

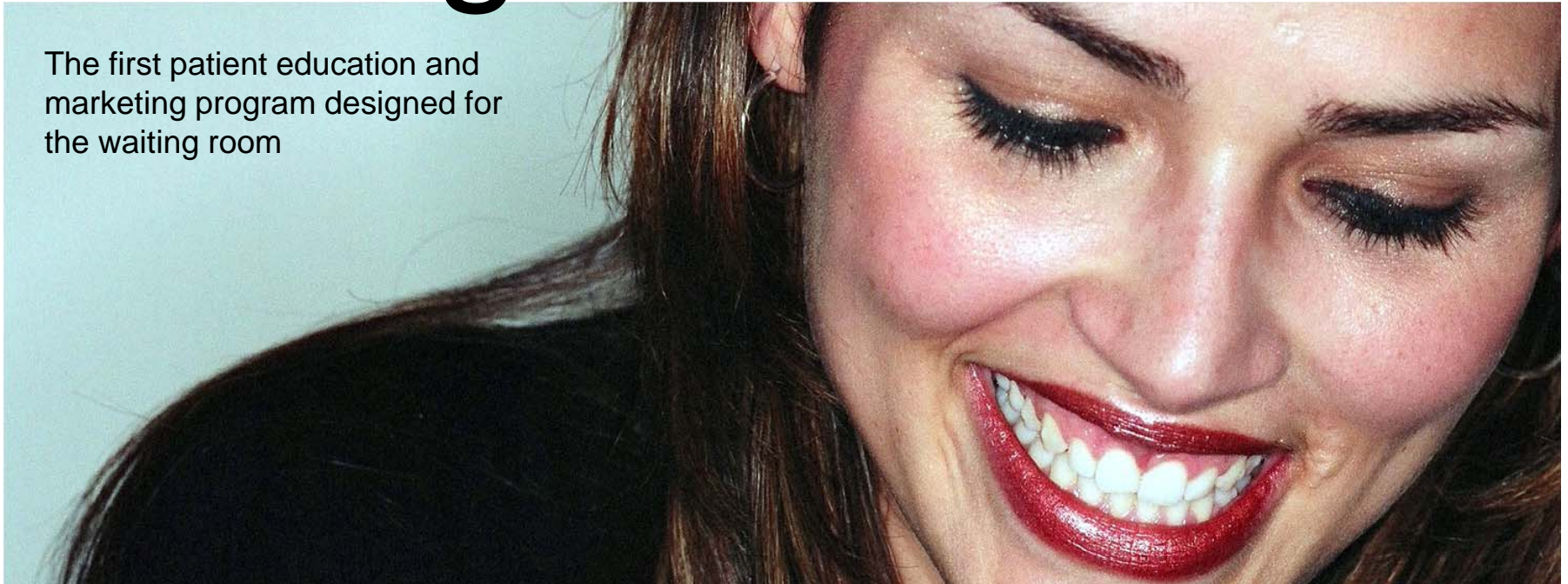


Waiting Room Theater

PERFECT AUDIENCES DELIVERED

Waiting Room Theater

The first patient education and marketing program designed for the waiting room



Intro Presentation for Advertiser Participation

The rationale for Waiting Room Theater is based on **two paradigm shifts**

1. Dental practice economic trends

- Fluoridated water and advanced enamel sealing have reduced the need for traditional dental care
- There are many new dental technologies and elective procedures which patients do not know exist from teeth whitening to locally administered antibiotics for the treatment of gum disease, as well as straightening teeth without braces.
- Dentists do not want to “sell”, and many do not know how to effectively sell. With waiting room theater, patients are educated while they wait, and from this education they ask the Dentist questions, which increases the sales of products and services.

Maximizing revenue through patient education is the WRT value proposition to dentists

2. Consumer media trends

- Splintered media with hundreds of cable channels and the Internet
- Growth of TiVo and other digital devices expected to tune out much of remaining broadcast advertising

It is increasingly difficult to grab the attention of consumers

Waiting Room Theater Concept

Video “edutainment” designed exclusively for the waiting room of a busy dental practice

- Twenty minute DVD loop, updated four-times annually
- Category-exclusive participation
- WRT offers the Dentist a dramatic revenue enhancement tool, with little up-front cost to the Dentist.

- Tested and approved by dentists and patients
 - Launched in 2001, WRT now is playing in over 3000 Dental offices Nation-wide, with over 6 million patient targeted exposures per quarter
 - Strong testimonial support: visit www.WaitingRoomTheater.com
 - Proven upsell of elective procedures, hence increased sales, keeps dentists and staff running the programming continuously in the waiting room

■ National launch schedule

Current:

Q1 2007: 3,000 dentist offices

Future:

2008: 5,000 dentist offices

2009: 7500 - 10,000 dental offices

Waiting Room Theater Opportunities

Brand marketing

- Reach a captive audience
 - Patient mind-set receptive to health and wellness messages
 - Content-driven focus on consumer education with entertainment
 - Dedicated delivery: uncluttered, no TV clickers, no TiVo
 - Average patient waiting room time: 17 minutes
- Pre-empt competitive purchases, promote brand superiority
- Showcase brand features and benefits through custom infomercial-style DVD
- Stimulate trial via direct-to-patient sampling and “Save n’ Smile” coupons
- Participate in patient survey to reinforce brand benefits
- Strengthen brand equity and leadership positioning, not only with consumers but also with the dental practice

Product placement sponsorships

- Attentive audience in an uncluttered environment
- Reinforce brand identity with on-air visibility and usage plus a call to action
- DVDs can be customized to meet micro-targeting retail and dealer needs



Waiting Room Theater Benefits

Consumer benefits

- Empowerment through increased education on elective dental services and procedures
- Samples and coupons to stimulate trial purchase or brand switching
- Calmer, more enjoyable and rewarding experience at the dentist's office with our dental comedy interwoven into the presentation
- Opportunity to provide interactive feedback to dentist, on office visit and procedures

Dentist benefits

- Significantly increased revenue from elective dental services and procedures
- Reduces dentist's time/effort to upsell elective procedures
- Enhanced professional appearance in waiting room - hi-tech look

Waiting Room Theater

Category / brand participation

Oral care premiere categories, including

- Toothpaste, toothbrush, locally-administered antibiotics for the treatment of periodontal disease, mouthwash, breath spray/strips, fluoride rinse, dental floss, denture adhesive/cleaner
- Category exclusive
- Minimum 30 second showcase, maximum 2:00 minutes
- Right of first refusal with 2 consecutive cycle commitment
- Able to include participation in patient survey
- Discounts on sampling/coupons programs

Health and beauty aids

- Lip care, cold sore relief, analgesics, vitamins, hair care, skin care, cosmetics, antacids, cosmetics, eye care, diet aids, etc.
- All benefits of oral care brands, with :15 or :30 second spot exposure

All consumer brands

- Travel and leisure, automotive, financial services, sports, electronics, film and music
- “Perfect Audiences Delivered” — with micro-targeting capabilities

Waiting Room Theater

Perfect audiences delivered... cost effectively

Waiting Room Theater video showcase

- Current sponsors include Johnson and Johnson: Arestin, Protector and Gamble; Oral-B, Trident Dental Lab, Darby Dental Supply, Best Buy, the ADA & Trident dental lab
- Subsequent rates will be based on WRT's current distribution and number of CPM's.
- WRT projections call for 10,000 Dental offices by 2009, this equates to 40 Million impressions quarterly!

60-second video showcase rates, based on WRT roll-out schedule

Dentist office installations	1,000	2,000	3,000	4,000
Timing	Q1 2005	Q2 2005	Q3 2005	Q4 2005
\$ Cost per 90-day cycle	\$ 40,000	\$ 70,000	\$ 95,000	\$ 120,000
Patients reached (2000/office/cycle)*	2MM	4MM	6MM	8MM
\$CPM	\$ 20.00	\$ 17.50	\$ 15.83	\$ 15.00

Call Nate at Dental Dek for current rate sheet (866) 784-6790

*Based on a conservative average of only 12 patient visits per day x 5 days/wk x 22 workdays/month x 3 months x 10,000 offices

Waiting Room Theater

Next steps — sign up today!

Summary for brand review

- Reach a captive audience
- Content-driven “edutainment”
- Uncluttered, professional “showcase” environment
- Category exclusive
- Get in on the ground floor, with rapid ramp-up potential to 10,000+ dentists.

Contact us today for a custom proposal and consultation on how your brand can be the star on Waiting Room Theater. You can reach our marketing department, Dental Dek at (866) 784-6790, ask for Nate

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Waiting Room Theater

Additional background

WRT — designed for dentists, by dentists

- Dr. Jay Grossman created Waiting Room Theater for his own large Brentwood, CA practice. In addition to promoting better oral hygiene, he watched the programming increase his practice revenues substantially and continuously.
- WRT has been in 3000 dental offices, with millions of impressions
- For additional info on Dr. Grossman, visit his website at www.DrJayDDS.com

Award-winning video production

- WRT-TV is produced by Mr. Robert Grossman (no relation to Dr. Grossman), co-founder of WRT and CEO of Focus Creative, a fully-integrated corporate communications company.
- For additional info on Robert, please visit www.FocusCreative.com