



O2 Media™ Inc. is a full-service production studio with the diversity to accommodate full-length television shows, special events, commercials, still shoots and a variety of other projects. We create Branded Entertainment programming with an internal production staff of 130 team members and a fully equipped 35,000 sq. ft. studio facility.

- O2 Media controls a stripped programming block weekday mornings between 7a – 8a ET/PT on the Lifetime Network. The Lifetime network is a dual feed and currently reaches 99 million households across the nation.
- Our shows are listed on the TV Guide Channel as well as the Lifetime network website.
- We produce regularly scheduled shows that offer participants content contribution and production involvement.
- We have fixed commercial spots available for purchase during our shows.
- Incredible Discoveries, a division of O2 Media, is a turn-key direct response marketing agency focused on developing and implementing brand integration throughout our shows, and direct-to-consumer strategies.

O2 Media produces...



34 Telly Awards achieved

CLIENTS AND BRANDS



THE BALANCING ACT

The Balancing Act,[®] now in its 5th year, is America's premier magazine-style morning show about women and for women, combining animated conversation, lively demonstrations and "did you know" tips to help women balance their lives.

Show Premise: The show jump starts a woman's day by entertaining, educating and engaging her with the latest trends, fun innovations and advice from experts who provide REAL solutions to REAL people like her, covering topics on family & home, food & travel, fashion & beauty, fitness & health and career & kids. The mission of The Balancing Act is simple – to help today's modern women balance it all by bringing them exceptional solutions to everyday problems, and to inspire and enhance the lives of women everywhere.

- Format: 30 minute Magazine Style TV show
- Episodes: 900+ to date
- Broadcast: Monday through Friday mornings at 7: 00 am (ET/PT)
- Network: Lifetime Cable Network U.S.A.
- Setting: Talkshow set on location at O2 Production Studios and field locations around the country



Episode Synopsis: Each episode is built around one or more of the following Balancing Act series:

- Family Ties - Provides smart, practical solutions to help women raise happy families
- Eye on Beauty - Brings the hottest trends from the fashion and beauty industry
- Health Matters – Explores the latest healthy and wise info from the pros in health & wellness
- Everyday Gourmet – Cooks up food tips and recipes with gourmet flair for everyday families
- Move That Body – Keeps things moving with fun fitness ideas to get and stay in shape
- My Money - Brings a wealth of information that makes financial "sense"
- Mission Makeover™ - Follows the journey of several women through their lifestyle transformation

Celebrity Hosts: Joining The Balancing Act for special series are some of the most loved and recognized talent from all areas of the entertainment industry, including **Alan Thicke, played the Father on the hit show "Growing Pains" and Sarah Moulton, Good Morning America Food Editor.**

On-Air Daily Hosts:

Julie Moran

First female anchor to join ABC's "Wide World of Sports"

Host for seven years at "Entertainment Tonight"

Creator, Producer and Host of "The Insiders List with Julie Moran" on Fine Living Network

Kristy Villa

Anchor, WPLG (ABC) Morning Show in Miami

On-Air Host KPRC (NBC) Morning Show in Houston

Danielle Knox

Anchor, morning newscast WFOR-TV (CBS) in Miami

Anchor and reporter for WTVJ-TV, WB39 and WDZL-TV in Miami

Website: www.o2mediainc.com



Mission Makeover,TM now in its 3rd Season, follows the engaging and powerful journey of women on a mission of a lifetime - to completely makeover their lives.

Show Premise: The series goes beyond your typical weight loss show. Starting out with 8 women who have a desire to makeover every aspect of their lives, only 4 of the most committed and determined will be chosen to move forward. During their quest to lose weight and get healthy, the women receive the guidance and the tools they need from industry experts in nutrition and fitness. To round out the full life makeover experience, they also benefit from beauty, style and life coaching as they continue to travel the makeover road step by step and achieve the healthier lifestyle they desire while inspiring others.

- Format: 30 minute Reality Style TV show
- Episodes: 13 episodes per season
- Broadcast: Monday mornings at 7:30 am (ET/PT)
- Network: Lifetime Cable Network U.S.A
- Setting: On Location at O2 Production Studios, women's homes, and field locations



Episode Synopsis: After the initial try-out phase is complete, each episode chronicles the day to day struggles, challenges and obstacles the ladies face, and is packed with a wealth of nutrition plans, exercise routines, fashion tips and healthy living advice. All the twists and turns on the journey culminate in the season finale where the one woman who travels the furthest in her journey is revealed as the winner.

Show #1 – “First Steps”
Show #4 – “Fitness Jump Start”
Show #8 – “Being Stylish”
Show #13 – Finale/Reveal

Experts: To guide the ladies on this journey we bring in a fitness trainer; registered dietician; Psychiatrist & MD; and a fashion stylist.

Host:

Julie Moran

First female anchor on ABC's Wide World of Sports
7 year stint on Entertainment Tonight on CBS Television
“The Insider List with Julie Moran” on the Fine Living Network
The Balancing Act on the Lifetime Network
Special correspondent for Access Hollywood on NBC Universal

Contestants: 8 Women, who compete for the ability to be able to follow their journey to the end.

Website: www.thebalancingact.com/mission

designing spaces™

Celebrating our 10TH Anniversary



Designing Spaces,™ now in its 10th year, is America's signature home improvement series that travels all over the country, remodeling, redefining and redesigning space.

Show Premise: The show educates and entertains its viewers by bringing them innovative home improvements. Spanning the genres of decorating ideas, do-it-yourself projects and step-by-step home improvements, the mission of the show is to inspire viewers to make every space count and to provide solutions to enjoy the spaces they live, work and play in.

- Format: 30 minute Home Improvement TV show
- Episodes: 500+ to date
- Airs: Wednesdays, Thursdays and Fridays at 7: 30 am
- Network: Lifetime Cable Network U.S.A.
- Setting: Field locations around the U.S.A.

Airing on



Episode Synopsis: Each episode is built around a theme from one of our Designing Spaces "Family of Spaces":

- Designing Spaces™ – Room by Room Revivals, Smart Home/Safe Home Innovations
- Think Green™ – Plan it for Our Planet, Reduce, Reuse, Recycle
- Pet Spaces™ – Big Dog Ranch and McKamey Animal Adopt-A-Shelter Makeovers
- Kids Spaces™ – Kids in Distress: Labor of Love, Boys and Girls Club: Building Bright Futures
- Spaces of Hope™ – Military Makeover, Rebuilding Together--Meet the Stewarts
- Holiday Spaces™ – 'Tis the Season for Technology, From Our House to Yours

Hosts:

Debi Marie - 10 years as TV spokesperson

David Jones - Host of Fox Kid's Club TV show in Tampa, Co-Host of #1 rated radio morning show in Sarasota, Prior experience in theater, radio and film.

Website: www.o2mediainc.com

ALL MIXED UP™

All Mixed Up,™ now in its third season, combines the perfect mix of ingredients for food competition, food history and exciting culinary adventure.

Show Premise: Three up-and-coming student chefs compete before a panel of judges by mixing, chopping, stirring and blending distinct ingredients to create three unique, three course meals. The students battle to complete an Appetizer, Entrée and a Dessert in 30 minutes as they race against the clock and the surprise twists and culinary challenges thrown their way.

- Format: 30 minute Cooking Reality TV show
- Episodes: 3 episodes per season
- Network: Lifetime Cable Network U.S.A.
- Setting: On Location at Prestigious Culinary Academies/Institutes



Episode Synopsis: Each week for three consecutive weeks, three students from a prestigious Culinary Institute will have to create and prepare three different dishes; an appetizer, an entrée, and a dessert using unique ingredients selected by the All Mixed Up judges, but not revealed until moments before the competition begins. The aspiring chefs are awarded stars by the judges based on recipe originality, presentation and taste. The winner is crowned "All Mixed Up Champion" and receives a prize package.

Show #1 – Appetizer

Show #2 – Entrée

Show #3 – Dessert and Winner announcement

Judges: Representatives from each of three food brands, looking for ways to use their ingredients in new and unique recipes.

Celebrity Chef and Host: Ralph Pagano

Host of the award winning show "Pressure Cook" on the Travel Channel.

Survived Hell in Gordon Ramsay's "Hell's Kitchen" - on FOX.

Battled Bobby Flay in Iron Chef and emerged victorious on The Food Network.

Website: www.o2mediainc.com

The logo features a stylized, blue, 3D-effect 'ID' monogram. The letters are intertwined, with the 'I' and 'D' having a metallic sheen and a slight shadow. To the right of the monogram, the words 'INCREDIBLE' and 'DISCOVERIES' are stacked vertically in a bold, blue, sans-serif font.

INCREDIBLE DISCOVERIES

Incredible Discoveries® is our turn-key direct response marketing agency focused on developing and implementing brand integration, and direct-to-consumer strategies. With core competencies in direct response television, radio, branded entertainment, online & mobile marketing, lead generation, drive to web, and product distribution, we are able to respond quickly and efficiently in order to meet the demands of an increasingly competitive marketplace.

- Our integrated strategy leverages your brand positioning campaign to launch a DRTV campaign designed to generate direct-to-consumer sales.
- We produce Long Form infomercials - 28:30 minute spot
- We produce Short Form infomercials which give you the option of a 60 second or 120 second spot.
- With our years of experience we will work with you on:
 - Call Center setup
 - Fulfillment Centers for product distribution
 - Merchant processing – credit card processing
 - Website development – Direct Response site
- Media buying is done with various media brokers
- Closed captioning for long form spots
- Dubs and customization all done in house
- Promote the brand across our different shows

Website: www.incrediblediscoveries.com