revenue - Time Adjusted</b>		\$0			\$9,650			\$0			\$0			\$4,825			\$8,685			\$0			\$0			\$8,685			\$0			\$9,168			\$0			\$41,013		

  

Newsstand																																								
		1st Issue Print Run			2nd Issue Print Run			Standard Issue Print Run			1st Issue Print Run			2nd Issue Print Run			Standard Issue Print Run			35,000			50,000			70,000			35,000			50,000			70,000					
Release Dates		Mar-2006			Apr-2006			May-2006			Jun-2006			Jul-2006			Aug-2006			Sep-2006			Oct-2006			Nov-2006			Dec-2006			Jan-2007			Feb-2007			Year 3 Total		
<b>Print Run</b>		0			0			0			0			0			0			0			35,000			0			0			0			0			35,000		
1st Issue		0			0			0			0			0			0			0			0			0			0			0			0			0		
2nd Issue		0			0			0			0			0			0			0			0			0			0			0			0			0		
Standard Issue		70,000			0			0			70,000			0			0			0			70,000			0			0			0			0			210,000		
<b>(4) Total Print Run</b>		70,000			0			0			70,000			0			0			0			105,000			0			0			0			0			245,000		
		Newsstand Price			Percent to Newsstand			Percent Sell Through			Newsstand Retail Price			% Print Run to Newsstand			Percent Sell Through			\$5.95			show Cost of Goods that brings this down to 37% of cover price = \$2.20			86.0%			56.0%											
<b>Units to Newsstands</b>		60,200			0			0			60,200			0			0			0			90,300			0			0			0			0			90,300		
<b>Newsstand Revenues</b>		Mar-2006			Apr-2006			May-2006			Jun-2006			Jul-2006			Aug-2006			Sep-2006			Oct-2006			Nov-2006			Dec-2006			Jan-2007			Feb-2007			Year 3 Total		
<b>Gross Newsstand Revenue</b>		\$200,586			\$0			\$0			\$200,586			\$0			\$0			\$0			\$300,880			\$0			\$0			\$0			\$0			\$702,052		
Release Dates		Mar-2006			Apr-2006			May-2006			Jun-2006			Jul-2006			Aug-2006			Sep-2006			Oct-2006			Nov-2006			Dec-2006			Jan-2007			Feb-2007			Year 3 Total		
Newsstand Balance Due (6 mo. After subsequent Mag)		0			0			0			0			0			0			0			0			0			0			0			0			0		
<b>(14) Gross Newsstand Revenue - Time Adjusted</b>		200,586			0			0			200,586			0			0			0			300,880			0			0			0			0			601,759		

  

Magazine Subscriptions																																								
		Starting Subscriptions			Growth per period			Subscriptions starting with 2nd issue			% growth per month			151.0			5.0%																							
Release Dates		Mar-2006			Apr-2006			May-2006			Jun-2006			Jul-2006			Aug-2006			Sep-2006			Oct-2006			Nov-2006			Dec-2006			Jan-2007			Feb-2007			Year 3 Total		
<b>Growth of Magazine Subscriptions</b>		0			0			0			0			0			0			0			0			0			0			0			0			0		
New Subscriptions Start Period (2nd issue)		0			0			0			0			0			0			0			0			0			0			0			0			0		
New Subscriptions - Start		0			0			0			0			0			0			0			0			0			0			0			0			0		
New Subscriptions - Growth		19			16			17			17			18			19			19			20			21			21			22			23			232		
<b>(6) Total New Subscriptions from Magazines</b>		19			16			17			17			18			19			19			20			21			21			22			23			232		
<b>Subscriptions from Mail Campaign</b>		Sent			Months for Return			Total Percentage Return			Total Subscriptions from Campaign			Per Month Return			Direct Mail Pieces Sent			5,000.0			3.0			1.0%			50.0			16.7								
Months over which returns are split		0			0			0			0			0			0			0			0			0			0			0			0			0		
Total % of Subscriptions from Campaign		0			0			0			0			0			0			0			0			0			0			0			0			0		
Total New Subscriptions		17			0			0			0			0			0			0			0			0			0			17			17			50		
<b>(7) Cumulative New Subscriptions From Campaign</b>		100			100			100			100			100			100			100			100			100			100			117			133			133		
<b>Total New Subscriptions</b>		35			16			17			17			18			19			19			20			21			21			39			40			282		
Non-Renewals (minus)		80			5			5			6			6			6			6			7			7			7			15			16			167		
<b>Cumulative Magazine Subscriptions</b>		327			338			350			362			374			386			399			412			426			440			463			487			487		
		Renewal Rate			% of subscriptions that renew			75.0%																																
<b>(8) Magazine Subscription Renewals</b>		240			15			16			17			18			18			19			20			21			22			45			48			501		
<b>Total New &amp; Renew</b>		294			48			50			52			54			56			58			60			63			65			106			111			1,016		
		Subscription Price			Subscription Price			\$16.95																																
<b>Subscription Revenues</b>		Mar-2006			Apr-2006			May-2006			Jun-2006			Jul-2006			Aug-2006			Sep-2006			Oct-2006			Nov-2006			Dec-2006			Jan-2007			Feb-2007			Year 3 Total		
<b>(15) Gross Subscription Revenue</b>		\$4,981			\$811			\$843			\$877			\$911			\$947			\$984			\$1,022			\$1,061			\$1,102			\$1,798			\$1,890			\$17,227		

**GROSS MAGAZINE REVENUES**

3	Gross Page Revenue - Time Adjusted	0	504,000	0	0	252,000	396,000	0	0	396,000	0	444,000	0	1,992,000
3	Gross Cover Revenue - Time Adjusted	0	9,650	0	0	4,825	8,685	0	0	8,685	0	9,168	0	41,013
3	Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	200,586	0	0	0	0	200,586	0	601,759
3	Gross Subscription Revenue	4,981	811	843	877	911	947	984	1,022	1,061	1,102	1,798	1,890	17,227
3	<b>(16) Gross Magazine Revenue</b>	<b>\$4,981</b>	<b>\$715,048</b>	<b>\$843</b>	<b>\$877</b>	<b>\$257,736</b>	<b>\$606,218</b>	<b>\$984</b>	<b>\$1,022</b>	<b>\$405,746</b>	<b>\$1,102</b>	<b>\$655,552</b>	<b>\$1,890</b>	<b>\$2,651,999</b>

<b>Website</b>														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
3	Release Dates													
3	Website Opened (1st Issue)	0	0	0	0	0	0	0	1	0	0	0	0	1
3	Cum Total Websites Open	1	1	1	1	1	1	1	2	2	2	2	2	2

3	<b>BROKER Memberships</b>		<b>Starting Memberships</b>		<b>Memberships starting with 1st issue</b>	51.0									
3			<b>2nd Issue Memberships</b>		<b>Memberships starting with 2nd issue</b>	31.0									
3			<b>Growth per period</b>		<b>% growth per month</b>	0.9%									
3	<b>Growth of Broker Memberships from Publications</b>		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
3	Release Dates														
3	1st Issues	0	0	0	0	0	0	0	0	1	0	0	0	0	1
3	2nd Issues	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	New Memberships - 1st Issue	0	0	0	0	0	0	0	0	51	0	0	0	0	51
3	New Memberships - 2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	New Memberships - from Growth %	3	3	3	3	3	3	3	3	3	4	4	4	4	39
3	<b>Total New Memberships from Publications</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>54</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>90</b>
3	<b>Cumulative New Memberships from Publications</b>	<b>326</b>	<b>329</b>	<b>332</b>	<b>335</b>	<b>338</b>	<b>341</b>	<b>344</b>	<b>398</b>	<b>402</b>	<b>406</b>	<b>409</b>	<b>413</b>	<b>413</b>	

3	<b>Broker Memberships from Mail Campaign</b>		<b>Sent</b>		<b>Direct Mail Pieces Sent</b>	10,000.0									
3			<b>Months for Return</b>		<b>Months over which returns are split</b>	3.0									
3			<b>Total Percentage Return</b>		<b>Total % of Memberships from Campaign</b>	2.0%									
3			<b>Total Memberships from Campaign</b>		<b>Total New Broker Memberships</b>	200.0									
3			<b>Per Month Return</b>		<b>New Broker Memberships per Month of Return</b>	66.7									
3	<b>Growth of Broker Subs from Mail Campaign</b>		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
3	Release Dates														
3	New Title Release	0	0	0	0	0	0	0	0	1	0	0	0	0	1
3	2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	Annual Campaign / Title	0	0	1	0	0	0	0	0	0	0	0	0	0	1
3	Mail Campaign Sent for Website Memberships	0	0	1	0	0	0	0	0	1	0	0	0	0	2
3	New Memberships from Campaign	0	0	0	67	67	67	67	0	0	67	67	67	0	400
3	<b>Total New Memberships from Campaign</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>0</b>	<b>0</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>0</b>	<b>400</b>
3	<b>Cumulative New Memberships From Campaign</b>	<b>533</b>	<b>533</b>	<b>533</b>	<b>600</b>	<b>667</b>	<b>733</b>	<b>733</b>	<b>733</b>	<b>733</b>	<b>800</b>	<b>867</b>	<b>933</b>	<b>933</b>	<b>933</b>

3	<b>(10) Total New Memberships</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>3</b>	<b>54</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>4</b>	<b>490</b>
3	Non-Renewals (minus)	9	3	20	37	20	21	4	14	19	20	20	20	9	196
3	<b>(11) Total Cumulative Memberships</b>	<b>778</b>	<b>778</b>	<b>762</b>	<b>795</b>	<b>844</b>	<b>893</b>	<b>892</b>	<b>932</b>	<b>983</b>	<b>1,034</b>	<b>1,083</b>	<b>1,078</b>	<b>1,078</b>	<b>1,078</b>
3			<b>Renewal Rate</b>		<b>% of Memberships that renew</b>	75.0%									
3	Membership Renewals (Previous Year)	28	8	59	110	61	62	13	42	57	59	61	26	589	
3	<b>Total New &amp; Renew</b>	<b>31</b>	<b>11</b>	<b>62</b>	<b>180</b>	<b>131</b>	<b>132</b>	<b>16</b>	<b>96</b>	<b>127</b>	<b>129</b>	<b>132</b>	<b>30</b>	<b>1,078</b>	

		<b>Broker Memberships Annual Fee</b>													
			<b>Annual Broker Website Membership \$400.00</b>												
3	<b>Website Broker Membership Revenues</b>		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
3	<b>(17) Gross Website Broker Membership Revenue</b>		<b>\$12,525</b>	<b>\$4,558</b>	<b>\$24,873</b>	<b>\$71,883</b>	<b>\$52,255</b>	<b>\$52,660</b>	<b>\$6,435</b>	<b>\$38,564</b>	<b>\$50,974</b>	<b>\$51,797</b>	<b>\$52,708</b>	<b>\$12,050</b>	<b>\$431,283</b>

<b>WEB ADVERTISEMENTS</b>															
3	<b>Page Revenue</b>		<b>Home Page Advertising Slots</b>		<b>No. of Advertisements on Home Page</b>	4.0									
3			<b>Price per Ad Slot - Home Page</b>		<b>Monthly Price per Ad Slot on Home Page</b>	\$1,200.00	monthly								
3			<b>No. Regional Pages</b>		<b>No. of Regional Pages</b>	4.0									
3			<b>Regional Page Advertising Slots</b>		<b>No. of Advertisements on Regional Page</b>	4.0									
3			<b>Price per Ad Slot - Regional Page</b>		<b>Monthly Price per Ad Slot on Regional Page</b>	\$600.00	monthly								
3	<b>Page Revenue</b>		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
3	Release Dates														
3	Home Page Ad Revenue	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	9,600	9,600	9,600	9,600	9,600	81,600
3	Regional Page Ad Revenue	9,600	9,600	9,600	9,600	9,600	9,600	9,600	9,600	19,200	19,200	19,200	19,200	19,200	163,200
3	<b>(18) Gross Website Ad Revenue</b>	<b>\$14,400</b>	<b>\$14,400</b>	<b>\$14,400</b>	<b>\$14,400</b>	<b>\$14,400</b>	<b>\$14,400</b>	<b>\$14,400</b>	<b>\$14,400</b>	<b>\$28,800</b>	<b>\$28,800</b>	<b>\$28,800</b>	<b>\$28,800</b>	<b>\$28,800</b>	<b>\$244,800</b>

<b>TOTAL WEBSITE REVENUES</b>														
3	Gross Website Broker Membership Revenue	12,525	4,558	24,873	71,883	52,255	52,660	6,435	38,564	50,974	51,797	52,708	12,050	431,283
3	Gross Website Ad Revenue	14,400	14,400	14,400	14,400	14,400	14,400	14,400	28,800	28,800	28,800	28,800	28,800	244,800
3	<b>(19) Gross Website Revenue</b>	<b>\$26,925</b>	<b>\$18,958</b>	<b>\$39,273</b>	<b>\$86,283</b>	<b>\$66,655</b>	<b>\$67,060</b>	<b>\$20,835</b>	<b>\$67,364</b>	<b>\$79,774</b>	<b>\$80,597</b>	<b>\$81,508</b>	<b>\$40,850</b>	<b>\$676,083</b>

Gross Revenues															
	Gross Magazine Revenue		4,981	715,048	843	877	257,736	606,218	984	1,022	405,746	1,102	655,552	1,890	2,651,999
	Gross Website Revenue		26,925	18,958	39,273	86,283	66,655	67,060	20,835	67,364	79,774	80,597	81,508	40,850	676,083
(20)	Gross Revenue		\$31,907	\$734,006	\$40,117	\$87,159	\$324,391	\$673,279	\$21,818	\$68,386	\$485,520	\$81,699	\$737,060	\$42,740	\$3,328,082

add \$\$ add %

### COST OF GOODS

Magazine Production														
	Design	Design Cost / Per Page	\$65.00	allocated across prior 2 months										
	Editing	Editing / Per Page	\$20.00	allocated across prior 2 months										
	Scanning	Scanning / Per Page	\$80.00	month before										
	Color Correction	Color Correction / Per Page	\$20.00	month before										
	Total Per Page Cost	Total Per Page Cost	\$185.00	0										
	Editorial Content	Editorial Content / Per Issue	\$1,500.00	paid month after										
	Deadline Reminder Cards	Deadline Reminder Cards	\$0.35	4 months before release										
	Number of Cards Sent	Number of Deadline Reminder Cards	\$5,000.00	4 months before release										

Magazine Development														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates													
	First Issues of New Titles	0			0				1					1
	Cumulative Titles	1			1				2					4
	Total Pages	180			180				324					684
	Advertising Deadline (2 mo. Prior)													0
	Release Dates													
	Design			5,850	5,850		10,530	10,530				11,050	11,050	54,860
	Editing			1,800	1,800		3,240	3,240				3,400	3,400	16,880
	Scanning				7,200				12,960				13,600	33,760
	Color Corrections				1,800				3,240				3,400	8,440
	Editorial Content		1,500			1,500				3,000				6,000
	Deadline Reminder Cards	1,750			3,500				3,500					8,750
(21)	Total Magazine Development Cost	1,750	9,150	16,650	3,500	1,500	13,770	29,970	3,500	3,000	0	14,450	31,450	128,690

Paper & Printing														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates													
	Total Titles	1	1	1	1	1	1	1	2	2	2	2	2	17
	Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684
	Total Print Run	70,000	0	0	70,000	0	0	0	105,000	0	0	0	0	245,000
	Pages Over Base	36			36				36					108
	Units Over Base	35,000			35,000				35,000					105,000
	Base Printing Cost	51,975			51,975				103,950					207,900
	Page Overage Cost	12,403			12,403				12,403					37,209
	Unit Overage Cost	35,115			35,115				35,115					105,344
(22)	Total Paper & Printing Cost	99,493	0	0	99,493	0	0	0	151,468	0	0	0	0	350,453

Paper & Printing														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Price Per Unit	\$1.42	\$0.00	\$0.00	\$1.42	\$0.00	\$0.00	\$0.00	\$1.44	\$0.00	\$0.00	\$0.00	\$0.00	\$1.44
(5)	Max Page Rate for Printing	\$552.74	\$0.00	\$0.00	\$552.74	\$0.00	\$0.00	\$0.00	\$467.49	\$0.00	\$0.00	\$0.00	\$0.00	\$552.74

Magazine Distribution														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates													
	Units Shipped to Newsstand	60,200	0	0	60,200	0	0	0	90,300	0	0	0	0	210,700
	Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684
	Shipping Cost	12,040	0	0	12,040	0	0	0	18,060	0	0	0	0	42,140
	Advertiser Copies	7,200	0	0	7,200	0	0	0	12,960	0	0	0	0	27,360
(23)	Total Magazine Shipping Cost	19,240	0	0	19,240	0	0	0	31,020	0	0	0	0	69,500

Magazine Production Costs														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Total Magazine Development Cost	1,750	9,150	16,650	3,500	1,500	13,770	29,970	3,500	3,000	0	14,450	31,450	128,690
	Total Paper & Printing Cost	99,493	0	0	99,493	0	0	0	151,468	0	0	0	0	350,453
	Total Magazine Shipping Cost	19,240	0	0	19,240	0	0	0	31,020	0	0	0	0	69,500
(24)	Total Magazine Production Costs	\$120,483	\$9,150	\$16,650	\$122,233	\$1,500	\$13,770	\$29,970	\$185,988	\$3,000	\$0	\$14,450	\$31,450	\$548,643

**Marketing & Sales**

Media Kits	Initial Cost with 1st Issue	\$5,500.00
	Media Kits allocation / Issue	\$1,750.00
Travel Costs	Per Sales Person / Per 1st Issue	\$10,000.00
	Per Sales Person / Per Standard Issues	\$3,000.00
Traveling Sales Staff	Traveling Sales Persons / Issue	4.0
Introductory Direct Mail Program	Per Piece Cost of Direct Mail Program	\$25,000.00
Placement Consultant	Placement Consultant	\$500.00
Placement Program Fees	Fees for Placement Programs	\$45,000.00
Promotional Items	Promotional Items	\$3,000.00
Commissions on Magazines	Magazine Commissions	12.0%
Commissions on Website	Website Commissions	10.0%

*allocated across 3 months prior*  
*allocated across 3 months prior*  
*Includes one Officer traveling for sales*  
*per Month per Title*  
*paid Jan on # Titles end of year*  
*per year / per Title*

**Marketing & Sales**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Release Dates													
First Issues of New Titles	0	0	0	0	0	0	0	1	0	0	0	0	1
<b>Cum Total Titles</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
Media Kits	1,750				1,750				3,500				7,000
Travel		5,000	5,000	5,000		10,000	10,000	10,000		10,000	10,000	10,000	75,000
Direct Mail Subscription Campaigns													0
Placement Consultant	500		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000
Newstand Marketing Programs		45,000											45,000
Promotional Items			3,000										3,000
<b>(25) Total Marketing &amp; Sales Cost</b>	<b>2,250</b>	<b>50,500</b>	<b>9,000</b>	<b>6,000</b>	<b>2,750</b>	<b>11,000</b>	<b>11,000</b>	<b>11,000</b>	<b>4,500</b>	<b>11,000</b>	<b>11,000</b>	<b>11,000</b>	<b>138,000</b>

**Salespeople Draw & Commissions**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Traveling Sales Staff				Traveling Sales Persons / Issue	2.0								
Monthly Draw				Monthly Draw	\$2,500.00								
Benefits & Taxes for Commissions				Benefits & Taxes	30.0%	0							
Total Monthly Draw				Total Monthly Draw	\$3,250.00								
Release Dates													
New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
New Salespeople	0	0	0	0	2	0	0	0	0	0	0	0	2
<b>Total Number of Salespeople</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>
Commissions / Time Adjusted	2,693	63,534	3,927	8,628	37,485	55,268	2,083	6,736	56,540	8,060	62,531	4,085	311,570
Benefits & Taxes	808	19,060	1,178	2,588	11,245	16,580	625	2,021	16,962	2,418	18,759	1,226	93,471
<b>Total Commissions Due</b>	<b>3,393</b>	<b>3,500</b>	<b>82,594</b>	<b>5,106</b>	<b>11,217</b>	<b>48,730</b>	<b>71,849</b>	<b>2,709</b>	<b>8,757</b>	<b>73,501</b>	<b>10,478</b>	<b>5,311</b>	<b>405,041</b>
Cumulative Commissions	380,478	383,979	466,573	471,678	482,895	531,625	603,474	606,182	614,939	688,441	698,918	780,209	785,519

**Salespeople Draw**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Draw	6,500	6,500	6,500	6,500	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	130,000
<b>Cumulative Draw</b>	<b>113,750</b>	<b>120,250</b>	<b>126,750</b>	<b>133,250</b>	<b>139,750</b>	<b>152,750</b>	<b>165,750</b>	<b>178,750</b>	<b>191,750</b>	<b>204,750</b>	<b>217,750</b>	<b>230,750</b>	<b>243,750</b>

**Salesperson Distribution**

Salesperson Distribution Schedule	New Salesperson Distribution per year												4.0	How often are commissions paid per year
-----------------------------------	---------------------------------------	--	--	--	--	--	--	--	--	--	--	--	-----	---

**Salesperson Distribution Adjustments**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Salesperson Distribution Calcs	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	
Schedule of Salesperson Distribution	0	0	1	0	0	1	0	0	1	0	0	1	4
<b>Commissions Account</b>	<b>(3,000)</b>	<b>73,094</b>	<b>71,700</b>	<b>4,717</b>	<b>40,447</b>	<b>99,295</b>	<b>(10,291)</b>	<b>(14,534)</b>	<b>45,967</b>	<b>(2,522)</b>	<b>65,768</b>	<b>58,078</b>	<b>58,078</b>
Commission Paid Out	35,444	0	71,700	0	0	99,295	0	0	45,967	0	0	58,078	275,041
<b>(26) Total Commissions - Paid Out</b>	<b>6,500</b>	<b>6,500</b>	<b>78,200</b>	<b>6,500</b>	<b>13,000</b>	<b>112,295</b>	<b>13,000</b>	<b>13,000</b>	<b>58,967</b>	<b>13,000</b>	<b>13,000</b>	<b>71,078</b>	<b>405,041</b>

Distributor Fees % of Retail Price	% of Retail as Distributor Fees	\$0.63
Distributor Fees	Price Per Issue	\$3.75
Percent Sell Through at Newsstand	Percent Sell Through	56.0%

**Newsstand Distribution Fees**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Release Dates													
Total Print Run	70,000	0	0	70,000	0	0	0	105,000	0	0	0	0	245,000
Shipped to Newsstands	60,200	0	0	60,200	0	0	0	90,300	0	0	0	0	210,700
Magazines Sold at Newsstands	33,712	0	0	33,712	0	0	0	50,568	0	0	0	0	117,992
<b>Distribution Fees on Newsstand Sales</b>	<b>\$126,369</b>	<b>\$0</b>	<b>\$0</b>	<b>\$126,369</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$189,554</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$442,293</b>
Newsstand Balance Due (6 mo. After subsequent Mag)													0
<b>(27) Distribution Fees - Time Adjusted</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>126,369</b>	<b>0</b>	<b>126,369</b>

**Fulfillment**

Fee for New Subscription Setup	New Subscription Renewal	\$13.00
Renewal Fee		\$2.25

**Fulfillment Costs**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>(28) Fulfillment Costs</b>	<b>\$998</b>	<b>\$247</b>	<b>\$256</b>	<b>\$265</b>	<b>\$275</b>	<b>\$285</b>	<b>\$295</b>	<b>\$305</b>	<b>\$316</b>	<b>\$327</b>	<b>\$605</b>	<b>\$627</b>	<b>\$4,800</b>

**Marketing & Sales Costs**

Total Marketing & Sales Cost	2,250	50,500	9,000	6,000	2,750	11,000	11,000	11,000	4,500	11,000	11,000	11,000	141,000
Total Commissions - Paid Out	6,500	6,500	78,200	6,500	13,000	112,295	13,000	13,000	58,967	13,000	13,000	71,078	405,041
Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	126,369	0	126,369
Fulfillment Costs	998	247	256	265	275	285	295	305	316	327	605	627	4,800
<b>(29) Total Marketing &amp; Sales Costs</b>	<b>\$9,748</b>	<b>\$57,247</b>	<b>\$87,455</b>	<b>\$12,765</b>	<b>\$16,025</b>	<b>\$123,580</b>	<b>\$24,295</b>	<b>\$24,305</b>	<b>\$63,783</b>	<b>\$24,327</b>	<b>\$150,974</b>	<b>\$82,705</b>	<b>\$677,210</b>

Website Costs		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Release Dates														
Website Opened (1st Issue)		0	0	0	0	0	0	0	0	0	0	0	0	1
<b>Cum Total Websites Open</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

Web Development Cost	Website Development	\$15,000.00	paid 3 months prior to website
Website Maintenance	Website Maintenance	\$250.00	monthly
Web Master & Growth	Web Master	\$6,500.00	monthly
Website Hosting	Hosting Fees	\$40.00	monthly
Membership Mail Campaign	Per Piece	\$0.35	monthly
Search Positioning Program	Purchase Search Placements / Month	\$900.00	monthly

Website Costs	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Web Development	0	0	0	0	5,000	5,000	5,000	0	0	0	0	0	15,000
Website Maintenance	250	250	250	250	250	250	250	500	500	500	500	500	4,250
Webmaster	6,500	6,500	6,500	6,500	6,500	6,500	6,500	13,000	13,000	13,000	13,000	13,000	110,500
Website Hosting	40	40	40	40	40	40	40	80	80	80	80	80	680
Membership Mail Campaign	0	0	3,500	0	0	0	0	3,500	0	0	0	0	7,000
Search Positioning Program	900	900	900	900	900	900	900	1,800	1,800	1,800	1,800	1,800	15,300
<b>(30) Total Website Costs</b>	<b>7,690</b>	<b>7,690</b>	<b>11,190</b>	<b>7,690</b>	<b>12,690</b>	<b>12,690</b>	<b>12,690</b>	<b>18,880</b>	<b>15,380</b>	<b>15,380</b>	<b>15,380</b>	<b>15,380</b>	<b>152,730</b>

Bad Debt		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Percent Bad Debt	Bad Debt	2.0% of Gross Revenue												
<b>Bad Debt Allocation</b>		<b>\$638</b>	<b>\$14,680</b>	<b>\$802</b>	<b>\$1,743</b>	<b>\$6,488</b>	<b>\$13,466</b>	<b>\$436</b>	<b>\$1,368</b>	<b>\$9,710</b>	<b>\$1,634</b>	<b>\$14,741</b>	<b>\$855</b>	<b>\$66,562</b>

**ASSET ADJUSTMENTS**

Investments Received		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Investment		500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
<b>(33) Equity Placement Fees</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**EMPLOYEE ASSUMPTIONS & COUNT**

Employee Overhead Calculations		Assumptions:	
<b>Assumptions:</b>	Monthly Time (min) / Employee	7,583	(Work Days/Month * 7 hrs * 50 min)
	FICA & Benefits	30%	
	Pager/Month	\$25	
	Call Phone/Month	\$100	
	E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office
	E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office
	E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software
	E4 Employee Setup	4,000	Setup for Level 4 Computer, Office, & Software
	Health Insurance	500	Family Rate / Month
	Recruiting Expense	0	% of Annual Salary

High Speed Home Internet	50	Price / Month - High Speed Internet Access & Phone Lines
Gas Price	2	Price / Gallon of Gas
Ave Miles / Gallon	18	Average Gas Mileage for Company Car
Car Allowance	500	Car Allowance
Miles/Day	75	
Mileage Reimbursement Rate	\$0.32	Rate at which mileage is reimbursed
Auto Expense @ 100% Travel	\$520	Days * Miles/Day @ Reimbursement Rate
Per Diem	\$150.00	
Ave Entertainment/Day	\$50.00	
Conference Expense	\$1,500.00	Additional Per Person to Cover Conference Overhead
Flight Average	500	Average Cost of Plane Fare / Flight

Employee Count Totals		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
NEW G&A Staff	calculated in divisions below	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	1.0
Total G&A Staff		4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0
New Salespeople		0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Total Salespeople		2.0	2.0	2.0	2.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
<b>(32) Total Employees</b>		<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>8.0</b>	<b>8.0</b>	<b>8.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>



**FUNCTIONAL DIVISIONS - DETAILS**

**GENERAL & ADMINISTRATIVE**

**General & Administrative**

**G&A Staff Exp Calc**

Functional Title	Annual Salary	Other Expense		Capital	Monthly Expenses				Travel Expenses				Billable	
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Confer per Year	% Billable
GA1 Founders	\$ 94,500	15.0%	\$ -	\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 61,740	10.0%	\$ -	\$ -	H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 52,920	10.0%	\$ -	\$ -	H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 33,075	10.0%	\$ -	\$ -	0	0	0	0	0	0.0%	0.0%	0	1	0.0%

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$7,875	\$2,363	\$10,238	\$150	\$150	\$50	\$10,438	\$ 4,725	\$ 14,175	\$ 10,000
GA2 Managers	\$5,145	\$1,544	\$6,689	\$150	\$150	\$50	\$6,889	\$ 3,087	\$ 6,174	\$ 5,000
GA3 Assistant	\$4,410	\$1,323	\$5,733	\$150	\$150	\$50	\$5,933	\$ 2,646	\$ 5,292	\$ 4,000
GA4 Clerical	\$2,756	\$827	\$3,583	\$ -	\$ -	\$ -	\$3,583	\$ 1,654	\$ 3,308	\$ 4,000

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer Expense	Club Expense	Mnth Travel Conf. & Ent
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750	\$ -	\$4,024
GA2 Managers	\$ -	\$ -	\$975	\$975	\$325	\$500	\$750	\$ -	\$2,706
GA3 Assistant	\$ -	\$ -	\$104	\$650	\$217	\$500	\$125	\$ -	\$1,596
GA4 Clerical	\$ -	\$ -	\$0	\$0	\$0	\$0	\$125	\$ -	\$125

**Release Dates**

**Growth of Titles**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
Cum Total Titles	1	1	1	1	1	1	1	2	2	2	2	2	2

**G&A Staff Assumptions**

Managers	1.0	per magazine - after first
Assistant	1.0	per magazine - after first
Clerical	1.0	per magazine - after first

**New G&A Staff**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 New Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2 New Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 New Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4 New Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
NEW G&A Staff	0	0	0	0	0	0	0	1	0	0	0	0	1

**Total G&A Staff**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(34) Total G&A Staff	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0

**G&A Payroll & Benefits**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	250,500
GA2 Managers	0	0	0	0	0	0	0	6,889	6,889	6,889	6,889	6,889	34,443
GA3 Assistant	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	71,196
GA4 Clerical	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	42,998
(35) G&A Payroll & Benefits	30,391	30,391	30,391	30,391	30,391	30,391	30,391	37,280	37,280	37,280	37,280	37,280	399,137

**G&A Travel, Conf, Entertainment**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	0	0	0	0	0	0	0	2,706	2,706	2,706	2,706	2,706	13,530
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	125	125	125	125	125	125	125	125	125	125	125	125	1,500
(36) G&A Travel, Conf, & Enter	9,769	9,769	9,769	9,769	9,769	9,769	9,769	12,475	12,475	12,475	12,475	12,475	130,758

**Bonus Payments**

**Bonus Payments Schedule**

New Bonus Payments per year 1.0 How often are bonuses paid per year

**Growth of Bonus Payments**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Bonus Payments Calcs	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	1
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	1	1

**G&A Recruiting & Bonus**

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	28,350	28,350
GA2 Managers	0	0	0	0	0	0	0	3,087	0	0	0	6,174	9,261
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	5,292	5,292
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	3,308	3,308
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	3,087	0	0	0	43,124	46,211

G&A Billable Adjustment		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total G&amp;A Staff Expenses</b>		<b>40,160</b>	<b>40,160</b>	<b>40,160</b>	<b>40,160</b>	<b>40,160</b>	<b>40,160</b>	<b>40,160</b>	<b>52,842</b>	<b>49,755</b>	<b>49,755</b>	<b>49,755</b>	<b>92,879</b>	<b>576,106</b>

Synogy Profit Percent		Percent of Gross Margin												Year 3 Total	
Synogy BP Interest in Gross Margin		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total	
Percent of Gross Margin		Percent of Gross Margin for Business Plan												2.5%	
Percent of Gross Margin														47.073	
Gross Margin		0	(106,652)	645,239	(75,981)	(57,272)	287,689	509,773	(45,573)	(162,155)	393,646	40,358	541,514	(87,650)	1,882,937
Quarterly Total - Prior 3 Months		0	303,100		462,606				740,190		185,919				1,691,815
Business Plan Development		0	7,577		11,565				18,505		4,648				42,295
(38) Synogy BP Interest in Gross Margin			7,577	0	0	11,565	0	0	18,505	0	0	4,648	0	0	42,295

G&A Misc. Expenses		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
<b>Personnel Support</b>														
Total G&A Staff		per emply	4	4	4	4	4	4	5	5	5	5	5	5
Accrued Reimbursement														0
Training & Education		\$50.00	200	200	200	200	200	200	250	250	250	250	250	2,650
Employee Orientation		\$1,000.00	0	0	0	0	0	0	1,000	0	0	0	0	1,000
Dues-Subscriptions		\$5.00	20	20	20	20	20	20	25	25	25	25	25	265
(39) Personnel Support			220	220	220	220	220	220	1,275	275	275	275	275	3,915
<b>Office Resources</b>														
Office Supplies		\$35.00	140	140	140	140	140	140	175	175	175	175	175	1,855
Equipment Leases		\$300.00	300	300	300	300	300	300	300	300	300	300	300	3,600
Copy & Printing		\$60.00	60	60	60	60	60	60	120	120	120	120	120	1,020
(40) Office Resources			500	500	500	500	500	500	595	595	595	595	595	6,475
<b>Professional Services</b>														
Legal Fees		\$100.00	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting Fees		\$150.00	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants		\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services			2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
<b>Misc. Overhead</b>														
Postage & Freight		\$165.00	990	990	990	990	1,320	1,320	1,320	1,485	1,485	1,485	1,485	15,345
Corp Insurance (Liab, E&O, D&O)		\$1,000.00	1,000											1,000
Bank Fees		\$0.18	92	11	20	75	33	34	13	87	34	35	43	504
(42) Misc. Overhead			2,082	1,001	1,010	1,065	1,353	1,354	1,333	1,572	1,519	1,520	1,528	16,849
<b>Charitable Contributions</b>														
(43) Contributions		\$15,000	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
<b>Total G&amp;A Misc. Expenses</b>			<b>6,302</b>	<b>5,221</b>	<b>5,230</b>	<b>5,285</b>	<b>5,573</b>	<b>5,574</b>	<b>5,553</b>	<b>6,942</b>	<b>5,889</b>	<b>5,890</b>	<b>5,898</b>	<b>69,239</b>

Technical Expenses		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(44) Computer Software & Upgrades		\$66.15	265	265	265	265	265	265	331	331	331	331	331	3,506
(45) Internet Connection Fee		\$82.69	83	83	83	83	83	83	83	83	83	83	83	992
<b>Total Technical Expenses</b>			<b>347</b>	<b>347</b>	<b>347</b>	<b>347</b>	<b>347</b>	<b>347</b>	<b>413</b>	<b>413</b>	<b>413</b>	<b>413</b>	<b>413</b>	<b>4,498</b>

Marketing & Sales Expenses		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Monthly Budget for Image & Materials Design		Amount budgeted / month for Design												\$275.00
Advertising / Print Budget		Monthly Budget for Print												\$6,000.00
Direct Mail Budget		Monthly Budget for Direct Mail												\$650.00
Publicity Contract		Monthly Budget for Publicity Contract												\$2,500.00
<b>Image, Marketing Materials &amp; Manuals</b>														
(47) Image & Materials Design		275	275	275	275	275	275	275	275	275	275	275	275	3,300
Total Image & Materials		275	275	275	275	275	275	275	275	275	275	275	275	3,300
<b>Advertising &amp; Publicity</b>														
Marketing Materials		6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
Direct Mail		650	650	650	650	650	650	650	650	650	650	650	650	7,800
Publicity Contract		2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
(48) Total Advertising & Publicity		9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	109,800

		Event Expenses												Event Expenses		\$40,000.00	
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total			
<b>Special Events &amp; Sponsorships</b>																	
Month of Event																	
(49) Total Special Event & Sponsorship Expenses		0	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000		
(50) <b>Total Marketing &amp; Sales Expenses</b>		9,425	9,425	9,425	9,425	9,425	9,425	39,425	9,425	9,425	9,425	9,425	9,425	143,100			

add \$\$ add %

		Office Space Assumptions											
0.000		Employees at end of year 9.0											
0.000		Employs planning space for 9.0											
0.000		Common Area 1,500.00											
0.000		Sq Ft per Employee 150.00											
0.000		Office Size Sq Ft 2,850											
0.000		Rent / Sq Ft / Year \$9.00											
0.000		Monthly Rent \$2,137.50											
0.000		Employees per phone line 2.00											
0.000		Sq Ft per Cleaning Rate 3,000.00											
0.000		Sq Ft per Repair Rate 1,000.00											

<b>Office Space Expenses</b>		monthly	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Office Rent		\$2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	25,650
(51) Office Rental / Payments			2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	25,650

<b>Utilities &amp; Maint</b>		monthly	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Elect, Water		\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
Telephone Service Fees		\$220.50	662	662	662	662	882	882	882	992	992	992	992	992	10,253
Telephone & Long Distance		\$110.25	662	662	662	882	882	882	992	992	992	992	992	992	10,253
Cleaning		\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	
Repairs & Maintenance		\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	
(52) Utilities & Maint			1,323	1,323	1,323	1,323	1,764	1,764	1,764	1,985	1,985	1,985	1,985	1,985	20,506

(53) <b>Total Facilities Expense</b>			3,461	3,461	3,461	3,461	3,902	3,902	3,902	4,123	4,123	4,123	4,123	4,123	46,156
--------------------------------------	--	--	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	--------

(54) <b>Total G&amp;A Expenses</b>			57,847	49,189	49,199	60,818	49,983	49,983	98,467	64,321	60,181	64,830	60,190	103,296	768,294
------------------------------------	--	--	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------

add \$\$ add %

<b>G&amp;A Capital Expenses</b>		G&A Employee Setup												G&A Employee Setup		\$5,000.00	
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total			
GA1 Founders		0	0	0	0	0	0	0	0	0	0	0	0	0	0		
GA2 Managers		0	0	0	0	0	0	0	0	5,000	0	0	0	0	5,000		
GA3 Assistant		0	0	0	0	0	0	0	0	0	0	0	0	0	0		
GA4 Clerical		0	0	0	0	0	0	0	0	0	0	0	0	0	0		
(55) <b>Total G&amp;A Employee Setup</b>		0	0	0	0	0	0	0	0	5,000	0	0	0	0	5,000		

add \$\$ add %

<b>G&amp;A Equipment Expenses</b>		Computer Replacement												Computer Replacement		\$25.00	
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total			
Furnishings & Equipment																	
Computer Equipment-Rplc Alloc		150	150	150	150	200	200	200	225	225	225	225	225	225	2,325		
Furnishings Rental		\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0		
(56) <b>Total Furnishings &amp; Equipment</b>		150	150	150	150	200	200	200	225	225	225	225	225	225	2,325		
(57) <b>Total G&amp;A Capital Expenses</b>		150	150	150	150	200	200	200	5,225	225	225	225	225	225	7,325		

add \$\$ add %

## MARKETING & SALES

add \$\$ add %

<b>M&amp;S Capital Expenses</b>		Salesperson Setup Expenses												Salesperson Setup Expenses		\$2,500.00	
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total			
M&S Employee Setup																	
New Salespeople		0	0	0	0	2	0	0	0	0	0	0	0	2	2		
Person S		0	0	0	0	5,000	0	0	0	0	0	0	0	5,000	5,000		
(58) <b>Total M&amp;S Employee Setup</b>		0	0	0	0	5,000	0	0	0	0	0	0	0	5,000	5,000		
(59) <b>Total M&amp;S Capital Expenses</b>		0	0	0	0	5,000	0	0	0	0	0	0	0	5,000	5,000		

add \$\$ add %

---

**YEAR 4**  
**FINANCIAL PROJECTIONS**

---

**PREMIER PUBLISHING**  
**Financial Projections**

Year 4

prepared by  
**SYNOGY**

3/1/2004  
10:31 AM

**5 Year Projections**

**GROWTH PROJECTIONS**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
<b>Magazines</b>													
(1) New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
(2) Cum Total Titles	2	2	2	2	2	2	2	2	2	2	2	2	2
<b>Magazine Growth Statistics</b>													
(3) Total Page Count	340	0	0	360	0	0	0	360	0	0	0	0	1,060
(4) Total Print Run	120,000	0	0	140,000	0	0	0	140,000	0	0	0	0	400,000
(5) Printing Price / Unit (Max)	\$1.51	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$0.00	\$1.51
(6) Total New Subscriptions from Magazines	175	30	31	32	33	34	35	36	37	38	39	41	563
(7) Cumulative New Subscriptions From Campaign	150	150	150	150	150	150	150	150	150	150	167	183	183
(8) Magazine Subscription Renewals	220	36	37	39	40	42	44	45	47	49	80	84	762
(9) Cumulative Magazine Subscriptions	605	624	642	662	681	701	722	743	765	786	816	846	846
<b>Website Growth Statistics</b>													
(10) Total New Memberships	35	4	71	204	137	138	4	4	4	4	4	4	614
(11) Total Cumulative Memberships	1,105	1,106	1,161	1,321	1,425	1,530	1,530	1,510	1,483	1,455	1,426	1,423	1,423

**REVENUES**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
<b>Magazine Revenues</b>													
(12) Gross Page Revenue - Time Adjusted	0	948,000	0	0	504,000	504,000	0	0	504,000	0	648,000	0	3,108,000
(13) Gross Cover Revenue - Time Adjusted	0	18,818	0	0	9,650	9,650	0	0	9,650	0	13,510	0	61,278
(14) Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	300,880	0	0	0	0	343,862	0	845,328
(15) Gross Subscription Revenue	9,963	1,635	1,690	1,746	1,805	1,865	1,927	1,990	2,055	2,123	2,964	3,083	32,845
(16) Gross Magazine Revenue	9,963	1,169,039	1,690	1,746	515,455	816,394	1,927	1,990	515,705	2,123	1,008,337	3,083	4,047,451
<b>Website Revenues</b>													
(17) Gross Website Broker Membership Revenue	23,281	5,030	46,948	135,553	94,180	94,499	6,511	30,624	39,946	40,579	41,278	10,800	569,229
(18) Gross Website Ad Revenue	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	414,720
(19) Gross Website Revenue	57,841	39,590	81,508	170,113	128,740	129,059	41,071	65,184	74,506	75,139	75,838	45,360	983,949
(20) <b>Gross Revenue</b>	<b>\$67,803</b>	<b>\$1,208,629</b>	<b>\$83,198</b>	<b>\$171,859</b>	<b>\$644,195</b>	<b>\$945,454</b>	<b>\$42,998</b>	<b>\$67,174</b>	<b>\$590,212</b>	<b>\$77,261</b>	<b>\$1,084,174</b>	<b>\$48,443</b>	<b>\$5,031,400</b>

**COST OF GOODS**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
<b>Magazine Production</b>													
(21) Total Magazine Development Cost	3,500	18,300	33,300	3,500	3,000	15,300	33,300	5,250	3,000	0	21,420	46,620	186,490
(22) Total Paper & Printing Cost	180,631	0	0	208,935	0	0	0	208,935	0	0	0	0	598,500
(23) Total Magazine Shipping Cost	34,240	0	0	38,480	0	0	0	38,480	0	0	0	0	111,200
(24) Total Magazine Production Costs	218,371	18,300	33,300	250,915	3,000	15,300	33,300	252,665	3,000	0	21,420	46,620	896,190
<b>Marketing &amp; Sales</b>													
(25) Total Marketing & Sales Cost	4,500	56,000	17,000	11,000	4,500	11,000	11,000	11,000	5,000	38,833	38,833	38,833	241,500
(26) Total Commissions - Paid Out	13,000	13,000	148,086	13,000	13,000	189,887	13,000	13,000	77,628	19,500	19,500	89,719	622,321
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	216,633	0	216,633
(28) Fulfillment Costs	2,992	474	489	505	521	537	554	571	589	607	907	935	9,681
(29) Total Marketing & Sales Costs	20,492	69,474	165,575	24,505	18,021	201,424	24,554	24,571	83,217	58,940	275,874	129,488	1,096,135
<b>Website Costs</b>													
(30) Total Website Costs	19,240	15,740	22,740	15,740	15,740	15,740	15,740	15,740	15,740	20,740	20,740	20,740	214,380
<b>Cost of Sales</b>	<b>\$258,103</b>	<b>\$103,514</b>	<b>\$221,615</b>	<b>\$291,160</b>	<b>\$36,761</b>	<b>\$232,464</b>	<b>\$73,594</b>	<b>\$292,976</b>	<b>\$101,957</b>	<b>\$79,680</b>	<b>\$318,034</b>	<b>\$196,848</b>	<b>\$2,206,705</b>
<b>Bad Debt Allocation</b>	<b>\$1,356</b>	<b>\$24,173</b>	<b>\$1,664</b>	<b>\$3,437</b>	<b>\$12,884</b>	<b>\$18,909</b>	<b>\$860</b>	<b>\$1,343</b>	<b>\$11,804</b>	<b>\$1,545</b>	<b>\$21,683</b>	<b>\$969</b>	<b>\$100,628</b>

**GROSS MARGIN**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
<b>Gross Margin</b>	<b>(\$191,656)</b>	<b>\$1,080,942</b>	<b>(\$140,081)</b>	<b>(\$122,738)</b>	<b>\$594,550</b>	<b>\$694,080</b>	<b>(\$31,456)</b>	<b>(\$227,145)</b>	<b>\$476,450</b>	<b>(\$3,964)</b>	<b>\$744,457</b>	<b>(\$149,374)</b>	<b>\$2,724,067</b>

**EXPENSES**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(31) Total Salespeople	4	4	4	4	4	4	4	4	4	6	6	6	6
(32) Total Employees	9	9	9	9	9	9	9	9	9	11	11	11	11
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>General &amp; Administrative</b>													
(34) Total G&A Staff	5	5	5	5	5	5	5	5	5	5	5	5	5
(35) G&A Payroll & Benefits	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	469,248
(36) G&A Travel, Conf. & Enter	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	149,700
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	0	0	0	0	45,280	45,280
Total G&A Staff Expenses	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	96,859	664,228
(38) Syngoy BP Interest in Gross Margin	12,356	0	0	18,730	0	0	29,147	0	0	5,446	0	0	65,679
(39) Personnel Support	275	275	275	275	275	275	275	275	275	275	275	275	3,300
(40) Office Resources	679	679	679	679	679	679	679	679	679	679	679	679	8,148
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	2,830	1,655	1,677	1,794	1,702	1,703	1,659	1,744	1,678	2,042	2,052	2,038	22,574
(43) Contributions	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses	7,284	6,109	6,131	6,248	6,156	6,157	6,113	6,198	6,132	6,496	6,506	6,492	76,022
(44) Computer Software & Upgrades	347	347	347	347	347	347	347	347	347	347	347	347	4,167
(45) Internet Connection Fee	87	87	87	87	87	87	87	87	87	87	87	87	1,042
(46) Total Technical Expenses	434	434	434	434	434	434	434	434	434	434	434	434	5,209
(47) Total Image & Materials	303	303	303	303	303	303	303	303	303	303	303	303	3,630
(48) Total Advertising & Publicity	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	147,600
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) Total Marketing & Sales Expenses	12,603	12,603	12,603	12,603	12,603	12,603	42,603	12,603	12,603	12,603	12,603	12,603	181,230
(51) Office Rental / Payments	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	28,350
(52) Utilities & Maint	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,547	2,547	2,547	26,394
(53) Total Facilities Expense	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,910	4,910	4,910	54,744
(54) Total G&A Expenses	76,100	62,569	62,591	81,438	62,616	62,617	121,721	62,658	62,592	68,865	63,429	108,695	895,882
<b>TOTAL EXPENSES</b>	76,100	62,569	62,591	81,438	62,616	62,617	121,721	62,658	62,592	68,865	63,429	108,695	895,882
<b>Earnings Before Interest &amp; Taxes</b>	(267,756)	1,018,373	(202,672)	(204,176)	531,934	631,463	(153,177)	(289,803)	413,858	(72,829)	681,028	(258,069)	1,828,176
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Earnings (Loss) Before Taxes</b>	(267,756)	1,018,373	(202,672)	(204,176)	531,934	631,463	(153,177)	(289,803)	413,858	(72,829)	681,028	(258,069)	1,828,176
Accumulated Losses	(458,702)	0	(202,672)	(406,848)	0	0	(153,177)	(442,980)	(29,122)	(101,951)	0	(258,069)	0
Taxes	35.0%	0	0	0	186,177	221,012	0	0	0	0	238,360	0	1,001,980
Total Expenses + Taxes	76,100	419,000	62,591	81,438	248,793	283,629	121,721	62,658	62,592	68,865	301,789	108,695	1,897,862
<b>NET INCOME (LOSS)</b>	(267,756)	661,943	(202,672)	(204,176)	345,757	410,451	(153,177)	(289,803)	413,858	(72,829)	442,668	(258,069)	826,196

## CAPITAL EXPENDITURES

### G&A Capital Expenses

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(55) G&A Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0
(56) Total Furnishings & Equipment	225	225	225	225	225	225	225	225	225	275	275	275	2,850
(57) <b>Total G&amp;A Capital Expenses</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>275</b>	<b>275</b>	<b>275</b>	<b>2,850</b>

### M&S Capital Expenses

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(58) M&S Employee Setup	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000
(59) <b>Total M&amp;S Capital Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>5,000</b>

### Total Capital Expenditures

	225	225	225	225	225	225	225	225	225	5,275	275	275	7,850
--	-----	-----	-----	-----	-----	-----	-----	-----	-----	-------	-----	-----	-------

### Cumulative Capital Expenditures

	56,100	56,325	56,550	56,775	57,000	57,225	57,450	57,675	57,900	63,175	63,450	63,725	63,725
--	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

## SOURCES & USES OF CASH

### SOURCES OF CASH

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
<b>Net Income (Loss)</b>	<b>(267,756)</b>	<b>661,943</b>	<b>(202,672)</b>	<b>(204,176)</b>	<b>345,757</b>	<b>410,451</b>	<b>(153,177)</b>	<b>(289,803)</b>	<b>413,858</b>	<b>(72,829)</b>	<b>442,668</b>	<b>(258,069)</b>	<b>826,196</b>
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Sources of Funds</b>	<b>(267,756)</b>	<b>661,943</b>	<b>(202,672)</b>	<b>(204,176)</b>	<b>345,757</b>	<b>410,451</b>	<b>(153,177)</b>	<b>(289,803)</b>	<b>413,858</b>	<b>(72,829)</b>	<b>442,668</b>	<b>(258,069)</b>	<b>826,196</b>

### USES OF CASH

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Total Capital Expenditures	225	225	225	225	225	225	225	225	225	5,275	275	275	7,850
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>CASH USED In Operations</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>225</b>	<b>5,275</b>	<b>275</b>	<b>275</b>	<b>7,850</b>
<b>Cash (Required) Available</b>	<b>(267,981)</b>	<b>661,718</b>	<b>(202,897)</b>	<b>(204,401)</b>	<b>345,532</b>	<b>410,226</b>	<b>(153,402)</b>	<b>(290,028)</b>	<b>413,633</b>	<b>(78,104)</b>	<b>442,393</b>	<b>(258,344)</b>	<b>818,346</b>
<b>Cummulative Cash (Required) Available</b>	<b>276,659</b>	<b>938,376</b>	<b>735,479</b>	<b>531,078</b>	<b>876,611</b>	<b>1,286,837</b>	<b>1,133,435</b>	<b>843,406</b>	<b>1,257,040</b>	<b>1,178,936</b>	<b>1,621,329</b>	<b>1,362,986</b>	<b>1,362,986</b>
<b>Value (Cum Cash + Cum Capital Exp)</b>	<b>332,759</b>	<b>994,701</b>	<b>792,029</b>	<b>587,853</b>	<b>933,611</b>	<b>1,344,062</b>	<b>1,190,885</b>	<b>901,081</b>	<b>1,314,940</b>	<b>1,242,111</b>	<b>1,684,779</b>	<b>1,426,711</b>	<b>1,426,711</b>

Financial Projections

Year 4

5 Year Projections

Year 4  
DETAILS REPORT

prepared by  
**SYNOGY**

3/1/2004  
10:38 AM

GROWTH PROJECTIONS DETAILS

Magazines

Titles

Growth of Titles	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(1) New Titles Released	2	2	2	2	2	2	2	2	2	2	2	2	2
(2) Cum Total Titles	2	4	6	8	10	12	14	16	18	20	22	24	24
Release Dates													
Related Dates	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Advertising Deadline (2 mo. Prior)													0
Advertising Balance Due (1 mo. After)													0
Newsstand Balance Due (6 mo. After subsequent Mag)													0

Revenues

Advertising - Pages

Growth of Issues	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
First Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issues	1	0	0	0	0	0	0	0	0	0	0	0	1
No. Standard Issues	1	0	0	2	0	0	0	2	0	0	0	0	5
Pages	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	160	0	0	0	0	0	0	0	0	0	0	0	160
Standard Pages	180	0	0	360	0	0	0	360	0	0	0	0	900
(3) Total Page Count	340	0	0	360	0	0	0	360	0	0	0	0	1,060

Page Revenues

Page Revenue	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	384,000	0	0	0	0	0	0	0	0	0	0	0	384,000
Standard Pages	504,000	0	0	1,008,000	0	0	0	1,008,000	0	0	0	0	2,520,000
Gross Page Revenue	\$888,000	\$0	\$0	\$1,008,000	\$0	\$0	\$0	\$1,008,000	\$0	\$0	\$0	\$0	\$2,904,000

Page Revenue - Time Adjusted

Page Revenue - Time Adjusted	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
First Issue Pages	0	0	0	0	0	0	0	0	0	0	144,000	0	144,000
Second Issue Pages	0	192,000	0	0	0	0	0	0	0	0	0	0	192,000
Standard Pages	0	756,000	0	0	504,000	504,000	0	0	504,000	0	504,000	0	2,772,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$948,000	\$0	\$0	\$504,000	\$504,000	\$0	\$0	\$504,000	\$0	\$648,000	\$0	\$3,108,000



Advertising - Covers																
			Standard Cover Price			Ave cost of a Cover Page		\$9,650								
			1st Issue Discount			1st Issue Discount		20.0%								
			2nd Issue Discount			2nd Issue Discount		10.0%								
			Release Dates													
			Cover Revenues													
			Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
			0	0	0	0	0	0	0	0	0	0	0	0	0	0
			8,685	0	0	0	0	0	0	0	0	0	0	0	0	8,685
			9,650	0	0	19,300	0	0	0	0	0	0	0	0	0	48,250
			\$18,335	\$0	\$0	\$19,300	\$0	\$0	\$0	\$19,300	\$0	\$0	\$0	\$0	\$0	\$56,935
			Deposit Percentage			Percent Deposit		50.0%								
			Cover Revenues - Time Adjusted													
			Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
			0	0	0	0	0	0	0	0	0	0	3,860	0	3,860	
			0	4,343	0	0	0	0	0	0	0	0	0	0	4,343	
			0	14,475	0	0	9,650	9,650	0	0	9,650	0	9,650	0	53,075	
			\$0	\$18,818	\$0	\$0	\$9,650	\$9,650	\$0	\$0	\$9,650	\$0	\$13,510	\$0	\$61,278	
			Newsstand													
			1st Issue Print Run			1st Issue Print Run		35,000		35,000						
			2nd Issue Print Run			2nd Issue Print Run		50,000		50,000						
			Standard Issue Print Run			Standard Issue Print Run		70,000		70,000						
			Print Run													
			Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
			0	0	0	0	0	0	0	0	0	0	0	0	0	
			50,000	0	0	0	0	0	0	0	0	0	0	0	50,000	
			70,000	0	0	140,000	0	0	0	140,000	0	0	0	0	350,000	
			120,000	0	0	140,000	0	0	0	140,000	0	0	0	0	400,000	
			Newsstand Price			Newsstand Retail Price		\$5.95	show Cost of Goods that brings this down to 37% of cover price = \$2.20							
			Percent to Newsstand			Percent Print Run to Newsstand		86.0%								
			Percent Sell Through			Percent Sell Through		56.0%								
			Units to Newsstands													
			103,200	0	0	120,400	0	0	0	120,400	0	0	0	0	120,400	
			Newsstand Revenues													
			Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
			\$343,862	\$0	\$0	\$401,173	\$0	\$0	\$0	\$401,173	\$0	\$0	\$0	\$0	\$1,146,208	
			Release Dates													
			Newsstand Balance Due (6 mo. After subsequent Mag)													
				200,586				300,880					343,862		845,328	
			Magazine Subscriptions													
			Starting Subscriptions			Subscriptions starting with 2nd issue		151.0								
			Growth per period			% growth per month		5.0%								
			Growth of Magazine Subscriptions													
			Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
			1	0	0	0	0	0	0	0	0	0	0	0	1	
			151	0	0	0	0	0	0	0	0	0	0	0	151	
			24	30	31	32	33	34	35	36	37	38	39	41	412	
			175	30	31	32	33	34	35	36	37	38	39	41	563	
			Subscriptions from Mail Campaign			Sent		5,000.0								
			Months for Return			Months over which returns are split		3.0								
			Total Percentage Return			Total % of Subscriptions from Campaign		1.0%								
			Total Subscriptions from Campaign			Total New Subscriptions		50.0								
			Per Month Return			New Subscriptions per Month of Return		16.7								
			Growth of Subscriptions from Mail Campaign													
			Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
			0	0	0	0	0	0	0	0	0	0	0	0	0	
			1	0	0	0	0	0	0	0	0	0	0	0	1	
					2										2	
													1		1	
			17	0	0	0	0	0	0	0	0	0	17	17	50	
			17	0	0	0	0	0	0	0	0	0	17	17	50	
			150	150	150	150	150	150	150	150	150	150	167	183	183	
			192	30	31	32	33	34	35	36	37	38	56	57	613	
			73	12	12	13	13	14	15	15	16	16	27	28	254	
			605	624	642	662	681	701	722	743	765	786	816	846	846	
			Renewal Rate			% of subscriptions that renew		75.0%								
			Magazine Subscription Renewals													
			220	36	37	39	40	42	44	45	47	49	80	84	762	
			588	96	100	103	106	110	114	117	121	125	175	182	1,938	
			Subscription Price			Subscription Price		\$16.95								
			Subscription Revenues													
			Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
			\$9,963	\$1,635	\$1,690	\$1,746	\$1,805	\$1,865	\$1,927	\$1,990	\$2,055	\$2,123	\$2,964	\$3,083	\$32,845	

**GROSS MAGAZINE REVENUES**

Gross Page Revenue - Time Adjusted	0	948,000	0	0	504,000	504,000	0	0	504,000	0	648,000	0	3,108,000
Gross Cover Revenue - Time Adjusted	0	18,818	0	0	9,650	9,650	0	0	9,650	0	13,510	0	61,278
Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	300,880	0	0	0	0	343,862	0	845,328
Gross Subscription Revenue	9,963	1,635	1,690	1,746	1,805	1,865	1,927	1,990	2,055	2,123	2,964	3,083	32,845
<b>(16) Gross Magazine Revenue</b>	<b>\$9,963</b>	<b>\$1,169,039</b>	<b>\$1,690</b>	<b>\$1,746</b>	<b>\$515,455</b>	<b>\$816,394</b>	<b>\$1,927</b>	<b>\$1,990</b>	<b>\$515,705</b>	<b>\$2,123</b>	<b>\$1,008,337</b>	<b>\$3,083</b>	<b>\$4,047,451</b>

**Website**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
Website Opened (1st Issue)	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Cum Total Websites Open</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

**BROKER Memberships**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Starting Memberships					51.0								
2nd Issue Memberships					31.0								
Growth per period					0.9%								
<b>Growth of Broker Memberships from Publications</b>													
Release Dates													
1st Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issues	1	0	0	0	0	0	0	0	0	0	0	0	1
New Memberships - 1st Issue	0	0	0	0	0	0	0	0	0	0	0	0	0
New Memberships - 2nd Issue	31	0	0	0	0	0	0	0	0	0	0	0	31
New Memberships - from Growth %	4	4	4	4	4	4	4	4	4	4	4	4	50
<b>Total New Memberships from Publications</b>	<b>35</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>81</b>
<b>Cumulative New Memberships from Publications</b>	<b>448</b>	<b>452</b>	<b>456</b>	<b>460</b>	<b>464</b>	<b>468</b>	<b>472</b>	<b>477</b>	<b>481</b>	<b>485</b>	<b>490</b>	<b>494</b>	<b>494</b>

**Broker Memberships from Mail Campaign**

Sent	10,000.0
Months for Return	3.0
Total Percentage Return	2.0%
Total New Broker Memberships	200.0
Per Month Return	66.7
Direct Mail Pieces Sent	10,000.0
Months over which returns are split	3.0
Total % of Memberships from Campaign	2.0%
New Broker Memberships per Month of Return	66.7

**Growth of Broker Subs from Mail Campaign**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
New Title Release	0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issue	1	0	0	0	0	0	0	0	0	0	0	0	1
Annual Campaign / Title	0	0	2	0	0	0	0	0	0	0	0	0	2
Mail Campaign Sent for Website Memberships	1	0	2	0	0	0	0	0	0	0	0	0	3
New Memberships from Campaign	0	0	67	200	133	133	0	0	0	0	0	0	533
<b>Total New Memberships from Campaign</b>	<b>0</b>	<b>0</b>	<b>67</b>	<b>200</b>	<b>133</b>	<b>133</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>533</b>
<b>Cumulative New Memberships From Campaign</b>	<b>933</b>	<b>933</b>	<b>1,000</b>	<b>1,200</b>	<b>1,333</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>	<b>1,467</b>

**(10) Total New Memberships**

Non-Renewals (minus)	8	3	16	45	33	33	4	24	32	32	33	8	270
<b>(11) Total Cumulative Memberships</b>	<b>1,105</b>	<b>1,106</b>	<b>1,161</b>	<b>1,321</b>	<b>1,425</b>	<b>1,530</b>	<b>1,530</b>	<b>1,510</b>	<b>1,483</b>	<b>1,455</b>	<b>1,426</b>	<b>1,423</b>	<b>1,423</b>

**Renewal Rate**

% of Memberships that renew	75.0%
Membership Renewals (Previous Year)	23
<b>Total New &amp; Renew</b>	<b>58</b>

**Broker Memberships Annual Fee**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Annual Broker Website Membership	\$400.00												
<b>(17) Gross Website Broker Membership Revenue</b>	<b>\$23,281</b>	<b>\$5,030</b>	<b>\$46,948</b>	<b>\$135,553</b>	<b>\$94,180</b>	<b>\$94,499</b>	<b>\$6,511</b>	<b>\$30,624</b>	<b>\$39,946</b>	<b>\$40,579</b>	<b>\$41,278</b>	<b>\$10,800</b>	<b>\$569,229</b>

**WEB ADVERTISEMENTS**

**Page Revenue**

Home Page Advertising Slots	No. of Advertisements on Home Page	4.0
Price per Ad Slot - Home Page	Monthly Price per Ad Slot on Home Page	\$1,440.00 monthly
No. Regional Pages	No. of Regional Pages	4.0
Regional Page Advertising Slots	No. of Advertisements on Regional Page	4.0
Price per Ad Slot - Regional Page	Monthly Price per Ad Slot on Regional Page	\$720.00 monthly

**Page Revenue**

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
Home Page Ad Revenue	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	138,240
Regional Page Ad Revenue	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	276,480
<b>(18) Gross Website Ad Revenue</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$34,560</b>	<b>\$414,720</b>

**TOTAL WEBSITE REVENUES**

Gross Website Broker Membership Revenue	23,281	5,030	46,948	135,553	94,180	94,499	6,511	30,624	39,946	40,579	41,278	10,800	569,229
Gross Website Ad Revenue	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	414,720
<b>(19) Gross Website Revenue</b>	<b>\$57,841</b>	<b>\$39,590</b>	<b>\$81,508</b>	<b>\$170,113</b>	<b>\$128,740</b>	<b>\$129,059</b>	<b>\$41,071</b>	<b>\$65,184</b>	<b>\$74,506</b>	<b>\$75,139</b>	<b>\$75,838</b>	<b>\$45,360</b>	<b>\$983,949</b>

Gross Revenues															
	Gross Magazine Revenue	1,187,144	9,963	1,169,039	1,690	1,746	515,455	816,394	1,927	1,990	515,705	2,123	1,008,337	3,083	4,047,451
	Gross Website Revenue		57,841	39,590	81,508	170,113	128,740	129,059	41,071	65,184	74,506	75,139	75,838	45,360	983,949
(20)	<b>Gross Revenue</b>		<b>\$67,803</b>	<b>\$1,208,629</b>	<b>\$83,198</b>	<b>\$171,859</b>	<b>\$644,195</b>	<b>\$945,454</b>	<b>\$42,998</b>	<b>\$67,174</b>	<b>\$590,212</b>	<b>\$77,261</b>	<b>\$1,084,174</b>	<b>\$48,443</b>	<b>\$5,031,400</b>

4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4

**COST OF GOODS**

add \$\$ add %

Magazine Production														
	Design						Design Cost / Per Page	\$65.00	allocated across prior 2 months					
	Editing						Editing / Per Page	\$20.00	allocated across prior 2 months					
	Scanning						Scanning / Per Page	\$80.00	month before					
	Color Correction						Color Correction / Per Page	\$20.00	month before					
	<b>Total Per Page Cost</b>						<b>Total Per Page Cost</b>	\$185.00	0					
	Editorial Content						Editorial Content / Per Issue	\$1,500.00	paid month after					
	Deadline Reminder Cards						Deadline Reminder Cards	\$0.35	4 months before release					
	Number of Deadline Reminder Cards						Number of Deadline Reminder Cards	\$5,000.00	4 months before release					

Magazine Development														
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Release Dates													
	First Issues of New Titles	0	0	0	0	0	0	0	0	0	0	0	0	0
	Cumulative Titles	2	2	2	2	2	2	2	2	2	2	2	2	6
	Total Pages	340	340	340	360	360	360	360	360	360	360	360	360	1,060
	Advertising Deadline (2 mo. Prior)													0
	Release Dates													
	Design	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	79,560
	Editing	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	24,480
	Scanning	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	48,960
	Color Corrections	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	12,240
	Editorial Content	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	9,000
	Deadline Reminder Cards	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	12,250
(21)	<b>Total Magazine Development Cost</b>	<b>3,500</b>	<b>18,300</b>	<b>33,300</b>	<b>3,500</b>	<b>3,000</b>	<b>15,300</b>	<b>33,300</b>	<b>5,250</b>	<b>3,000</b>	<b>0</b>	<b>21,420</b>	<b>46,620</b>	<b>186,490</b>

Paper & Printing														
	Price / Base Run						Price / Base Run	\$54,573.75						
	Pages in Base						Pages in Base	144.0						
	Base Units						Units in Base Run	35,000.0						
	Page Overage						Per Additional Page	\$361.76	Based on \$45,000 / 35,000 / 144					
	Units Overage						Additional / 1,000 Magazines	\$1,053.44						

Paper & Printing														
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Release Dates													
	Total Titles	2	2	2	2	2	2	2	2	2	2	2	2	24
	Total Page Count	340	0	0	360	0	0	0	360	0	0	0	0	1,060
	Total Print Run	120,000	0	0	140,000	0	0	0	140,000	0	0	0	0	400,000
	Pages Over Base	52	0	0	72	0	0	0	72	0	0	0	0	196
	Units Over Base	50,000	0	0	70,000	0	0	0	70,000	0	0	0	0	190,000
	Base Printing Cost	109,148	0	0	109,148	0	0	0	109,148	0	0	0	0	327,443
	Page Overage Cost	18,811	0	0	26,047	0	0	0	26,047	0	0	0	0	70,905
	Unit Overage Cost	52,672	0	0	73,741	0	0	0	73,741	0	0	0	0	200,153
(22)	<b>Total Paper &amp; Printing Cost</b>	<b>180,631</b>	<b>0</b>	<b>0</b>	<b>208,935</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>208,935</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>598,500</b>

(5)	<b>Price Per Unit</b>	\$1.51	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$0.00	\$1.51
	<b>Max Page Rate for Printing</b>	\$531.27	\$0.00	\$0.00	\$580.37	\$0.00	\$0.00	\$0.00	\$580.37	\$0.00	\$0.00	\$0.00	\$0.00	\$580.37

Magazine Distribution														
	% of Run to Newsstand						% of Run to Newsstand	80.0%						
	Postage & Shipping to Newsstand						Postage & Shipping / 1000 Units	\$200.00						
	Advertiser Copies						Per page	\$40.00	each advertiser gets 25 copies for each ad page					

Magazine Distribution														
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Release Dates													
	Units Shipped to Newsstand	103,200	0	0	120,400	0	0	0	120,400	0	0	0	0	344,000
	Total Page Count	340	0	0	360	0	0	0	360	0	0	0	0	1,060
	Shipping Cost	20,640	0	0	24,080	0	0	0	24,080	0	0	0	0	68,800
	Advertiser Copies	13,600	0	0	14,400	0	0	0	14,400	0	0	0	0	42,400
(23)	<b>Total Magazine Shipping Cost</b>	<b>34,240</b>	<b>0</b>	<b>0</b>	<b>38,480</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>38,480</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>111,200</b>

Magazine Production Costs														
	Total Magazine Development Cost	3,500	18,300	33,300	3,500	3,000	15,300	33,300	5,250	3,000	0	21,420	46,620	186,490
	Total Paper & Printing Cost	180,631	0	0	208,935	0	0	0	208,935	0	0	0	0	598,500
	Total Magazine Shipping Cost	34,240	0	0	38,480	0	0	0	38,480	0	0	0	0	111,200
(24)	<b>Total Magazine Production Costs</b>	<b>\$218,371</b>	<b>\$18,300</b>	<b>\$33,300</b>	<b>\$250,915</b>	<b>\$3,000</b>	<b>\$15,300</b>	<b>\$33,300</b>	<b>\$252,665</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$21,420</b>	<b>\$46,620</b>	<b>\$896,190</b>

4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4

**Marketing & Sales**

Media Kits	Initial Cost with 1st Issue	\$5,500.00
	Media Kits allocation / Issue	\$1,750.00
Travel Costs	Per Sales Person / Per 1st Issue	\$10,000.00 <i>allocated across 3 months prior</i>
	Per Sales Person / Per Standard Issues	\$3,000.00 <i>allocated across 3 months prior</i>
Traveling Sales Staff	Traveling Sales Persons / Issue	4.0 <i>Includes one Officer traveling for sales</i>
Introductory Direct Mail Program	Per Piece Cost of Direct Mail Program	\$25,000.00
Placement Consultant	Placement Consultant	\$500.00 <i>per Month per Title</i>
Placement Program Fees	Fees for Placement Programs	\$45,000.00 <i>paid Jan on # Titles end of year</i>
Promotional Items	Promotional Items	\$3,000.00 <i>per year / per Title</i>
Commissions on Magazines	Magazine Commissions	12.0%
Commissions on Website	Website Commissions	10.0%

Marketing & Sales	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
First Issues of New Titles	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Cum Total Titles</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
Media Kits	3,500				3,500				3,500				10,500
Travel		10,000	10,000	10,000		10,000	10,000	10,000		37,333	37,333	37,333	172,000
Direct Mail Subscription Campaigns													0
Placement Consultant	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,500	1,500	1,500	1,500	14,000
Newsstand Marketing Programs		45,000											45,000
Promotional Items			6,000										6,000
<b>(25) Total Marketing &amp; Sales Cost</b>	<b>4,500</b>	<b>56,000</b>	<b>17,000</b>	<b>11,000</b>	<b>4,500</b>	<b>11,000</b>	<b>11,000</b>	<b>11,000</b>	<b>5,000</b>	<b>38,833</b>	<b>38,833</b>	<b>38,833</b>	<b>241,500</b>

Salespeople Draw & Commissions	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Traveling Sales Staff				Traveling Sales Persons / Issue	2.0								
Monthly Draw				Monthly Draw	\$2,500.00								
Benefits & Taxes for Commissions				Benefits & Taxes	30.0%	0							
Total Monthly Draw				Total Monthly Draw	\$3,250.00								
Release Dates													
New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
New Salespeople	0	0	0	0	0	0	0	0	0	2	0	0	2
<b>Total Number of Salespeople</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>
Commissions / Time Adjusted	5,784	119,977	8,151	17,011	74,512	74,544	4,107	6,518	69,089	7,514	86,965	4,536	478,708
Benefits & Taxes	1,735	35,993	2,445	5,103	22,354	22,363	1,232	1,956	20,727	2,254	26,089	1,361	143,612
<b>Total Commissions Due</b>	<b>5,311</b>	<b>7,519</b>	<b>155,970</b>	<b>10,596</b>	<b>22,115</b>	<b>96,866</b>	<b>96,907</b>	<b>5,339</b>	<b>8,474</b>	<b>89,815</b>	<b>9,768</b>	<b>113,054</b>	<b>622,321</b>
Cumulative Commissions	785,519	793,038	949,009	959,605	981,719	1,078,585	1,175,492	1,180,831	1,189,305	1,279,120	1,288,889	1,401,943	1,407,840

Salespeople Draw	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Draw	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	19,500	19,500	19,500	175,500
<b>Cumulative Draw</b>	<b>243,750</b>	<b>256,750</b>	<b>269,750</b>	<b>282,750</b>	<b>295,750</b>	<b>308,750</b>	<b>321,750</b>	<b>334,750</b>	<b>347,750</b>	<b>360,750</b>	<b>373,750</b>	<b>386,750</b>	<b>419,250</b>

Salesperson Distribution	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Salesperson Distribution Schedule													
Salesperson Distribution Calcs	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	
Schedule of Salesperson Distribution	0	0	1	0	0	1	0	0	1	0	0	1	4
<b>Commissions Account</b>	<b>(5,481)</b>	<b>137,490</b>	<b>135,086</b>	<b>9,115</b>	<b>92,980</b>	<b>176,887</b>	<b>(7,661)</b>	<b>(12,187)</b>	<b>64,628</b>	<b>(9,732)</b>	<b>83,822</b>	<b>70,219</b>	<b>70,219</b>
Commission Paid Out	58,078	0	135,086	0	0	176,887	0	0	64,628	0	0	70,219	446,821
<b>(26) Total Commissions - Paid Out</b>	<b>13,000</b>	<b>13,000</b>	<b>148,086</b>	<b>13,000</b>	<b>13,000</b>	<b>189,887</b>	<b>13,000</b>	<b>13,000</b>	<b>77,628</b>	<b>19,500</b>	<b>19,500</b>	<b>89,719</b>	<b>622,321</b>

Newsstand Distribution Fees	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Distributor Fees % of Retail Price													
Distributor Fees													
Percent Sell Through at Newsstand													
Release Dates													
Total Print Run	120,000	0	0	140,000	0	0	0	140,000	0	0	0	0	400,000
Shipped to Newsstands	103,200	0	0	120,400	0	0	0	120,400	0	0	0	0	344,000
Magazines Sold at Newsstands	57,792	0	0	67,424	0	0	0	67,424	0	0	0	0	192,640
<b>Distribution Fees on Newsstand Sales</b>	<b>\$216,633</b>	<b>\$0</b>	<b>\$0</b>	<b>\$252,739</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$252,739</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$722,111</b>
Newsstand Balance Due (6 mo. After subsequent Mag)													0
<b>(27) Distribution Fees - Time Adjusted</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>216,633</b>	<b>0</b>	<b>216,633</b>

Fulfillment	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Fee for New Subscription Setup													
Renewal Fee													
New Subscription													
Renewal													
<b>(28) Fulfillment Costs</b>	<b>\$2,992</b>	<b>\$474</b>	<b>\$489</b>	<b>\$505</b>	<b>\$521</b>	<b>\$537</b>	<b>\$554</b>	<b>\$571</b>	<b>\$589</b>	<b>\$607</b>	<b>\$907</b>	<b>\$935</b>	<b>\$9,681</b>

Marketing & Sales Costs	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Total Marketing & Sales Cost	4,500	56,000	17,000	11,000	4,500	11,000	11,000	11,000	5,000	38,833	38,833	38,833	247,500
Total Commissions - Paid Out	13,000	13,000	148,086	13,000	13,000	189,887	13,000	13,000	77,628	19,500	19,500	89,719	622,321
Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	216,633	0	216,633
Fulfillment Costs	2,992	474	489	505	521	537	554	571	589	607	907	935	9,681
<b>(29) Total Marketing &amp; Sales Costs</b>	<b>\$20,492</b>	<b>\$69,474</b>	<b>\$165,575</b>	<b>\$24,505</b>	<b>\$18,021</b>	<b>\$201,424</b>	<b>\$24,554</b>	<b>\$24,571</b>	<b>\$83,217</b>	<b>\$58,940</b>	<b>\$275,874</b>	<b>\$129,488</b>	<b>\$1,096,135</b>

Website Costs													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
Website Opened (1st Issue)	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Cum Total Websites Open</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

Website Costs													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Web Development Cost													
Website Maintenance													
Web Master & Growth													
Website Hosting													
Membership Mail Campaign													
Search Positioning Program													
Website Development													
Website Maintenance													
Web Master													
Hosting Fees													
Per Piece													
Purchase Search Placements / Month													
<b>(30) Total Website Costs</b>	<b>19,240</b>	<b>15,740</b>	<b>22,740</b>	<b>15,740</b>	<b>15,740</b>	<b>15,740</b>	<b>15,740</b>	<b>15,740</b>	<b>15,740</b>	<b>15,740</b>	<b>20,740</b>	<b>20,740</b>	<b>214,380</b>

Bad Debt													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Percent Bad Debt													
Bad Debt													
2.0% of Gross Revenue													
<b>Bad Debt Allocation</b>	<b>\$1,356</b>	<b>\$24,173</b>	<b>\$1,664</b>	<b>\$3,437</b>	<b>\$12,884</b>	<b>\$18,909</b>	<b>\$860</b>	<b>\$1,343</b>	<b>\$11,804</b>	<b>\$1,545</b>	<b>\$21,683</b>	<b>\$969</b>	<b>\$100,628</b>

**ASSET ADJUSTMENTS**

Investments Received													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Show Investment in Summary?													
*Y* to Show Investment in Summary													
Equity Placement Commission													
10.0% Fee paid for raising funds													
<b>Investment Amount Received</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>
<b>(33) Equity Placement Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**EMPLOYEE ASSUMPTIONS & COUNT**

Employee Overhead Calculations													
Assumptions:		Assumptions:											
Work Days / Month	22	( Work Days/Month * 7 hrs * 50 min )											
Monthly Time (min) / Employee	7,583												
FICA & Benefits	30%												
Pager/Month	\$25												
Cell Phone/Month	\$100												
E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office											
E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office											
E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software											
E4 Employee Setup	4,000	Setup for Level 4 Computer, Office, & Software											
Health Insurance	500	Family Rate / Month											
Recruiting Expense	0	% of Annual Salary											
High Speed Home Internet	50	Price / Month - High Speed Internet Access & Phone Lines											
Gas Price	2	Price / Gallon of Gas											
Ave Miles / Gallon	18	Average Gas Mileage for Company Car											
Car Allowance	500	Car Allowance											
Miles/Day	75												
Mileage Reimbursement Rate	\$0.32	Rate at which mileage is reimbursed											
Auto Expense @ 100% Travel	\$520	Days * Miles/Day @ Reimbursement Rate											
Per Diem	\$150.00	With Annual escalation											
Ave Entertainment/Day	\$50.00	With Annual escalation											
Conference Expense	\$1,500.00	With Annual escalation											
Flight Average	500	Additional Per Person to Cover Conference Overhead											
		Average Cost of Plane Fare / Flight											

Employee Count Totals													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
NEW G&A Staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total G&A Staff	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
New Salespeople	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2.0
Total Salespeople	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	6.0	6.0	6.0	6.0
<b>(32) Total Employees</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>9.0</b>	<b>11.0</b>	<b>11.0</b>	<b>11.0</b>	<b>11.0</b>

FUNCTIONAL DIVISIONS - DETAILS

GENERAL & ADMINISTRATIVE

General & Administrative

G&A Staff Exp Calc

Functional Title	Annual Salary	Other Expense		Capital		Monthly Expenses				Travel Expenses			Billable	
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Confer per Year	% Billable
GA1 Founders	\$ 99,225	15.0%	\$ -	\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 64,827	10.0%	\$ -	\$ -	H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 55,566	10.0%	\$ -	\$ -	H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 34,729	10.0%	\$ -	\$ -	0	0	0	0	0	0.0%	0.0%	0	1	0.0%

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$8,269	\$2,481	\$10,749	\$150		\$50	\$10,949	\$ 4,961	\$ 14,884	\$ 10,000
GA2 Managers	\$5,402	\$1,621	\$7,023	\$150		\$50	\$7,223	\$ 3,241	\$ 6,483	\$ 5,000
GA3 Assistant	\$4,631	\$1,389	\$6,020	\$150		\$50	\$6,220	\$ 2,778	\$ 5,557	\$ 4,000
GA4 Clerical	\$2,894	\$868	\$3,762				\$3,762	\$ 1,736	\$ 3,473	\$ 4,000

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer Expense	Club Expense	Mnth Travel Conf. & Ent
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750		\$4,024
GA2 Managers			\$975	\$975	\$325	\$500	\$750		\$2,706
GA3 Assistant			\$104	\$650	\$217	\$500	\$125		\$1,596
GA4 Clerical			\$0	\$0	\$0	\$0	\$125		\$125

Release Dates

Growth of Titles	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Titles	2	2	2	2	2	2	2	2	2	2	2	2	2

G&A Staff Assumptions

0.000	Managers	Title Managers	1.0	per magazine - after first
0.000	Assistant	Title Assistants	1.0	per magazine - after first
0.000	Clerical	Clients / Clerical	1.0	per magazine - after first

New G&A Staff

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 New Founders	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA4 New Clerical	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEW G&A Staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Total G&A Staff

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(34) Total G&A Staff	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

G&A Payroll & Benefits

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	262,785
GA2 Managers	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	86,675
GA3 Assistant	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	74,636
GA4 Clerical	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	45,147
(35) G&A Payroll & Benefits	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	469,248

G&A Travel, Conf, Entertainment

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	32,472
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	125	125	125	125	125	125	125	125	125	125	125	125	1,500
(36) G&A Travel, Conf, & Enter	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	149,700

Bonus Payments

Bonus Payments Schedule New Bonus Payments per year 1.0 How often are bonuses paid per year

Growth of Bonus Payments

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Bonus Payments Calc	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	1
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	0	1

G&A Recruiting & Bonus

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	29,768	29,768
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	6,483	6,483
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	5,557	5,557
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	3,473	3,473
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	0	0	0	0	45,280	45,280

G&A Billable Adjustment		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total G&amp;A Staff Expenses</b>		<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>51,579</b>	<b>96,859</b>	<b>664,228</b>

Synogy Profit Percent		Percent of Gross Margin												2.5%	68,102
Synogy BP Interest in Gross Margin		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
Gross Margin	0	(191,656)	1,080,942	(140,081)	(122,738)	594,550	694,080	(31,456)	(227,145)	476,450	(3,964)	744,457	(149,374)	2,724,067	
Quarterly Total - Prior 3 Months	0	494,222			749,205			1,165,893			217,849			2,627,169	
Business Plan Development	0	12,356			18,730			29,147			5,446			65,679	
(38) Synogy BP Interest in Gross Margin		12,356	0	0	18,730	0	0	29,147	0	0	5,446	0	0	65,679	

G&A Misc. Expenses		Percent of Gross Margin												5
Personnel Support		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Total G&A Staff	per emply	5	5	5	5	5	5	5	5	5	5	5	5	5
Accrued Reimbursement														0
Training & Education	\$50.00	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Employee Orientation	\$1,000.00	0	0	0	0	0	0	0	0	0	0	0	0	0
Dues-Subscriptions	\$5.00	25	25	25	25	25	25	25	25	25	25	25	25	300
(39) Personnel Support		275	275	275	275	275	275	275	275	275	275	275	275	3,300
Office Resources		monthly												
Office Supplies	\$35.00	175	175	175	175	175	175	175	175	175	175	175	175	2,100
Equipment Leases	\$360.00	360	360	360	360	360	360	360	360	360	360	360	360	4,320
Copy & Printing	\$72.00	144	144	144	144	144	144	144	144	144	144	144	144	1,728
(40) Office Resources		679	679	679	679	679	679	679	679	679	679	679	679	8,148
Professional Services		monthly												
Legal Fees	\$100.00	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting Fees	\$150.00	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants	\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services		2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
Misc. Overhead		monthly												
Postage & Freight	\$181.50	1,634	1,634	1,634	1,634	1,634	1,634	1,634	1,634	1,634	1,997	1,997	1,997	20,691
Corp Insurance (Liab, E&O, D&O)	\$1,000.00	1,000												1,000
Bank Fees	\$0.20	197	22	43	160	68	69	26	111	44	45	56	42	883
(42) Misc. Overhead		2,830	1,655	1,677	1,794	1,702	1,703	1,659	1,744	1,678	2,042	2,052	2,038	22,574
Charitable Contributions		monthly												
(43) Contributions	\$15,000	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
<b>Total G&amp;A Misc. Expenses</b>		<b>7,284</b>	<b>6,109</b>	<b>6,131</b>	<b>6,248</b>	<b>6,156</b>	<b>6,157</b>	<b>6,113</b>	<b>6,198</b>	<b>6,132</b>	<b>6,496</b>	<b>6,506</b>	<b>6,492</b>	<b>76,022</b>

Technical Expenses		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(44) Computer Software & Upgrades	\$69.46	347	347	347	347	347	347	347	347	347	347	347	347	4,167
(45) Internet Connection Fee	\$86.82	87	87	87	87	87	87	87	87	87	87	87	87	1,042
(46) <b>Total Technical Expenses</b>		<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>434</b>	<b>5,209</b>

Marketing & Sales Expenses		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Image, Marketing Materials & Manuals		303	303	303	303	303	303	303	303	303	303	303	303	3,630
(47) Total Image & Materials		303	303	303	303	303	303	303	303	303	303	303	303	3,630
Advertising & Publicity		8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000
Marketing Materials		800	800	800	800	800	800	800	800	800	800	800	800	9,600
Direct Mail		3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000
(48) Total Advertising & Publicity		12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	147,600

**Sales & Advisory Board Special Events**

		Event Expenses												Event Expenses	
														\$50,000.00	
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
<b>Special Events &amp; Sponsorships</b>															
Month of Event															
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	0	0	0	0	0	30,000	
(50)	<b>Total Marketing &amp; Sales Expenses</b>	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	181,230	

**G&A Office Rental Expenses**

<b>Office Space Assumptions</b>															
0.000														Employees at end of year	11.0
0.000														Employs planning space for	11.0
0.000														Common Area	1,500.00
0.000														Sq Ft per Employee	150.00
0.000														Office Size Sq Ft	3,150
0.000														Rent / Sq Ft / Year	\$9.00
0.000														Monthly Rent	\$2,362.50
0.000														Employees per phone line	2.00
0.000														Sq Ft per Cleaning Rate	3,000.00
0.000														Sq Ft per Repair Rate	1,000.00

<b>Office Space Expenses</b>		monthly	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Office Rent	\$2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	28,350
(51)	Office Rental / Payments		2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	28,350
<b>Utilities &amp; Maint</b>		monthly													
	Elect, Water	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
5.0%	Telephone Service Fees	\$231.53	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,273	1,273	1,273	13,197
5.0%	Telephone & Long Distance	\$115.76	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,273	1,273	1,273	13,197
5.0%	Cleaning	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
5.0%	Repairs & Maintenance	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
(52)	Utilities & Maint		2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,547	2,547	2,547	26,394
(53)	<b>Total Facilities Expense</b>		4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,910	4,910	4,910	54,744
(54)	<b>Total G&amp;A Expenses</b>		76,100	62,569	62,591	81,438	62,616	62,617	121,721	62,658	62,592	68,865	63,429	108,695	895,882

**G&A Capitial Expenses**

<b>G&amp;A Employee Setup</b>		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
(55)	<b>Total G&amp;A Employee Setup</b>	0	0	0	0	0	0	0	0	0	0	0	0	0

**G&A Equipment Expenses**

<b>Furnishings &amp; Equipment</b>		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
<b>Computer Replacement</b>		Allocation for Replacement of Computers / Employee \$25.00												
	Computer Equipment-Rplc Alloc	225	225	225	225	225	225	225	225	225	225	275	275	2,850
	Furnishings Rental	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0
(56)	<b>Total Furnishings &amp; Equipment</b>	225	225	225	225	225	225	225	225	225	225	275	275	2,850
(57)	<b>Total G&amp;A Capital Expenses</b>	225	225	225	225	225	225	225	225	225	225	275	275	2,850

**MARKETING & SALES**

**M&S Capitial Expenses**

<b>M&amp;S Employee Setup</b>		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
<b>Salesperson Setup Expenses</b>		Setup Expenses \$2,500.00												
	New Salespeople	0	0	0	0	0	0	0	0	0	2	0	0	2
	person S	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000
(58)	<b>Total M&amp;S Employee Setup</b>	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000
(59)	<b>Total M&amp;S Capital Expenses</b>	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000



---

**YEAR 5**  
**FINANCIAL PROJECTIONS**

---

**PREMIER PUBLISHING**  
*Financial Projections*

Year 5

prepared by  
**SYNOGY**

3/1/2004  
10:42 AM

**5 Year Projections**

**GROWTH PROJECTIONS**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Magazines</b>													
(1) New Titles Released	1	0	0	0	0	0	0	0	0	0	0	0	1
(2) Cum Total Titles	3	3	3	3	3	3	3	3	3	3	3	3	3
<b>Magazine Growth Statistics</b>													
(3) Total Page Count	504	0	0	520	0	0	0	540	0	0	0	0	1,564
(4) Total Print Run	175,000	0	0	190,000	0	0	0	210,000	0	0	0	0	575,000
(5) Printing Price / Unit (Max)	\$1.58	\$0.00	\$0.00	\$1.58	\$0.00	\$0.00	\$0.00	\$1.57	\$0.00	\$0.00	\$0.00	\$0.00	\$1.58
(6) Total New Subscriptions from Magazines	42	38	39	190	47	49	50	51	52	53	54	55	719
(7) Cumulative New Subscriptions From Campaign	200	200	200	200	200	200	200	200	200	200	217	233	233
(8) Magazine Subscription Renewals	441	72	75	77	80	83	85	88	91	94	131	136	1,453
(9) Cumulative Magazine Subscriptions	758	771	785	949	970	991	1,012	1,034	1,055	1,077	1,103	1,130	1,130
<b>Website Growth Statistics</b>													
(10) Total New Memberships	55	5	72	303	272	272	72	6	6	6	6	6	1,079
(11) Total Cumulative Memberships	1,464	1,466	1,508	1,726	1,939	2,152	2,220	2,207	2,187	2,167	2,147	2,146	2,146

5 5 5 5 5 5 5 5 5 5 5 5 5 5

**REVENUES**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Magazine Revenues</b>													
(12) Gross Page Revenue - Time Adjusted	0	1,344,000	0	0	696,000	756,000	0	0	756,000	0	0	0	3,552,000
(13) Gross Cover Revenue - Time Adjusted	0	27,503	0	0	13,993	14,475	0	0	14,475	0	0	0	70,445
(14) Gross Newsstand Revenue - Time Adjusted	0	401,173	0	0	0	401,173	0	0	0	0	501,466	0	1,303,812
(15) Gross Subscription Revenue	9,188	2,510	2,575	7,759	2,963	3,043	3,125	3,209	3,294	3,380	4,330	4,465	49,841
(16) Gross Magazine Revenue	9,188	1,775,185	2,575	7,759	712,955	1,174,691	3,125	3,209	773,769	3,380	505,796	4,465	4,976,098
<b>Website Revenues</b>													
(17) Gross Website Broker Membership Revenue	39,639	5,751	63,873	222,745	179,445	179,704	33,733	25,170	32,182	32,676	33,220	10,383	858,521
(18) Gross Website Ad Revenue	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	746,496
(19) Gross Website Revenue	101,847	67,959	126,081	284,953	241,653	241,912	95,941	87,378	94,390	94,884	95,428	72,591	1,605,017
(20) Gross Revenue	\$111,035	\$1,843,144	\$128,656	\$292,712	\$954,609	\$1,416,603	\$99,066	\$90,587	\$868,158	\$98,264	\$601,225	\$77,055	\$6,581,114

**COST OF GOODS**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Magazine Production</b>													
(21) Total Magazine Development Cost	5,250	26,600	48,100	5,250	4,500	22,950	49,950	0	4,500	0	0	0	167,100
(22) Total Paper & Printing Cost	276,684	0	0	299,353	0	0	0	329,072	0	0	0	0	905,109
(23) Total Magazine Shipping Cost	50,260	0	0	53,480	0	0	0	57,720	0	0	0	0	161,460
(24) Total Magazine Production Costs	332,194	26,600	48,100	358,083	4,500	22,950	49,950	386,792	4,500	0	0	0	1,233,669
<b>Marketing &amp; Sales</b>													
(25) Total Marketing & Sales Cost	10,500	67,500	31,500	22,500	6,750	22,500	22,500	22,500	5,250	0	0	0	202,500
(26) Total Commissions - Paid Out	19,500	19,500	213,420	19,500	19,500	291,860	19,500	19,500	117,296	19,500	19,500	19,500	798,076
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	315,924	0	315,924
(28) Fulfillment Costs	1,758	655	670	2,647	797	816	836	856	877	897	1,212	1,241	13,261
(29) Total Marketing & Sales Costs	31,758	87,655	245,589	44,647	27,047	315,177	42,836	42,856	123,423	20,397	336,635	20,741	1,338,761
<b>Website Costs</b>													
(30) Total Website Costs	27,758	24,258	34,758	27,758	24,258	24,258	24,258	24,258	24,258	24,258	24,258	24,258	308,596
<b>Cost of Sales</b>	\$391,710	\$138,513	\$328,447	\$430,488	\$55,805	\$362,385	\$117,044	\$453,906	\$152,181	\$44,655	\$360,893	\$44,999	\$2,881,027
<b>Bad Debt Allocation</b>	\$2,221	\$36,863	\$2,573	\$5,854	\$19,092	\$28,332	\$1,981	\$1,812	\$17,363	\$1,965	\$12,024	\$1,541	\$131,622

**GROSS MARGIN**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Gross Margin</b>	(\$282,896)	\$1,667,768	(\$202,364)	(\$143,630)	\$879,712	\$1,025,886	(\$19,960)	(\$365,132)	\$698,614	\$51,644	\$228,307	\$30,515	\$3,568,465

5 5 5 5 5 5 5 5 5 5 5 5 5 5

**EXPENSES**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
(31) Total Salespeople	6	6	6	6	6	6	6	6	6	6	6	6	6
(32) <b>Total Employees</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>General &amp; Administrative</b>													
(34) Total G&A Staff	7	7	7	7	7	7	7	7	7	7	7	7	7
(35) G&A Payroll & Benefits	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	617,880
(36) G&A Travel, Conf. & Enter	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	170,340
(37) G&A Recruit & Bonus	4,740	0	0	0	0	0	0	0	0	0	0	0	61,765
<b>Total G&amp;A Staff Expenses</b>	<b>70,425</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>122,710</b>	<b>849,985</b>
(38) Synogy BP Interest in Gross Margin	14,778	0	0	29,563	0	0	44,049	0	0	7,838	0	0	96,228
(39) Personnel Support	2,385	385	385	385	385	385	385	385	385	385	385	385	6,620
(40) Office Resources	936	936	936	936	936	936	936	936	936	936	936	936	11,234
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	3,847	2,631	2,664	2,932	2,732	2,734	2,654	2,769	2,656	2,657	2,670	2,659	33,606
(43) Contributions	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
<b>Total G&amp;A Misc. Expenses</b>	<b>10,668</b>	<b>7,452</b>	<b>7,485</b>	<b>7,753</b>	<b>7,553</b>	<b>7,555</b>	<b>7,475</b>	<b>7,590</b>	<b>7,477</b>	<b>7,478</b>	<b>7,491</b>	<b>7,480</b>	<b>93,460</b>
(44) Computer Software & Upgrades	511	511	511	511	511	511	511	511	511	511	511	511	6,126
(45) Internet Connection Fee	91	91	91	91	91	91	91	91	91	91	91	91	1,094
(46) <b>Total Technical Expenses</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>602</b>	<b>7,220</b>
(47) Total Image & Materials	333	333	333	333	333	333	333	333	333	333	333	333	3,993
(48) Total Advertising & Publicity	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	185,400
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) <b>Total Marketing &amp; Sales Expenses</b>	<b>15,783</b>	<b>15,783</b>	<b>15,783</b>	<b>15,783</b>	<b>15,783</b>	<b>15,783</b>	<b>45,783</b>	<b>15,783</b>	<b>15,783</b>	<b>15,783</b>	<b>15,783</b>	<b>15,783</b>	<b>219,393</b>
(51) Office Rental / Payments	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	31,050
(52) Utilities & Maint	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	37,924
(53) <b>Total Facilities Expense</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>5,748</b>	<b>68,974</b>
(54) <b>Total G&amp;A Expenses</b>	<b>102,221</b>	<b>79,487</b>	<b>79,520</b>	<b>109,351</b>	<b>79,588</b>	<b>79,589</b>	<b>153,559</b>	<b>79,625</b>	<b>79,511</b>	<b>87,351</b>	<b>79,525</b>	<b>136,540</b>	<b>1,145,867</b>
<b>TOTAL EXPENSES</b>	<b>102,221</b>	<b>79,487</b>	<b>79,520</b>	<b>109,351</b>	<b>79,588</b>	<b>79,589</b>	<b>153,559</b>	<b>79,625</b>	<b>79,511</b>	<b>87,351</b>	<b>79,525</b>	<b>136,540</b>	<b>1,145,867</b>
<b>Earnings Before Interest &amp; Taxes</b>	<b>(385,117)</b>	<b>1,588,281</b>	<b>(281,884)</b>	<b>(252,981)</b>	<b>800,124</b>	<b>946,297</b>	<b>(173,519)</b>	<b>(444,757)</b>	<b>619,103</b>	<b>(35,707)</b>	<b>148,782</b>	<b>(106,025)</b>	<b>2,422,598</b>
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Earnings (Loss) Before Taxes</b>	<b>(385,117)</b>	<b>1,588,281</b>	<b>(281,884)</b>	<b>(252,981)</b>	<b>800,124</b>	<b>946,297</b>	<b>(173,519)</b>	<b>(444,757)</b>	<b>619,103</b>	<b>(35,707)</b>	<b>148,782</b>	<b>(106,025)</b>	<b>2,422,598</b>
Accumulated Losses	(643,186)	0	(281,884)	(534,865)	0	0	(173,519)	(618,275)	0	(35,707)	0	(106,025)	0
Taxes 35.0%	0	555,898	0	0	280,043	331,204	0	0	216,686	0	52,074	0	1,435,906
Total Expenses + Taxes	102,221	635,385	79,520	109,351	359,631	410,793	153,559	79,625	296,197	87,351	131,599	136,540	2,581,773
<b>NET INCOME (LOSS)</b>	<b>(385,117)</b>	<b>1,032,383</b>	<b>(281,884)</b>	<b>(252,981)</b>	<b>520,081</b>	<b>615,093</b>	<b>(173,519)</b>	<b>(444,757)</b>	<b>402,417</b>	<b>(35,707)</b>	<b>96,708</b>	<b>(106,025)</b>	<b>986,693</b>

## CAPITAL EXPENDITURES

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>G&amp;A Capital Expenses</b>													
(55) G&A Employee Setup	8,000	0	0	0	0	0	0	0	0	0	0	0	8,000
(56) Total Furnishings & Equipment	325	325	325	325	325	325	325	325	325	325	325	325	3,900
(57) <b>Total G&amp;A Capital Expenses</b>	<b>8,325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>11,900</b>
<b>M&amp;S Capital Expenses</b>													
(58) M&S Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0
(59) <b>Total M&amp;S Capital Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Capital Expenditures</b>	<b>8,325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>11,900</b>
<b>Cumulative Capital Expenditures</b>	<b>72,050</b>	<b>72,375</b>	<b>72,700</b>	<b>73,025</b>	<b>73,350</b>	<b>73,675</b>	<b>74,000</b>	<b>74,325</b>	<b>74,650</b>	<b>74,975</b>	<b>75,300</b>	<b>75,625</b>	<b>75,625</b>

## SOURCES & USES OF CASH

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>SOURCES OF CASH</b>													
Net Income (Loss)	(385,117)	1,032,383	(281,884)	(252,981)	520,081	615,093	(173,519)	(444,757)	402,417	(35,707)	96,708	(106,025)	986,693
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Sources of Funds</b>	<b>(385,117)</b>	<b>1,032,383</b>	<b>(281,884)</b>	<b>(252,981)</b>	<b>520,081</b>	<b>615,093</b>	<b>(173,519)</b>	<b>(444,757)</b>	<b>402,417</b>	<b>(35,707)</b>	<b>96,708</b>	<b>(106,025)</b>	<b>986,693</b>
<b>USES OF CASH</b>													
Total Capital Expenditures	8,325	325	325	325	325	325	325	325	325	325	325	325	11,900
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>CASH USED In Operations</b>	<b>8,325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>325</b>	<b>11,900</b>
<b>Cash (Required) Available</b>	<b>(393,442)</b>	<b>1,032,058</b>	<b>(282,209)</b>	<b>(253,306)</b>	<b>519,756</b>	<b>614,768</b>	<b>(173,844)</b>	<b>(445,082)</b>	<b>402,092</b>	<b>(36,032)</b>	<b>96,383</b>	<b>(106,350)</b>	<b>974,793</b>
<b>Cummulative Cash (Required) Available</b>	<b>969,544</b>	<b>2,001,602</b>	<b>1,719,392</b>	<b>1,466,086</b>	<b>1,985,842</b>	<b>2,600,610</b>	<b>2,426,766</b>	<b>1,981,685</b>	<b>2,383,777</b>	<b>2,347,745</b>	<b>2,444,128</b>	<b>2,337,778</b>	<b>2,337,778</b>
<b>Value (Cum Cash + Cum Capital Exp)</b>	<b>1,041,594</b>	<b>2,073,977</b>	<b>1,792,092</b>	<b>1,539,111</b>	<b>2,059,192</b>	<b>2,674,285</b>	<b>2,500,766</b>	<b>2,056,010</b>	<b>2,458,427</b>	<b>2,422,720</b>	<b>2,519,428</b>	<b>2,413,403</b>	<b>2,413,403</b>

Financial Projections  
Year 5  
5 Year Projections

Year 5  
DETAILS REPORT

prepared by  
**SYNOGY**

3/1/2004  
10:45 AM

**GROWTH PROJECTIONS DETAILS**

Magazines

Titles

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Growth of Titles</b>													
(1) New Titles Released	1												1
(2) Cum Total Titles	3	3	3	3	3	3	3	3	3	3	3	3	3
Release Dates													
<b>Related Dates</b>													
Advertising Deadline (2 mo. Prior)													0
Advertising Balance Due (1 mo. After)													0
Newsstand Balance Due (6 mo. After subsequent Mag)													0

Revenues

Advertising - Pages

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Growth of Issues</b>													
Release Dates													
First Issues	1	0	0	0	0	0	0	0	0	0	0	0	1
Second Issues	0				1								1
No. Standard Issues	2				2			3					7
<b>Pages</b>													
First Issue Pages	144	0	0	0	0	0	0	0	0	0	0	0	144
Second Issue Pages	0	0	0	160	0	0	0	0	0	0	0	0	160
Standard Pages	360	0	0	360	0	0	0	540	0	0	0	0	1,260
(3) Total Page Count	504	0	0	520	0	0	0	540	0	0	0	0	1,564

Page Revenues

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Page Revenue</b>													
First Issue Pages	288,000	0	0	0	0	0	0	0	0	0	0	0	288,000
Second Issue Pages	0	0	0	384,000	0	0	0	0	0	0	0	0	384,000
Standard Pages	1,008,000	0	0	1,008,000	0	0	0	1,512,000	0	0	0	0	3,528,000
Gross Page Revenue	\$1,296,000	\$0	\$0	\$1,392,000	\$0	\$0	\$0	\$1,512,000	\$0	\$0	\$0	\$0	\$4,200,000

Page Revenue - Time Adjusted

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Page Revenue - Time Adjusted</b>													
First Issue Pages	0	144,000	0	0	0	0	0	0	0	0	0	0	144,000
Second Issue Pages	0	192,000	0	0	192,000	0	0	0	0	0	0	0	384,000
Standard Pages	0	1,008,000	0	0	504,000	756,000	0	0	756,000	0	0	0	3,024,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$1,344,000	\$0	\$0	\$696,000	\$756,000	\$0	\$0	\$756,000	\$0	\$0	\$0	\$3,552,000



**GROSS MAGAZINE REVENUES**

Gross Page Revenue - Time Adjusted	0	1,344,000	0	0	696,000	756,000	0	0	756,000	0	0	0	0	3,552,000
Gross Cover Revenue - Time Adjusted	0	27,503	0	0	13,993	14,475	0	0	14,475	0	0	0	0	70,445
Gross Newsstand Revenue - Time Adjusted	0	401,173	0	0	0	401,173	0	0	0	0	501,466	0	0	1,303,812
Gross Subscription Revenue	9,188	2,510	2,575	7,759	2,963	3,043	3,125	3,209	3,294	3,380	4,330	4,465	0	49,841
<b>(16) Gross Magazine Revenue</b>	<b>\$9,188</b>	<b>\$1,775,185</b>	<b>\$2,575</b>	<b>\$7,759</b>	<b>\$712,955</b>	<b>\$1,174,691</b>	<b>\$3,125</b>	<b>\$3,209</b>	<b>\$773,769</b>	<b>\$3,380</b>	<b>\$505,796</b>	<b>\$4,465</b>	<b>\$0</b>	<b>\$4,976,098</b>

**Website**

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Website Opened (1st Issue)	1	0	0	0	0	0	0	0	0	0	0	0	1
<b>Cum Total Websites Open</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**BROKER Memberships**

Starting Memberships	51.0
2nd Issue Memberships	31.0
Growth per period	0.9%
Memberships starting with 1st issue	
Memberships starting with 2nd issue	
% growth per month	

**Growth of Broker Memberships from Publications**

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
1st Issues	1	0	0	0	0	0	0	0	0	0	0	0	1
2nd Issues	0	0	0	1	0	0	0	0	0	0	0	0	1
New Memberships - 1st Issue	51	0	0	0	0	0	0	0	0	0	0	0	51
New Memberships - 2nd Issue	0	0	0	31	0	0	0	0	0	0	0	0	31
New Memberships - from Growth %	4	5	5	5	5	5	5	6	6	6	6	6	64
<b>Total New Memberships from Publications</b>	<b>55</b>	<b>5</b>	<b>5</b>	<b>36</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>146</b>
<b>Cumulative New Memberships from Publications</b>	<b>549</b>	<b>554</b>	<b>559</b>	<b>595</b>	<b>601</b>	<b>606</b>	<b>612</b>	<b>617</b>	<b>623</b>	<b>628</b>	<b>634</b>	<b>640</b>	<b>640</b>

**Broker Memberships from Mail Campaign**

Sent Months for Return	10,000.0
Direct Mail Pieces Sent	3.0
Months over which returns are split	2.0%
Total Percentage Return	200.0
Total New Broker Memberships	66.7
Per Month Return	
New Broker Memberships per Month of Return	

**Growth of Broker Subs from Mail Campaign**

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
New Title Release	1	0	0	0	0	0	0	0	0	0	0	0	1
2nd Issue	0	0	0	1	0	0	0	0	0	0	0	0	1
Annual Campaign / Title	0	0	3	0	0	0	0	0	0	0	0	0	3
Mail Campaign Sent for Website Memberships	1	0	3	1	0	0	0	0	0	0	0	0	5
New Memberships from Campaign	0	0	67	267	267	267	67	0	0	0	0	0	933
<b>Total New Memberships from Campaign</b>	<b>0</b>	<b>0</b>	<b>67</b>	<b>267</b>	<b>267</b>	<b>267</b>	<b>67</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>933</b>
<b>Cumulative New Memberships From Campaign</b>	<b>1,467</b>	<b>1,467</b>	<b>1,533</b>	<b>1,800</b>	<b>2,067</b>	<b>2,333</b>	<b>2,400</b>	<b>2,400</b>	<b>2,400</b>	<b>2,400</b>	<b>2,400</b>	<b>2,400</b>	<b>2,400</b>

**(10) Total New Memberships**

Non-Renewals (minus)	15	3	29	85	59	59	4	19	25	25	26	7	356
<b>(11) Total Cumulative Memberships</b>	<b>1,464</b>	<b>1,466</b>	<b>1,508</b>	<b>1,726</b>	<b>1,939</b>	<b>2,152</b>	<b>2,220</b>	<b>2,207</b>	<b>2,187</b>	<b>2,167</b>	<b>2,147</b>	<b>2,146</b>	<b>2,146</b>

**Renewal Rate**

% of Memberships that renew	75.0%												
Membership Renewals (Previous Year)	44	9	88	254	177	177	12	57	75	76	77	20	1,067
<b>Total New &amp; Renew</b>	<b>99</b>	<b>14</b>	<b>160</b>	<b>557</b>	<b>449</b>	<b>449</b>	<b>84</b>	<b>63</b>	<b>80</b>	<b>82</b>	<b>83</b>	<b>26</b>	<b>2,146</b>

**Broker Memberships Annual Fee**

Annual Broker Website Membership	\$400.00												
<b>(17) Gross Website Broker Membership Revenue</b>	<b>\$39,639</b>	<b>\$5,751</b>	<b>\$63,873</b>	<b>\$222,745</b>	<b>\$179,445</b>	<b>\$179,704</b>	<b>\$33,733</b>	<b>\$25,170</b>	<b>\$32,182</b>	<b>\$32,676</b>	<b>\$33,220</b>	<b>\$10,383</b>	<b>\$858,521</b>

**WEB ADVERTISEMENTS**

**Page Revenue**

Home Page Advertising Slots	No. of Advertisements on Home Page	4.0
Price per Ad Slot - Home Page	Monthly Price per Ad Slot on Home Page	\$1,728.00 monthly
No. Regional Pages	No. of Regional Pages	4.0
Regional Page Advertising Slots	No. of Advertisements on Regional Page	4.0
Price per Ad Slot - Regional Page	Monthly Price per Ad Slot on Regional Page	\$864.00 monthly

**Page Revenue**

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Home Page Ad Revenue	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	248,832
Regional Page Ad Revenue	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	497,664
<b>(18) Gross Website Ad Revenue</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$62,208</b>	<b>\$746,496</b>

**TOTAL WEBSITE REVENUES**

Gross Website Broker Membership Revenue	39,639	5,751	63,873	222,745	179,445	179,704	33,733	25,170	32,182	32,676	33,220	10,383	858,521
Gross Website Ad Revenue	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	746,496
<b>(19) Gross Website Revenue</b>	<b>\$101,847</b>	<b>\$67,959</b>	<b>\$126,081</b>	<b>\$284,953</b>	<b>\$241,653</b>	<b>\$241,912</b>	<b>\$95,941</b>	<b>\$87,378</b>	<b>\$94,390</b>	<b>\$94,884</b>	<b>\$95,428</b>	<b>\$72,591</b>	<b>\$1,605,017</b>

Gross Revenues														
	Gross Magazine Revenue	9,188	1,775,185	2,575	7,759	712,955	1,174,691	3,125	3,209	773,769	3,380	505,796	4,465	4,976,098
	Gross Website Revenue	101,847	67,959	126,081	284,953	241,653	241,912	95,941	87,378	94,390	94,884	95,428	72,591	1,605,017
(20)	<b>Gross Revenue</b>	<b>\$111,035</b>	<b>\$1,843,144</b>	<b>\$128,656</b>	<b>\$292,712</b>	<b>\$954,609</b>	<b>\$1,416,603</b>	<b>\$99,066</b>	<b>\$90,587</b>	<b>\$868,158</b>	<b>\$98,264</b>	<b>\$601,225</b>	<b>\$77,055</b>	<b>\$6,581,114</b>

**COST OF GOODS**

Magazine Production														
	Design	Design Cost / Per Page	\$65.00	allocated across prior 2 months										
	Editing	Editing / Per Page	\$20.00	allocated across prior 2 months										
	Scanning	Scanning / Per Page	\$80.00	month before										
	Color Correction	Color Correction / Per Page	\$20.00	month before										
	<b>Total Per Page Cost</b>	<b>Total Per Page Cost</b>	<b>\$185.00</b>	<b>0</b>										
	Editorial Content	Editorial Content / Per Issue	\$1,500.00	paid month after										
	Deadline Reminder Cards	Deadline Reminder Cards	\$0.35	4 months before release										
	Number of Cards Sent	Number of Deadline Reminder Cards	\$5,000.00	4 months before release										

Magazine Development													
	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Release Dates													
First Issues of New Titles	0.00	1			0				0				1
Cumulative Titles	0.00	3							3				9
Total Pages	0.00	504			520				540				1,564
Advertising Deadline (2 mo. Prior)	0.00												0
Release Dates													
Design	16,900.00		16,900	16,900		17,550	17,550						68,900
Editing	5,200.00		5,200	5,200		5,400	5,400						21,200
Scanning				20,800			21,600						42,400
Color Corrections				5,200			5,400						10,600
Editorial Content	0.00		4,500			4,500			4,500				13,500
Deadline Reminder Cards	0.00	5,250			5,250					0			10,500
(21) <b>Total Magazine Development Cost</b>	<b>22,100.00</b>	<b>5,250</b>	<b>26,600</b>	<b>48,100</b>	<b>5,250</b>	<b>4,500</b>	<b>22,950</b>	<b>49,950</b>	<b>0</b>	<b>4,500</b>	<b>0</b>	<b>0</b>	<b>167,100</b>

Paper & Printing													
	Price / Base Run	\$57,302.44											
	Pages in Base	144.0											
	Units in Base Run	35,000.0											
	Per Additional Page	\$379.85	Based on \$45,000 / 35,000 / 144										
	Additional / 1,000 Magazines	\$1,106.11											

Paper & Printing													
	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Release Dates													
Total Titles	0.00	3	3	3	3	3	3	3	3	3	3	3	36
Total Page Count	0.00	504	0	0	520	0	0	540	0	0	0	0	1,564
Total Print Run	0.00	175,000	0	0	190,000	0	0	210,000	0	0	0	0	575,000
Pages Over Base	0.00	72			88			108					268
Units Over Base	0.00	70,000			85,000			105,000					260,000
Base Printing Cost	0.00	171,907			171,907			171,907					515,722
Page Overage Cost	0.00				33,426			41,023					101,799
Unit Overage Cost	0.00				94,019			116,142					287,589
(22) <b>Total Paper &amp; Printing Cost</b>	<b>171,907.00</b>	<b>276,684</b>	<b>0</b>	<b>0</b>	<b>299,353</b>	<b>0</b>	<b>0</b>	<b>329,072</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>905,109</b>
(5) <b>Price Per Unit</b>	<b>\$1.58</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1.58</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1.57</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1.58</b>
<b>Max Page Rate for Printing</b>	<b>\$548.98</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$575.68</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$609.39</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$609.39</b>

% of Run to Newsstand													
	% to Newsstand	80.0%											
	Postage & Shipping / 1000 Units	\$200.00											
	Advertiser Copies	\$40.00	each advertiser gets 25 copies for each ad page										

Magazine Distribution													
	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Release Dates													
Units Shipped to Newsstand	0.00	150,500	0	0	163,400	0	0	180,600	0	0	0	0	494,500
Total Page Count	0.00	504	0	0	520	0	0	540	0	0	0	0	1,564
Shipping Cost	0.00	30,100	0	0	32,680	0	0	36,120	0	0	0	0	98,900
Advertiser Copies	0.00	20,160	0	0	20,800	0	0	21,600	0	0	0	0	62,560
(23) <b>Total Magazine Shipping Cost</b>	<b>30,100.00</b>	<b>50,260</b>	<b>0</b>	<b>0</b>	<b>53,480</b>	<b>0</b>	<b>0</b>	<b>57,720</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>161,460</b>

Magazine Production Costs														
	Total Magazine Development Cost	22,100.00	5,250	26,600	48,100	5,250	4,500	22,950	49,950	0	4,500	0	0	167,100
	Total Paper & Printing Cost	171,907.00	276,684	0	0	299,353	0	0	329,072	0	0	0	0	905,109
	Total Magazine Shipping Cost	30,100.00	50,260	0	0	53,480	0	0	57,720	0	0	0	0	161,460
(24) <b>Total Magazine Production Costs</b>	<b>\$332,194</b>	<b>\$332,194</b>	<b>\$26,600</b>	<b>\$48,100</b>	<b>\$358,083</b>	<b>\$4,500</b>	<b>\$22,950</b>	<b>\$49,950</b>	<b>\$386,792</b>	<b>\$4,500</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,233,669</b>



**Marketing & Sales**

Media Kits	Initial Cost with 1st Issue	\$5,500.00	
	Media Kits allocation / Issue	\$1,750.00	
Travel Costs	Per Sales Person / Per 1st Issue	\$10,000.00	<i>allocated across 3 months prior</i>
	Per Sales Person / Per Standard Issues	\$3,000.00	<i>allocated across 3 months prior</i>
Traveling Sales Staff	Traveling Sales Persons / Issue	4.0	<i>Includes one Officer traveling for sales</i>
Introductory Direct Mail Program	Per Piece Cost of Direct Mail Program	\$25,000.00	
Placement Consultant	Placement Consultant	\$500.00	<i>per Month per Title</i>
Placement Program Fees	Fees for Placement Programs	\$45,000.00	<i>paid Jan on # Titles end of year</i>
Promotional Items	Promotional Items	\$3,000.00	<i>per year / per Title</i>
Commissions on Magazines	Magazine Commissions	12.0%	
Commissions on Website	Website Commissions	10.0%	

**Marketing & Sales**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Release Dates													
First Issues of New Titles	1	0	0	0	0	0	0	0	0	0	0	0	1
<b>Cum Total Titles</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
Media Kits	9,000				5,250				5,250				19,500
Travel		21,000	21,000	21,000		21,000	21,000	21,000		0	0	0	126,000
Direct Mail Subscription Campaigns													0
Placement Consultant	1,500		1,500	1,500	1,500	1,500	1,500	1,500	0	0	0	0	12,000
Newsstand Marketing Programs		45,000											45,000
Promotional Items				9,000									9,000
<b>(25) Total Marketing &amp; Sales Cost</b>	<b>10,500</b>	<b>67,500</b>	<b>31,500</b>	<b>22,500</b>	<b>6,750</b>	<b>22,500</b>	<b>22,500</b>	<b>22,500</b>	<b>5,250</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>202,500</b>

**Salespeople Draw & Commissions**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Traveling Sales Staff				Traveling Sales Persons / Issue	2.0								
Monthly Draw				Monthly Draw	\$2,500.00								
Benefits & Taxes for Commissions				Benefits & Taxes	30.0%	0							
Total Monthly Draw				Total Monthly Draw	\$3,250.00								
Release Dates													
New Titles Released	1	0	0	0	0	0	0	0	0	0	0	0	1
New Salespeople	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Number of Salespeople</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>
Commissions / Time Adjusted	10,185	171,376	12,608	28,495	109,364	116,648	9,594	8,738	101,896	9,488	9,543	7,259	595,195
Benefits & Taxes	3,055	51,413	3,782	8,549	32,809	34,994	2,878	2,621	30,569	2,847	2,863	2,178	178,559
<b>Total Commissions Due</b>	<b>5,897</b>	<b>13,240</b>	<b>222,789</b>	<b>16,391</b>	<b>37,044</b>	<b>142,174</b>	<b>151,643</b>	<b>12,472</b>	<b>11,359</b>	<b>132,465</b>	<b>12,335</b>	<b>12,406</b>	<b>773,754</b>
Cumulative Commissions	1,407,840	1,421,080	1,643,869	1,660,260	1,697,303	1,839,477	1,991,120	2,003,592	2,014,951	2,147,416	2,159,751	2,172,157	2,181,593

**Salespeople Draw**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Draw	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	234,000
<b>Cumulative Draw</b>	<b>419,250</b>	<b>438,750</b>	<b>458,250</b>	<b>477,750</b>	<b>497,250</b>	<b>516,750</b>	<b>536,250</b>	<b>555,750</b>	<b>575,250</b>	<b>594,750</b>	<b>614,250</b>	<b>633,750</b>	<b>653,250</b>

**Salesperson Distribution**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Salesperson Distribution Schedule													
Salesperson Distribution Adjustments													
Salesperson Distribution Calc's	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	
Schedule of Salesperson Distribution	0	0	1	0	0	1	0	0	1	0	0	1	4

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Commissions Account	(6,260)	197,029	193,920	17,544	140,218	272,360	(7,028)	(15,169)	97,796	(7,165)	(14,259)	(24,323)	(24,323)
Commission Paid Out	70,219	0	193,920	0	0	272,360	0	0	97,796	0	0	0	564,076
<b>(26) Total Commissions - Paid Out</b>	<b>19,500</b>	<b>19,500</b>	<b>213,420</b>	<b>19,500</b>	<b>19,500</b>	<b>291,860</b>	<b>19,500</b>	<b>19,500</b>	<b>117,296</b>	<b>19,500</b>	<b>19,500</b>	<b>19,500</b>	<b>798,076</b>

**Newsstand Distribution Fees**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Distributor Fees % of Retail Price				% of Retail as Distributor Fees	\$0.63								
Distributor Fees				Price Per Issue	\$3.75	0							
Percent Sell Through at Newsstand				Percent Sell Through	56.0%								
Release Dates													
Total Print Run	175,000	0	0	190,000	0	0	0	210,000	0	0	0	0	575,000
Shipped to Newsstands	150,500	0	0	163,400	0	0	0	180,600	0	0	0	0	494,500
Magazines Sold at Newsstands	84,280	0	0	91,504	0	0	0	101,136	0	0	0	0	276,920
<b>Distribution Fees on Newsstand Sales</b>	<b>\$315,924</b>	<b>\$0</b>	<b>\$0</b>	<b>\$343,003</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$379,108</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,038,035</b>
Newsstand Balance Due (6 mo. After subsequent Mag)													0
<b>(27) Distribution Fees - Time Adjusted</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>315,924</b>	<b>0</b>	<b>315,924</b>

**Fulfillment**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Fee for New Subscription Setup													
Renewal Fee													
New Subscription Renewal													
Renewal Fee													
<b>(28) Fulfillment Costs</b>	<b>\$1,758</b>	<b>\$655</b>	<b>\$670</b>	<b>\$2,647</b>	<b>\$797</b>	<b>\$816</b>	<b>\$836</b>	<b>\$856</b>	<b>\$877</b>	<b>\$897</b>	<b>\$1,212</b>	<b>\$1,241</b>	<b>\$13,261</b>

**Marketing & Sales Costs**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Total Marketing & Sales Cost	10,500	67,500	31,500	22,500	6,750	22,500	22,500	22,500	5,250	0	0	0	211,500
Total Commissions - Paid Out	19,500	19,500	213,420	19,500	19,500	291,860	19,500	19,500	117,296	19,500	19,500	19,500	798,076
Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	315,924	0	315,924
Fulfillment Costs	1,758	655	670	2,647	797	816	836	856	877	897	1,212	1,241	13,261
<b>(29) Total Marketing &amp; Sales Costs</b>	<b>\$31,758</b>	<b>\$87,655</b>	<b>\$245,589</b>	<b>\$44,647</b>	<b>\$27,047</b>	<b>\$315,177</b>	<b>\$42,836</b>	<b>\$42,856</b>	<b>\$123,423</b>	<b>\$20,397</b>	<b>\$336,635</b>	<b>\$20,741</b>	<b>\$1,338,761</b>

Website Costs		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Release Dates														
Website Opened (1st Issue)		1	0	0	0	0	0	0	0	0	0	0	0	1
<b>Cum Total Websites Open</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

Website Costs		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Web Development Cost		0	0	0	0	0	0	0	0	0	0	0	0	0
Website Maintenance		750	750	750	750	750	750	750	750	750	750	750	750	9,000
Webmaster		19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	234,000
Website Hosting		120	120	120	120	120	120	120	120	120	120	120	120	1,440
Membership Mail Campaign		3,500	0	10,500	3,500	0	0	0	0	0	0	0	0	17,500
Search Positioning Program		3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	46,656
<b>Total Website Costs</b>		<b>27,758</b>	<b>24,258</b>	<b>34,758</b>	<b>27,758</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>308,596</b>

Website Costs		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Web Development		0	0	0	0	0	0	0	0	0	0	0	0	0
Website Maintenance		750	750	750	750	750	750	750	750	750	750	750	750	9,000
Webmaster		19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	234,000
Website Hosting		120	120	120	120	120	120	120	120	120	120	120	120	1,440
Membership Mail Campaign		3,500	0	10,500	3,500	0	0	0	0	0	0	0	0	17,500
Search Positioning Program		3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	46,656
<b>Total Website Costs</b>		<b>27,758</b>	<b>24,258</b>	<b>34,758</b>	<b>27,758</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>24,258</b>	<b>308,596</b>

Bad Debt		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Bad Debt Allocation		\$2,221	\$36,863	\$2,573	\$5,854	\$19,092	\$28,332	\$1,981	\$1,812	\$17,363	\$1,965	\$12,024	\$1,541	\$131,622

### ASSET ADJUSTMENTS

Investments Received		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Investment		500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
<b>Cum Investment</b>		<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>
Equity Placement Fees		0	0	0	0	0	0	0	0	0	0	0	0	0

### EMPLOYEE ASSUMPTIONS & COUNT

Employee Overhead Calculations		Assumptions:	
Work Days / Month	22	High Speed Home Internet	50
Monthly Time (min) / Employee	7,583	Gas Price	2
FICA & Benefits	30%	Ave Miles / Gallon	18
Pager/Month	\$25	Car Allowance	500
Cell Phone/Month	\$100	Miles/Day	75
E1 Employee Setup	\$6,000	Mileage Reimbursement Rate	\$0.32
E2 Employee Setup	\$5,000	Auto Expense @ 100% Travel	\$520
E3 Employee Setup	\$4,000	Per Diem	\$150.00
E4 Employee Setup	4,000	Ave Entertainment/Day	\$50.00
Health Insurance	500	Conference Expense	\$1,500.00
Recruiting Expense	0	Flight Average	500

Employee Count Totals		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
NEW G&A Staff	calculated in divisions below	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
<b>Total G&amp;A Staff</b>		<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>
New Salespeople		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total Salespeople</b>		<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>
<b>Total Employees</b>		<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>	<b>13.0</b>

**FUNCTIONAL DIVISIONS - DETAILS**

**GENERAL & ADMINISTRATIVE**

**General & Administrative**

**G&A Staff Exp Calc**

Functional Title	Annual Salary	Other Expense		Capital		Monthly Expenses				Travel Expenses				Billable
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Conferm per Year	% Billable
GA1 Founders	\$ 104,186	15.0%	\$ -	\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 68,068	10.0%	\$ -	\$ -	H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 58,344	10.0%	\$ -	\$ -	H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 36,465	10.0%	\$ -	\$ -	0	0	0	0	0	0.0%	0.0%	0	1	0.0%

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$8,682	\$2,605	\$11,287	\$150	\$150	\$50	\$11,487	\$ 5,209	\$ 15,628	\$ 10,000
GA2 Managers	\$5,672	\$1,702	\$7,374	\$150	\$150	\$50	\$7,574	\$ 3,403	\$ 6,807	\$ 5,000
GA3 Assistant	\$4,862	\$1,459	\$6,321	\$150	\$150	\$50	\$6,521	\$ 2,917	\$ 5,834	\$ 4,000
GA4 Clerical	\$3,039	\$912	\$3,950	\$ -	\$ -	\$ -	\$3,950	\$ 1,823	\$ 3,647	\$ 4,000

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer. Expense	Club Expense	Month Travel Conf. & Ent
GA1 Founders	\$500	\$41		\$1,300	\$433	\$1,000	\$750		\$4,024
GA2 Managers			\$156	\$975	\$325	\$500	\$750		\$2,706
GA3 Assistant			\$104	\$650	\$217	\$500	\$125		\$1,596
GA4 Clerical			\$0	\$0	\$0	\$0	\$125		\$125

Release Dates

Growth of Titles	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
New Titles Released		1	0	0	0	0	0	0	0	0	0	0	1
Cum Total Titles		3	3	3	3	3	3	3	3	3	3	3	3

**G&A Staff Assumptions**

Managers	Title Managers	1.0 per magazine - after first
Assistant	Title Assistants	1.0 per magazine - after first
Clerical	Clients / Clerical	1.0 per magazine - after first

**New G&A Staff**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 New Founders	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
GA4 New Clerical	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
<b>NEW G&amp;A Staff</b>	<b>2.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>

**Total G&A Staff**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA3 Assistant	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA4 Clerical	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
<b>(34) Total G&amp;A Staff</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>

**G&A Payroll & Benefits**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	275,684
GA2 Managers	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	90,889
GA3 Assistant	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	156,495
GA4 Clerical	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	94,809
<b>(35) G&amp;A Payroll &amp; Benefits</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>51,490</b>	<b>617,880</b>

**G&A Travel, Conf, Entertainment**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	32,472
GA3 Assistant	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	38,296
GA4 Clerical	250	250	250	250	250	250	250	250	250	250	250	250	3,000
<b>(36) G&amp;A Travel, Conf. &amp; Enter</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>14,195</b>	<b>170,340</b>

**Bonus Payments**

Bonus Payments Schedule      New Bonus Payments per year      1.0 How often are bonuses paid per year

**Growth of Bonus Payments**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Bonus Payments Calcs	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	1	1

**G&A Recruiting & Bonus**

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	31,256	31,256
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	6,807	6,807
GA3 Assistant	2,917	0	0	0	0	0	0	0	0	0	0	11,669	14,586
GA4 Clerical	1,823	0	0	0	0	0	0	0	0	0	0	7,293	9,116
<b>(37) G&amp;A Recruit &amp; Bonus</b>	<b>4,740</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>57,025</b>	<b>61,765</b>

G&A Billable Adjustment		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total G&amp;A Staff Expenses</b>		<b>70,425</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>65,685</b>	<b>122,710</b>	<b>849,985</b>

Synogy Profit Percent		Percent of Gross Margin												Year 5 Total
		Percent of Gross Margin for Business Plan												2.5%
<b>Synogy BP Interest in Gross Margin</b>		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Gross Margin	0	(282,896)	1,667,768	(202,364)	(143,630)	879,712	1,025,886	(19,960)	(365,132)	698,614	51,644	228,307	30,515	3,568,465
Quarterly Total - Prior 3 Months	0	591,120			1,182,508			1,761,968		313,523				3,849,119
Business Plan Development	0	14,778			29,563			44,049		7,838				96,228
(38) Synogy BP Interest in Gross Margin		14,778	0	0	29,563	0	0	44,049	0	7,838	0	0	0	96,228

G&A Misc. Expenses		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Personnel Support</b>		7	7	7	7	7	7	7	7	7	7	7	7	7
Total G&A Staff	per emply													
Accrued Reimbursement														0
Training & Education	\$50.00	350	350	350	350	350	350	350	350	350	350	350	350	4,200
Employee Orientation	\$1,000.00	2,000	0	0	0	0	0	0	0	0	0	0	0	2,000
Dues - Subscriptions	\$5.00	35	35	35	35	35	35	35	35	35	35	35	35	420
(39) Personnel Support		2,385	385	385	385	385	385	385	385	385	385	385	385	6,620
<b>Office Resources</b>		245	245	245	245	245	245	245	245	245	245	245	245	2,940
Office Supplies	\$35.00													
Equipment Leases	\$432.00	432	432	432	432	432	432	432	432	432	432	432	432	5,184
Copy & Printing	\$86.40	259	259	259	259	259	259	259	259	259	259	259	259	3,110
(40) Office Resources		936	936	936	936	936	936	936	936	936	936	936	936	11,234
<b>Professional Services</b>		100	100	100	100	100	100	100	100	100	100	100	100	1,200
Legal Fees	\$100.00													
Accounting Fees	\$150.00	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants	\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services		2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
<b>Misc. Overhead</b>		2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	31,145
Postage & Freight	\$199.65													
Corp Insurance (Liab, E&O, D&O)	\$1,000.00	1,000												1,000
Bank Fees	\$0.22	251	36	68	337	137	138	59	174	60	62	74	64	1,461
(42) Misc. Overhead		3,847	2,631	2,664	2,932	2,732	2,734	2,654	2,769	2,656	2,657	2,670	2,659	33,606
<b>Charitable Contributions</b>		1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
(43) Contributions	\$15,000													
<b>Total G&amp;A Misc. Expenses</b>		<b>10,668</b>	<b>7,452</b>	<b>7,485</b>	<b>7,753</b>	<b>7,553</b>	<b>7,555</b>	<b>7,475</b>	<b>7,590</b>	<b>7,477</b>	<b>7,478</b>	<b>7,491</b>	<b>7,480</b>	<b>93,460</b>

Technical Expenses		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
(44) Computer Software & Upgrades	\$72.93	511	511	511	511	511	511	511	511	511	511	511	511	6,126
(45) Internet Connection Fee	\$91.16	91	91	91	91	91	91	91	91	91	91	91	91	1,094
(46) Total Technical Expenses		602	602	602	602	602	602	602	602	602	602	602	602	7,220

Marketing & Sales Expenses		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
<b>Image, Marketing Materials &amp; Manuals</b>		333	333	333	333	333	333	333	333	333	333	333	333	3,993
Image & Materials Design														
(47) Total Image & Materials		333	333	333	333	333	333	333	333	333	333	333	333	3,993
<b>Advertising &amp; Publicity</b>		10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Marketing Materials														
Direct Mail	950	950	950	950	950	950	950	950	950	950	950	950	950	11,400
Publicity Contract	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	54,000
(48) Total Advertising & Publicity		15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	185,400

		Event Expenses												Event Expenses		
														\$60,000.00		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
<b>Special Events &amp; Sponsorships</b>																
Month of Event																
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000	
(50)	<b>Total Marketing &amp; Sales Expenses</b>	15,783	15,783	15,783	15,783	15,783	15,783	45,783	15,783	15,783	15,783	15,783	15,783	219,393		

add \$\$ add %

		Office Space Assumptions											
0.000	Employees at end of year	13.0											
0.000	Employees planning space for	13.0											
0.000	Common Area	1,500.00											
0.000	Sq Ft per Employee	150.00											
0.000	Office Size Sq Ft	3,450											
0.000	Rent / Sq Ft / Year	\$9.00											
0.000	Monthly Rent	\$2,587.50											
0.000	Employees per phone line	2.00											
0.000	Sq Ft per Cleaning Rate	3,000.00											
0.000	Sq Ft per Repair Rate	1,000.00											

		Office Space Expenses												Office Space Expenses		
		monthly												monthly		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
	Office Rent	\$2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	31,050		
(51)	Office Rental / Payments	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	31,050		
<b>Utilities &amp; Maint</b>																
monthly																
	Elect, Water	0	0	0	0	0	0	0	0	0	0	0	0	0		
	Telephone Service Fees	\$243.10	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	18,962		
	Telephone & Long Distance	\$121.55	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	18,962		
	Cleaning	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0		
	Repairs & Maintenance	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0		
(52)	Utilities & Maint	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	37,924		
(53)	<b>Total Facilities Expense</b>	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	68,974		
(54)	<b>Total G&amp;A Expenses</b>	102,221	79,487	79,520	109,351	79,588	79,589	153,559	79,625	79,511	87,351	79,525	136,540	1,145,867		

add \$\$ add %

		G&A Employee Setup												G&A Employee Setup		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
	GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	0	0		
	GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0		
	GA3 Assistant	4,000	0	0	0	0	0	0	0	0	0	0	0	4,000		
	GA4 Clerical	4,000	0	0	0	0	0	0	0	0	0	0	0	4,000		
(55)	<b>Total G&amp;A Employee Setup</b>	8,000	0	0	0	0	0	0	0	0	0	0	0	8,000		

add \$\$ add %

		G&A Equipment Expenses												G&A Equipment Expenses		
		Computer Replacement												Computer Replacement		
		Allocation for Replacement of Computers / Employee												\$25.00		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
<b>Furnishings &amp; Equipment</b>																
	Computer Equipment-Rplc Alloc	325	325	325	325	325	325	325	325	325	325	325	325	3,900		
	Furnishings Rental	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0		
(56)	<b>Total Furnishings &amp; Equipment</b>	325	325	325	325	325	325	325	325	325	325	325	325	3,900		
(57)	<b>Total G&amp;A Capital Expenses</b>	8,325	325	325	325	325	325	325	325	325	325	325	325	11,900		

add \$\$ add %

**MARKETING & SALES**

add \$\$ add %

		M&S Capital Expenses												M&S Capital Expenses		
		Salesperson Setup Expenses												Salesperson Setup Expenses		
		Setup Expenses												\$2,500.00		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
<b>M&amp;S Employee Setup</b>																
	New Salespeople	0	0	0	0	0	0	0	0	0	0	0	0	0		
	person S	0	0	0	0	0	0	0	0	0	0	0	0	0		
(58)	<b>Total M&amp;S Employee Setup</b>	0	0	0	0	0	0	0	0	0	0	0	0	0		
(59)	<b>Total M&amp;S Capital Expenses</b>	0	0	0	0	0	0	0	0	0	0	0	0	0		

add \$\$ add %



# ACKNOWLEDGEMENT

This business plan & financial package have been produced with assistance from:



Synogy provides business analysis, strategic and financial planning, and systems & process development.

Synogy's Financial Proforma Program, along with its spreadsheet design, are the proprietary property of Synogy.

For further information, contact:

Hank Tate, CEO  
12954 Westleigh  
Houston, TX 77077  
281-870-9194  
fax 281-870-9669  
[hank.tate@Synogy.com](mailto:hank.tate@Synogy.com)

---