



*Promotion and
Exposure during...*

TRIMSPA's _____ MILLION DOLLAR CHALLENGE

Media Value Recap

Television :60 Spot Integration

– Cable Networks Delivered

- E!
- Fit TV
- Lifetime
- Logo
- MTV
- WE
- WB 100
- AMC
- CMT
- MTV2
- PAX
- TV Guide
- VH1
- WGN



Media recap cont...

Syndicated Programs:

- Cheaters
- Eye for and Eye
- Fear Factor
- The Daily Buzz
- Starting Over
- The Nanny
- Mad About You

Satellite Clusters:

- Women's Cluster
- Adult Cluster
- Entertainment Cluster



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Total Television Media Value delivered...

in excess of \$2,160,000!

and (2,680+) :60 spots combined between
Cable, Satellite and Syndication



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but we didn't stop there...

12,000 interested participants received contest registration packets, all of which included the Bahamas Breezes Fact Sheet

SuperClubs®
Breezes
BAHAMAS
Minutes from the Airport.
Miles from the Ordinary.

FACT SHEET

LOCATION
The resort is located in Nassau, Bahamas just five (5) miles from the Nassau International Airport and five (5) miles from the downtown shopping area.

METHOD OF OPERATION
Couples, singles and families with children 14 years and older are welcomed at Breezes Bahamas. The resort is Super-Inclusive of accommodations, unlimited food, unlimited premium brand alcoholic beverages and soft drinks, unlimited day and evening entertainment, as well as all taxes and gratuities.

ACCOMMODATIONS
The hotel has eight (8) stories on the west wing and four (4) stories on the east wing for a total of 400 rooms, including suites and oceanfront deluxe rooms. The rooms have either one (1) king bed or two (2) double beds.

DINING
Breakfast, lunch and dinner are served buffet-style in our air-conditioned Main Dining Room. Additionally, dinner is served in casual elegance in the *Pastafari*, an Italian Pasta bar, as well as in the *Garden of Eden*, a continental themed, lush tropical garden restaurant offering a romantic experience. Reservations and long pants are required for both restaurants. Snacks are available throughout the day at the pool grill.

BAR SERVICE
There are four (4) bars (4) Bar, operating from 11:00 Bar from 10:00am to 8:0 Bar from 6:00pm to 1:00 Disco Bar from 10:00pm

ACTIVITIES
Watersports: Windsurfing and sailing are all offered at no extra charge.

LANDSPORTS: Volleyball, ble tennis, rock climbing and indoor games are all

Tennis: There are three lit for night play. There are a onials on staff to conc

Golf: Available at the Cat an additional charge.

Interactive: Enjoy karaol ies cabaret show, sumo pajama party, circus show and staff talent show, cin peze acts, beach-side b boree.

SuperClubs®
The Caribbean's Only Super-Inclusive Resorts

LOSING WEIGHT HAS NEVER BEEN SO REWARDING

Like a jewel in paradise, Breezes is the first and only Super-Inclusive resort in The Bahamas. This beautiful retreat, with 400 rooms and suites, is situated on a quiet stretch of beach in Nassau; the powder-white sands of Cable Beach. And though we're only fifteen minutes from the airport, you will feel as if you have entered a whole new world. Here, beside the crystal clear waters, you can listen to the gentle call of the sea birds soaring above the ocean, and feel your worries drift away with the tide. At night, a short stroll along the beach takes you to the excitement of Nassau's glittering casinos.

Some people have all the fun – and you will meet many of them here at Breezes Bahamas. This resort naturally offers the full gamut of Breezes activities: tennis, water-skiing, kayaking, jacuzzis, rock-climbing, cycling, volleyball – even a “circus” where you can learn to swing on a flying trapeze. After you work up a thirst in the fitness centre, sample the concoctions of prize “Mixmasters” at three bars. Now, make your way to the international buffet, snack at the Beach Grill, or dine in style at the Italian restaurant. Later, join the fun at the Hurricane's disco, the Piano Bar, or in the Karaoke Room and get ready to enjoy the floor show. Still not tired? Well, why not take part in Breezes great island entertainment, offered every night of the week. Join the toga party or watch a colorful native show. If this is still not enough, we can arrange for you to visit other local nightspots and shows as well.

SuperClubs®
Breezes
BAHAMAS

With all these things to do, Breezes excellent location allows you to enjoy your vacation even more. With a short flight and only 15 minutes from the airport, Breezes gives you more time to have fun and relax, and why not, you can now visit paradise more than once a year! In addition, Breezes is conveniently located close to the islands best casinos, which is perfect for the one who likes to gamble!

The story goes that when the crew of Apollo Nine exited orbit from their moon mission so long ago, they touched ground at one of the islands in The Bahamas. One Astronaut said: “Of all the beautiful sights I saw from our space craft, the islands of The Bahamas were the most spectacular of all.” Many vacationers would agree. What better spot for the location of yet another Breezes super-inclusive resort?



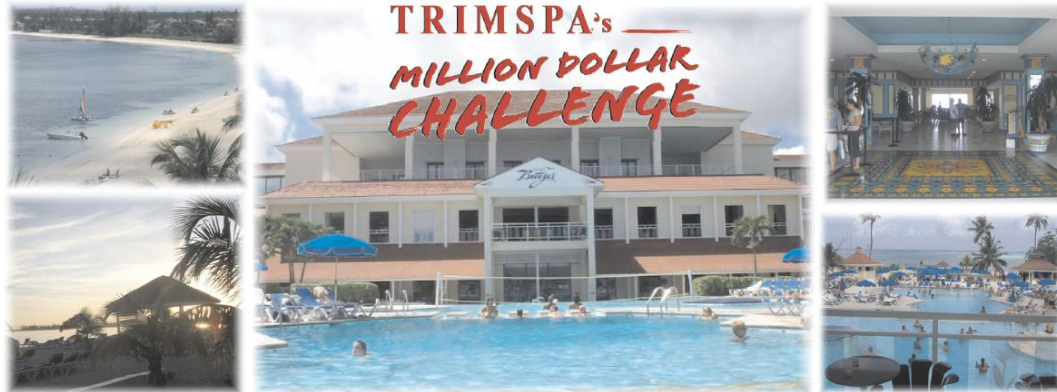
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In addition, they also received this beautiful destination guide which incorporated images from the resort as well as amenities and fun facts lifted from the corporate website!

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Our team also created continuity programs for the contestants to keep them focused and excited! One piece of collateral material they received was this Trimspa Challenge Bahamas Breezes Calendar!!



DECEMBER 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 Renew or Apply for PASSPORT	23
24/31	25	26 Send Travel Forms to TRIMSPA	27	28	29	30

JANUARY 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Travel Forms Due at TRIMSPA	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 2007

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3
	6	7	8	9	10
	13	14	15	16	17
A	20	21	22	23	24
	27	28			

Complete with images from the resort and arrival/departure dates!



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Our PR Machine went to work...

Leveraging the video footage and images taken on site garnering additional post event exposure on **CNN**, **Headline News**, **MSNBC**, multiple **ABC** affiliates and many more!

- A National Press Release was put out on the AP wire recapping the successful event
- And 10 Local Press Releases were done among each of the 10 age category winners states...



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Summary:

- We promised to involve Breezes Bahamas in a multi-media campaign
- And instead delivered a turn key promotion which ran over the course of 10 months!
- Exposing Bahamas Breezes in over \$2,160,000 worth of Media value, 100+ million national impressions and positive publicity online, in the news and on the radio!
- In addition, its almost impossible to put a dollar value on the tremendous amount of additional PR exposure that the resort received, but being conservative its well into the hundreds of thousands of dollars worth.
- We're thrilled we could over deliver the relationship and we look forward to many future prosperous endeavors!



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