



LOCAL HEROES, USA
FAMILY • FRIENDS • COMMUNITY

PROGRAM UPDATE: TOURISM MODEL; GOOD NEWS ONLY TELEVISION

Local Heroes Merchant Acquisition effort will include the selling of print, radio and television advertising for the Local Community/Angel Card, Tourism and University Programs. This advertising includes placement in our full color, (pocket size) Merchant Directories, the online Directory and shopping portal and on the front and back Program Card, (Tourism Model only). With the Tourism Program, Merchant's have the ability to participate in in-room promotions on Local Heroes Television at member Hotels & Resorts. In the Tourism Model, "Good News Only", (GNO.tv) our virtual television Network is planned to stream, (in some case live), to all Program Cardholders. When a tourist checks into their hotel or resort then are provided a 60 second presentation of the Program. Visitors are gifted a pocket size Merchant Directory that contains valuable information about their stay and includes their Angel Card and Merchant Locator Map. Most importantly visitors are informed that every time they swipe their Angel Card an instant donation is made on their behalf to local charities in the city in which they are traveling. They can view their transactions in real-time online and print a tax receipt upon their return home and if the Angel Card Program is operating in their city of origin, they can continue to enjoy same value and residual benefits to their community as they did while on vacation.

Then once in room, visitors are invited to view video content of Program Partners, such content available 24/7 on their in room TV's. Streaming Video's in HD as most hotels and resorts have upgraded to HD flat-screen formats. The video content will be remote driven, just like with movies, our channel will of course showcase participating Merchants that are displayed in the Directory they received at check in. The Program will help guide hotel guests where to dine and shop **before** heading out on the street. Guests have viewed images/video in room of other guests in the local shops and restaurants, knowing that they and the community will benefit from their patronage. Offers from Merchants include immediate discounts of up to 50%. Most types of retail merchandise will be featured in room and special time-sensitive on-screen promotions can be offered during a guest viewing.

Additional benefits of the Tourism Program include the visitor's opportunity to securely load/reload stored value on their Angel Card at check in. The Angel Card also doubles as the guests room-key. If the guest decides to load value onto the Angel Card it allows them to secure most of their cash, credit/debit cards and travelers checks. When paying with their Angel Card at Merchants saves on banks fees and exchange rates over having to use foreign currency. Merchants do not pay the discount rates charged by their processing bank and Local Heroes fees are 75% less than the banks for the acceptance of Angel Card's as payment.

Good News Only will begin broadcast 60 days after the Merchant Acquisition process starts and it will immediately showcase a Documentary Film which is being produced to chronicle the Program Vision. The film is being produced by a acclaimed Documentary Film-maker in México.