

PLEASE NOTE THAT THE NEW IDEA SITE LOOKS DIFFERENT—BUT HAS SIMILAR ZONES

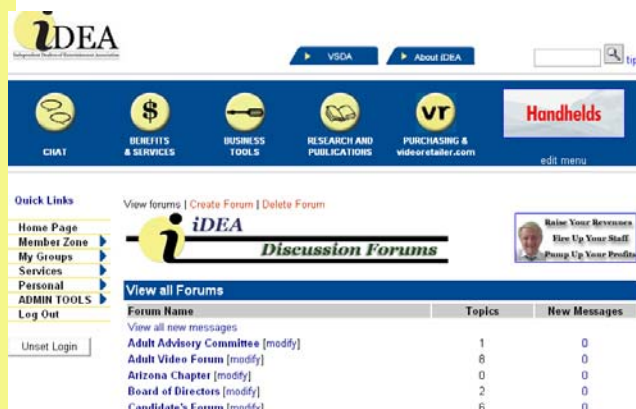
IDEA LiNk
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888-495-2800
flucca@idealink.org



Featuring
**idealink.org and
videoretailer.com**

iDEA LiNk is the gateway portal for idealink.org and videoretailer.com . iDEALiNk, a service of the iDEA/EMA, was launched to provide online industry news and consolidated buying information for retailers. iDEALiNk is the only site of its kind for the industry: it is the only site for video retailers created and developed by video retailers. Each and every application has been developed from the retailer's perspective, allowing us to gather the retailer input and feedback necessary to expand the site and win the trust and loyalty of our audience.



iDEA LiNk

is the dominant web site for the home video industry's 28,000 storefronts and 20,000 specialty retailers. iDEA LiNk offers a wide variety of high-quality resources and applications, daily industry news and detailed video release buying information and tools. Together, these resources help home video retailers formulate the billions of dollars in movie purchasing decisions they make each year.

Primary Audience: Video Retailers

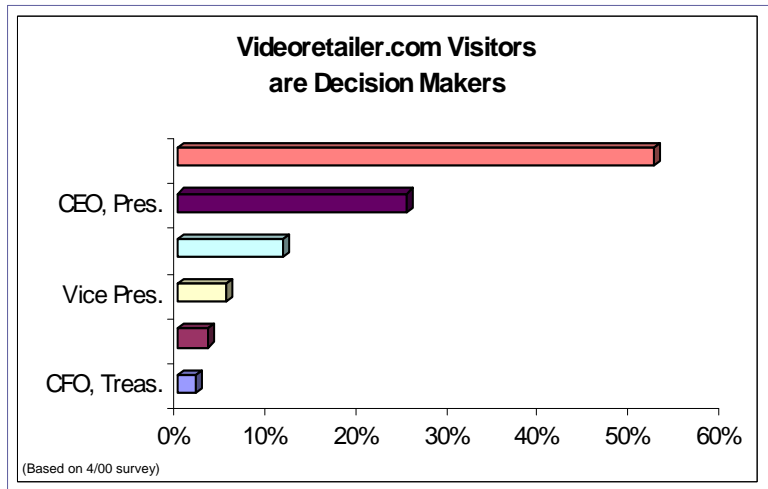
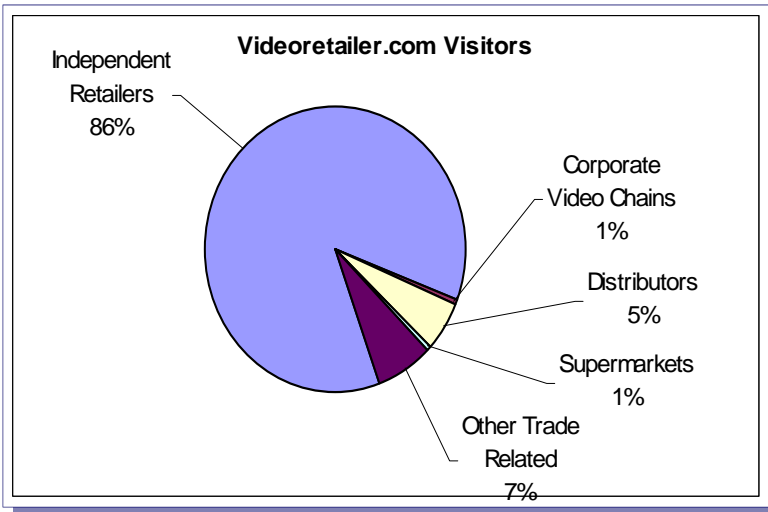
- 28,000 video stores generate over \$19.6 billion in VHS & DVD rentals and sales.
- Rent more than \$8.2 billion worth of movies
- Spend more than \$3 billion buying movies for rent

(Based on Paul Kagan Inc, Adams Media Research)

These Retailers Buy:

- Movies
- Videogames
- Adult Movies and Product
- Video Accessories
- Computers
- POS Systems
- Security Systems
- Rental Cases
- Bags, candy, popcorn, insurance... and more!

Who They Are:



Monthly Traffic:

Hits: 1,359,221+
 Page Views: 203,497+
 Retail Users: 11,000+
 Visitor Sessions: 55,793+
 Avg Session: 14:34min
 (Based on 11/03 analysis)

Visitors Include:

49% of all Independents & Franchisees*

76% of all 'on-line' Independents & Franchisees*


*Based on:
 Video Store Magazine Top 100 Study
 VSDA/NAVD Store Count Report 6/00
 Video Store Magazine Retailer Survey 7/00

This data is based on videoretailer.com. The VSDA LiNk now includes all the features of videoretailer.com, vsda.org and adultvideoretailer.com - all in one combined site.

Current iDEALink features:


- Daily industry news
- Extensive suite of movie ordering tools
- Marketing and advertising materials
- Classified ads
- Retail & business shareware
- Studio contact list
- Industry Yellow Pages
- Etc

Paramount May 2000 "Buyout" Program:



Sleepy Hollow
street date 5/23/00

[Link To Title Ad](#)



Train of Life
street date 5/23/00

[Link To Title Ad](#)

Goals based on Double Jeopardy. Meet goal and you can purchase an additional 50-200% "buyout" units at approximately \$22/unit (Sleepy Hollow) or approx. \$12/unit (Train of Life). "Buyout" units do not have to be returned!

Baseline Title:	Enter Your Order:	% Bonus:	Buyout Total Units:	Avg Cost per Unit:
Double Jeopardy (enter your full priced buy)	500,000	94%	700	
Sleepy Hollow	x 94%			
Train of Life	x 5%		200	

PLEASE NOTE: This worksheet assumes \$70 "Full Price Unit" cost. This may vary by retailer and distributor. Contact your distributor for complete details and pricing.

Copy-Depth Programs

- Online interactive worksheets for each studio program
- Downloadable in Excel versions
- A unique opportunity to reach buyers as they evaluate programs

Ordering Spreadsheets

- Most comprehensive monthly ordering spreadsheets
- Streaming video trailers
- Links to online copy-depth programs
- Calculated weekly & monthly totals
- Downloadable version is one of the most widely distributed in industry

Your Percent of Retail Cost is 70%
[Click here for help](#)
[Click here for information on streaming videos.](#)

This worksheet includes All New Product from June 2000

New Releases for Week 1 (Week of 6/6/2000)												
TITLE	PK SIZE	STUDIO	BOX	FFV	PRE DATE	REL DATE	RAT	RET	BON	PROG	COST	ORDER QTY
BACKLASH VHS	1	COLLMB	200	HA	5/16/2000	6/6/2000	R	\$98.00	X		\$68.40	
BACKLASH - Bonus eps VHS	1	COLLMB	200	HA	5/16/2000	6/6/2000	R	\$0.00	X		\$0.00	
BACKLASH DVD - New Release	1	COLLMB	200	HA	5/16/2000	6/6/2000	R	\$24.95	X		\$17.47	
THE 5TH WAVE	1	TV	NA	5"	4/30/99	6/6/00	R	\$0.00			\$4.50	
THE 5TH WAVE DVD	1	ZTD	DTV	90	5/6/2000	6/6/2000	HR	\$15.00			\$12.50	
TWO SHAGS OF BLUE VHS	1	JTE	DTV	90	5/19/2000	6/6/2000	R	\$105.00			\$73.50	
TWO SHAGS OF BLUE Ship 2 On 1 VHS	3	JTE	DTV	90	5/19/2000	6/6/2000	R	\$210.00			\$147.00	
TWO SHAGS OF BLUE DVD - New Release	1	JTE	DTV	90	5/19/2000	6/6/2000	R	\$19.95			\$13.97	

New Releases for Week 2 (Week of 6/13/2000)												
TITLE	PK SIZE	STUDIO	BOX	FFV	PRE DATE	REL DATE	RAT	RET	BON	PROG	COST	ORDER QTY
ALACCI & ADVENTURES OF ALL TIME 2 Pack VHS	2	NEWHOR	DTV	90	5/22/2000	6/13/2000	O	\$30.00			\$21.00	
ALACCI & ADVENTURES OF ALL TIME 2 Pack W/ DVD VHS	3	NEWHOR	DTV	90	5/17/2000	6/13/2000	O	\$40.00			\$28.00	
ALACCI & ADVENTURES OF ALL TIME 2 Pack DVD - New Release	1	NEWHOR	DTV	90	5/17/2000	6/13/2000	O	\$19.95			\$13.95	

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Week of September 25, 2001

ALONG CAME A SPIDER

Studio: Paramount Home Video
 MPAA Rating: R
 Genre: Thriller
 Production Date: 2001
 Pre Order Date: 9/14/2001
 Video Release Date: 9/25/2001
 Number Of Screens: 2073
 Director Office Genre (in Millions): 77.3
 Director: Les Tremblay
 Cast: Morgan Freeman, Melissa Ponzio, Michael Winslow

VideoRetailer.com Review: Morgan Freeman returns to his role as Detective Alex Cross, a top-notch cop who solves the riddles and puzzles of a serial killer's mind games. When a 12-year-old Senator's daughter, Megan Stone, is kidnapped by "Gary Sneyd," a killer of an exclusive private school, Cross is removed from his 6-month trial awaiting indictment following the death of a partner to work on the kidnapping case and is partnered with Special Service agent Joyce Pangloss (Melissa Ponzio) who was supposed to be guarding Megan Stone at the time of her kidnapping. Though the FBI believes Sneyd is motivated by a ransom, Cross thinks there is something else behind the kidnapping... perhaps the Russian diplomat's son Megan is friendly with Sneyd's mad father. Anyway, Alex Cross and Pangloss sort through the carefully placed clues, playing Sneyd's game of cat & mouse. Megan Stone proves to be an able hostage, applying MacGyver-like tactics while captive, making her captor's life a little tough trying to escape.

Flash Miller has nothing on its predecessor *Kiss Kiss Bang Bang* nor on Freeman's excellent *Seven*, but nonetheless, the demand here will be tremendous. The studio, however, may suffer bad word-of-mouth. Buy just like 301's **The DVD Collector**

available on **DVD**

AMORES PERROS

Studio: Studio
 MPAA Rating: R
 Genre: Thriller
 Production Date: 2000
 Pre Order Date: 9/5/2001
 Video Release Date: 9/25/2001
 Number Of Screens: 187
 Director Office Genre (in Millions): 5.3
 Director: Alejandro Gonzalez Inarritu
 Cast: Emilo Echevarria, Diego Luna

VideoRetailer.com Review: Excellent Mexican-made film intertwines three different stories, all of which have at least one common thread: dogs. "Cinco" lives with his owner brother "Samuel" and Samuel's wife "Susana." He and Susana have each other, but they're reluctant to have with him for lack of

Movie Reviews

- Contain title specifics
- Box art
- Specifically written for retail buyers
- Links to online copy-depth programs
- Viewed by release week or individual title

Your Store's
E-mail Newsletter
For the Week of 05/14/00 - 05/20/00

101 Your St. Your town, USA
555-5555 or yourstore@yourstore.net

This newsletter is best viewed in current e-mail program versions.
Older versions may not show the complete beauty of the movie artwork.

007: World Is Not Enough
Action, PG-13, Coming 5/16/00, Suggested Retail Price: \$19.99
Pierce Brosnan, Robert Carlyle, Denise Richards, Director: Michael Apted

Brosnan reprises his role as James Bond, who must race to defuse an international power struggle with the world's oil supply hanging in the balance. Sophie Marceau also stars as Elektra King, the daughter of a murdered oil tycoon whom Bond is assigned to protect. Carlyle joins the cast as the villain Renard, who has a bullet lodged in his brain rendering him unable to feel pain. The film also stars Richards as beautiful nuclear weapons expert Dr. Christmas Jones. Desmond Llewelyn returns as Q, along with appearances by Judi Dench as M and Samantha Bond as Money Penny.

Agent of Death
Action, R, Coming 5/16/00, SRP: \$29.99
Eric Roberts, Ice-T, Michael Madsen, Director: Sam Firstenberg

On the eve of a possible election loss, an embittered CIA Agent (Eric Roberts) is enlisted in a violent publicity stunt to kidnap the President of the United States. But a high-ranking Secret Service official turns double-agent, and the hoax becomes a horrifying reality. Now the only person who can save the President is the same person whose wife and daughter were mercilessly killed a few years earlier - during a Presidential-ordered assassination.

Bare Wench Project
Eric Comedy, Not Rated, Coming 5/16/00, SRP: \$29.99
Nikki Fritz, Lotissa McComas, Julie Strain

It had to happen... the wildest, craziest, sexiest send-up to the year's most successful horror film. No joke is too outlandish as four "very healthy" coeds set out for the top of Bare Wench Mountain. Along the way there's plenty of time for campfire carousing and other "extra-curricular" activities. But then disaster strikes - strange sounds in the dark begin a nightmare of terror from which there is no escape.

Video Yellow Pages

- Over 600 vendor listings, from studios to fixtures to popcorn
- Searchable by category, product, keyword, or company
- Vendor listings can link to company website or list email address.

and more...

Classifieds

- Search Ads
- View/Place Ads

Marketing and Merchandising

- Ad Ideas
- E-Newsletter
- MP3 Radio Ads
- Retailer Coupons
- iDEA VidTips
- iDEA/VSDA/AFI Promos

Benefits and Services

Government Affairs

Publications and Research

Meetings and Events

News

- Entertainment
- Industry
- iDEA/VSDA Press Releases

Networking

- iDEA/VSDA Committees
- Find Your Chapter
- Chapter Events
- iDEA/VSDA Events

Ordering

- Copy Depth
- Games
- IRC Program Ratings
- Movie Monitor
- Movie Reviews

- Repricing
- Spreadsheets
- Title Search

Resources

- Best Practices Report
- Box Office Tracker
- Chart of Accounts
- Free Software
- Homepage Builder
- Links
- Mars & Co Report
- PPV Windows Report
- Press Releases 101
- Report Piracy
- Report Street Date Violations
- Retailing Handbook
- U.S. Anti-Theft Laws
- VidBriefs
- Vidtrac 2000 Report
- Yellow Pages

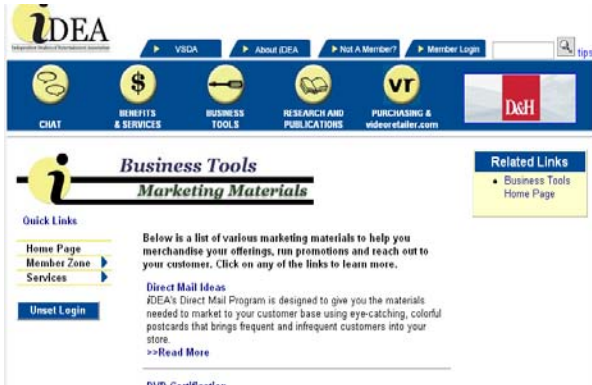
E-Mail Newsletter

- Retailer downloads, customizes and e-mails to customers
- Allows addition of retailer-specific promotions and advertising

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More iDEALink features:

- Discussion Boards
- Online Meetings
- All About iDEA
- Committee pages
- Chapter Home Pages
- Newsletters
- Online Store
- Member Directory
- Meeting and Events



Marketing and Merchandising

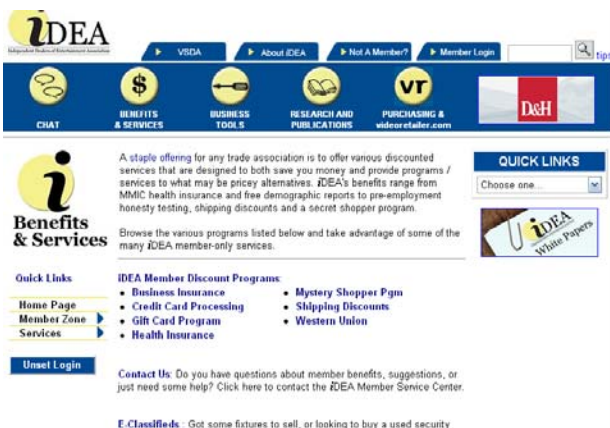
- iDEA Gift Card Program
- My Promos instore Merchandising Kits
- iDEA VidTrac and VidTips

Publications and Research

- iDEA VidTrac and VidTips
- iDEA Vidbriefs and White Papers
- iDEA Common Operating Practices Surveys



content



Benefits and Services

- Annual Benchmarking Study
- Pre-Employment Honesty Testing
- Mystery Shopper Program
- Parents In Control Program

IDEA LiNk brings you the home video retailer on-line

Now you can use the power of the Internet to present your product in creative and powerful ways never before possible.

IDEA LiNk offers many pricing alternatives:

ZONE	LOCATION	SIZE	MAX SIZE	Cost/Month/Weight
Z	Top Menu Banner (All Pages)	150 x 60	15K	\$200/month/20%
1	Home Page and Discussion Board (side)	150 x 60	15K	\$100/month/20%
2	Section Indexes (all major section home pages such as Benefits and Services, Publications and Research, etc.)	150 x 60	15K	\$50/month/20%
3	Section Detail (all content pages from the Quick Links menu of the index pages)	150 x 60	15K	\$100/month/20%
4	Choice of any one page (section detail or lower)	150 x 60	15K	\$50/month/20%
EM	Ad banners on our blast Emails iDEA members subscribe to up to eight email newsletters which are sent each month. Each newsletter goes to over 2000 subscribed email addresses each month. You can choose to advertise on one newsletter email or all of them.	141 x 49	15k	1 email newsletter in a month - \$80.00 ea All email newsletters in a month - \$640.

IDEA LiNk - advertising rate card

Rates and terms subject to change. Contact us to confirm current pricing.

Ad Sales Dept: 818-3851500 x 238 or jlane@idealink.org