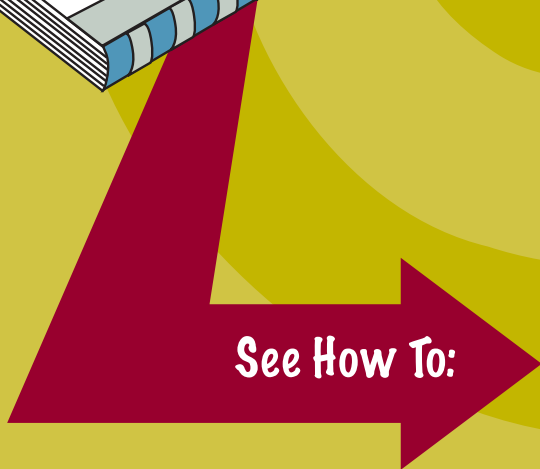




THE

AMAZING Fan-Powered MEDIA EVENT



See How To:

**GROW AUDIENCE! ENHANCE BRAND!
and INCREASE REVENUE!**



MADE POSSIBLE BY



THE AMAZING FAN-POWERED MEDIA EVENT



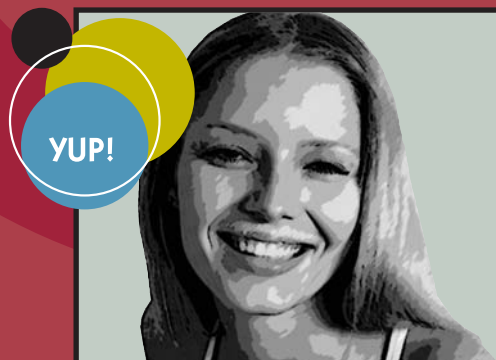
Invite millions of fans to collectively create an original story or script in a groundbreaking event that culminates with the production and distribution of the fan-powered creation. **Think American Idol for written material.**

FANLIB makes it possible by letting a mass audience collaborate democratically in a fun online game that **you** control.

INCREASE AUDIENCE — IF THEY BUILD IT, THEY WILL COME

As a turnkey service, the experts at **FANLIB** will apply their patent pending technology to help you gain...

- ↪ An Irresistible Marketing & PR Hook
- ↪ One-to-One Customer Relationships with Vast Database
- ↪ Massive Viral Marketing
- ↪ Extensive Sponsor Integration Opportunities
- ↪ Brand Leadership



FANLIB PLAYER 8765

"Last night our team lead at work left me a pile of stuff to do but once again I slacked off to feed my [FanLib] addiction... This contest should come with a warning label or something."

"[FanLib] will give scripted programs the ability to create the same sense of personal involvement that drove programs like **American Idol** to the top of the ratings."

- Ken Kerschbaumer, *Broadcasting & Cable Magazine*

TRUE!

MANAGED & MODERATED TO THE MAX

All the **FANLIB** action takes place in a highly customized environment that **YOU** control.

- ↪ As with a coloring book, players must "stay within the lines"
- ↪ Restrictive player's terms-of-service protects your rights and property
- ↪ Moderated "scene missions" keep the story under your control
- ↪ Full monitoring & management of submissions & players
- ↪ Automatic "profanity filter"
- ↪ Completed work is just 1st draft to be polished by the pros

A FAN'S ULTIMATE REWARD

When the work of the fans is complete, the ultimate prize is to actually produce and distribute their creation.

- ↪ Air on television alongside regular programming
- ↪ Publish as a book or part of an anthology
- ↪ Distribute as DVD-extra, theatrical trailer, or online à la BMW Films
- ↪ Stream on the web as animation
- ↪ Print in magazine as part of a sponsored ad section
- ↪ Ultimately, create a fan-powered event series

A CLASSIC GAME WITH A TECHNO TWIST!

FANLIB works like the classic "campfire" chain-storytelling game in which a group of players improvises a story one passage at a time. Only with **FANLIB**, **millions can play and democracy rules!**

A suite of exclusive features helps make **FANLIB** easy and fun for anyone to play:

- ↪ User-friendly design
- ↪ Minimum time & skill requirements
- ↪ Short submissions (only 1-3 pgs.)
- ↪ Auto-formatting like a screenplay
- ↪ Moderated "scene missions" to gently guide players
- ↪ Addictive rapid-fire voting style
- ↪ Rolling eliminations to separate wheat from chaff
- ↪ Loyalty points to encourage even greater participation

SO, WHAT'S THE STORY?

The kinds of events your audience can create are as limitless as your imagination. The **FANLIB** team will brainstorm with you to develop the perfect plan. Here are some examples...

- ↪ A new installment of an existing series
- ↪ A dream sequence or "what if?" scenario that can even launch a spin-off
- ↪ A parody of a famous character or franchise
- ↪ A new adventure featuring Dracula, Hercules or even Santa Claus
- ↪ An entirely original creation



FAN TESTED WITH PROVEN RESULTS

In a recent beta test, **FANLIB** helped Harry Potter fan-site SnitchSeeker.com achieve stunning gains with negligible marketing and player incentives:

- ← Audience & Revenue up 398%*
- ← Registered Members up 280%*
- ← Generated press in The Hollywood Reporter, Advertising Age, NY Daily News and others
- ← Resulted in excellent Fan-Powered Adventure

** Based on data provided by SnitchSeeker.com*



REAP THE REWARDS

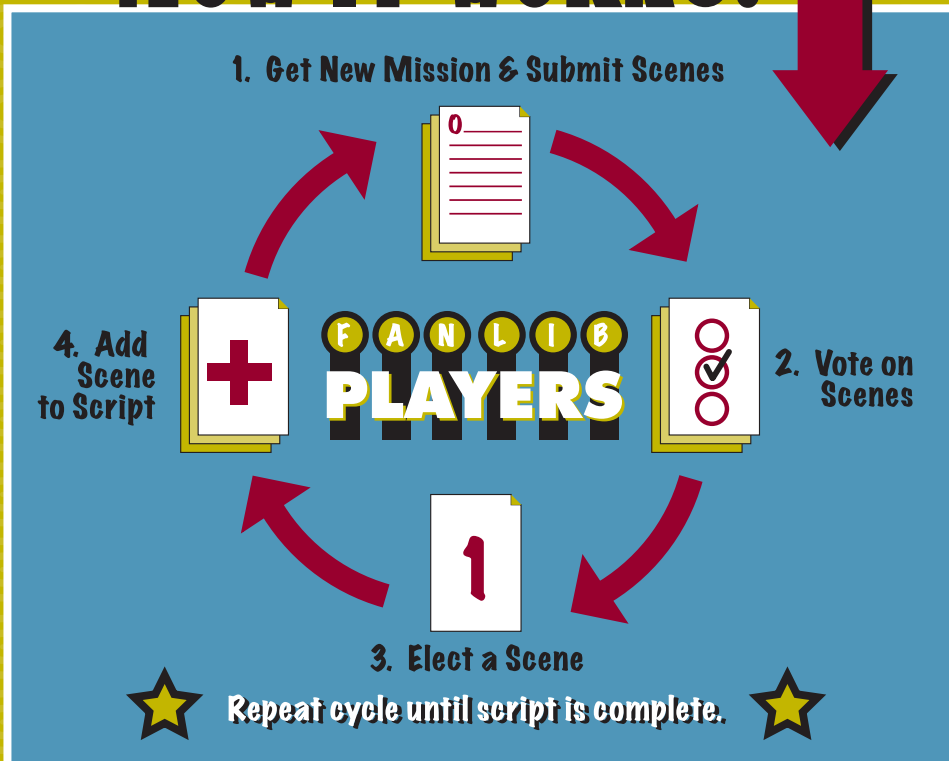
Your Amazing Fan-Powered Event isn't just good for you, it's good for us all. While encouraging the public to read, write and express themselves creatively, you're also helping your brand to...

- ← Smash through the clutter with an unbeatable promotional hook
- ← Achieve blockbuster audience gains
- ← Open-up a new world of sponsorship opportunities
- ← Earn a leadership position through positive innovation

LOADS OF FUN!



HOW IT WORKS!



THE AMAZING FAN-POWERED MEDIA EVENT



For sales information and a demonstration, please contact
My2Centences at
(212) 966-0602
or email
info@fanlib.com



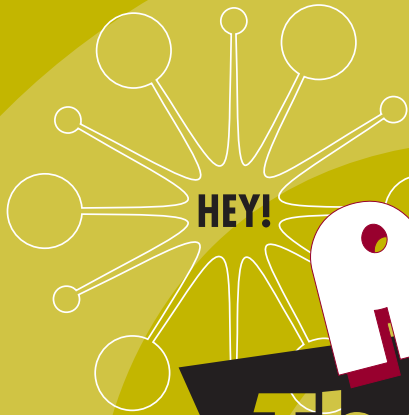
TelevisionWeek

"[FANLIB] is a great marketing idea."

- Mike Benson, SVP Marketing, Advertising & Promotion, ABC Television, 12/15/03



**NO
JOKE!**



HEY!

ABOUT

The Company

FANLIB TECHNOLOGIES (a division of My2Centences LLC) develops, markets and manages innovative social software and web services that unleash the creativity of the worldwide public and generate remarkable value for businesses. FanLib™, the Company's patent-pending flagship product, aims to spark a new creative phenomenon by enabling groups of all sizes to collaborate democratically on "chain stories" and other written and mixed-media compositions.



www.fanlib.com

