



### **Czarina Promotion and Visibility Summary**

March 14<sup>th</sup> 2008

Union Station Los Angeles

Attendance: 1275

May 22<sup>th</sup> 2008

Webb Audio Proving Laboratories Salt Lake City

Attendance: 1650

### **Media**

**Los Angeles Times** Pre-show Coverage “Gold is the Ringmaster of the Fashion Spectacle”

Publish date Sunday March 9<sup>th</sup> image section

**Metro Mix Cover Story** “Jared Gold Shakes up Fashion Week”

Publish week of March 6-13

**Los Angeles City Weekly** “Jared Gold Lived Up to His Name”

Fashion Recap with photos

Publish Date Thursday March 20<sup>th</sup> 2008

**Los Angeles Times** Post-Show Coverage “The Best Show of the Week”

Full-Front Page of Sunday’s Image Section

Publish Date Sunday March 23<sup>rd</sup>

### **Variety Magazine**

Stylephile “Jared Gold’s L.A. Fashion Show open to ALL”

March 6<sup>th</sup>, 2008

**Women’s Wear Daily** “Over the Top”

Tuesday March 18<sup>th</sup>, 2008

**Salt Lake City Weekly** “Jared Gold’s Farewell Event”

Cover feature on Jared Gold

Week of May 19<sup>th</sup> 2008

## **Good Things Utah** Live Television

Full coverage of event and Model Call Airdate

May 22<sup>nd</sup> 2008

Others:

Stylehive TV

Metromix TV

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

In Salt Lake this week cover feature on Clint Catalyst hosting Jared Gold's Runway

In Salt Lake this week Event wrap up

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

## **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](http://www.nexiaholdings.com)

Nexia's Head Designer Inks Production Contract for Reality TV Show

Thursday June 5, 8:30 am ET

Nexia's Black Chandelier Attracts Bravo TV, CW TV, America's Next Top Model & Other Media,

Plus a Host of Celebrities, to LA Fashion Show

Business Wire, March 14<sup>th</sup>, 2008

Nexia's Jared Gold Featured in LA Times Article

Business Wire March 25<sup>th</sup>, 2008

Nexia's Black Chandelier announces All-Star line up of models for LA Fashion Show – Featuring

Traci Lords, Chris Crocker, Tony Ward and More—

Salt Lake City, UT: March 5<sup>th</sup>, 2008

Nexia's Black Chandelier Secures Amtrak as a Sponsor for LA Runway Show --Participating

companies also include Janome, MySpace, Uber & More--

Salt Lake City UT, March 7<sup>th</sup>, 2008

## **Web traffic**

Between March 1st 2008, and May 24<sup>th</sup> 2008

Approximately 4000 unique emails registered for seating tickets

(See attached web summary for click-throughs and referral sites from [jaredgold.com](http://jaredgold.com))

## **Viral Marketing**

Independent fan video postings highlights

<http://www.youtube.com/watch?v=ST5FSikKz8k>

<http://www.youtube.com/watch?v=S83X5nE7wtk>

<http://www.youtube.com/watch?v=4LowTWEFGSw>

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

<http://www.youtube.com/watch?v=zUJ5L43RhdM>

<http://www.youtube.com/watch?v=vp3za5ElFq4>

<http://www.youtube.com/watch?v=SJtaABensp0>

<http://www.youtube.com/watch?v=5jDcaq12Irw>

<http://www.youtube.com/watch?v=dCz722WLRjw>

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