



Caspian Promotion and Visibility Summary

December 7th 2007

Gateway Grand Hall, Salt Lake City

Attendance: 1675

Advertising

3 Full page advertisements and 1 page ads in "In Salt Lake this Week"

Full back page advertisement in S.L.U.G magazine

December 2007 issue

1 quarter page advertisement in The Salt Lake Tribune

2500 strategically distributed promotional posters

(See attached delivery report for locations)

Press Releases

Released through Businesswire / Hundreds of Thousands of outlets

Appear on: Yahoo Finance, Google Finance, Stockwire as well as Nexia proprietary database and Stock Guru

Complete Press Releases available at www.nexiaholdings.com

The Salt Lake Tribune Names Jared Gold One of Its 'Top 25 Cultural Power Brokers

Released January 2nd, 2007

Nexia's Black Chandelier Winter Fashion Show Gets Rave Reviews in 'Variety' and More

Released December 20th, 2007

Nexia's Black Chandelier Announces Sponsorship Opportunities for the Jared Gold 'Caspian Collection' Runway Show

Released November 8th, 2007

Nexia's Black Chandelier Presents Holiday Fashion Runway Event Hosted by Fashion Icon Published in "Paris Vogue"

Released October, 30th, 2007

Web traffic

Between November 22, 2007 and December 07, 2007

1492 unique emails registered for seating tickets
(See attached web summary for click-throughs and referral sites from blackchandelier.com and nexiaholdings.com)

Media

Variety Magazine Online Article on Stylephile.com by Caroline Ryder
Posted December 9th, 2007

Channel 2 news in-venue interviews
Aired date 12.07.07 10 o'clock news

Channel 2 Fresh Air Morning News
Aired date 12.08.07 7am morning news

City Weekly Article cover feature on Jared Gold
Week of 12.15.2007

In Salt Lake this week feature on Gold's Apartment and upcoming show
Week of 12.22.2007

In Salt Lake this week cover feature on Clint Catalyst hosting Jared Gold's Caspian
Week of 12.06.2007

In Salt Lake this week Event wrap up
Week of 12.13.2007

Salt Lake Tribune Names Jared Gold One of Its 'Top 25 Cultural Power Brokers'
Released 01.02.2008

Viral Marketing

Independent fan video postings highlights

<http://www.youtube.com/watch?v=ENnasFo08j4>

<http://www.youtube.com/watch?v=tEcL1O7S780&feature=related>

<http://www.youtube.com/watch?v=U1bq9tzP0mk&feature=related>

<http://www.youtube.com/watch?v=hCJJv6tD-Ho&feature=related>

http://www.youtube.com/watch?v=n9u2BxBVS_k&feature=related

<http://www.youtube.com/watch?v=UsU3BSJG9oY>

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&VideoID=23592675>

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&VideoID=23594932>

<http://clintcatalyst-jaredgoldrunway.buzznet.com/user/photos/?id=24705591>

<http://clintcatalyst-jaredgoldrunway.buzznet.com/user/photos/?id=24705551>

<http://newcitymovement.typepad.com/newcitymovement/2007/12/caspian-ruins-y.html>

http://mavrixonline.com/mavrixonline/2007/12/wild_child_on_the_runway.html

<http://www.buzznet.com/tags/jaredgold/video/2315071/audrey-kitching-clint-catalyst-and-jared-golds/>