

**-UPDATE-
(8/03)**

Currently, we have contacted the land owners/supervisors and representatives for both the south rim of the canyon (the “take-off” side), and, the north rim of the canyon (the “landing” side). There is no objection from any City officials (Twin Falls, ID, in particular), County officials (Twin Falls County, on the ‘take-off’ side, and Jerome County, on the ‘landing’ side), or state officials of any kind.

As a matter of fact, everyone is ‘pro-active’ and very aggressive on having and hosting this “once in a generation” special event.

We have a “new development” with respects to the land on the ‘take-off’ side of the canyon. We can gain a \$2,000,000.00 “tax write-off”, by simply raising an additional \$2 mil. for our ‘Business Plan’. (The details are available, upon request.)

‘Initial’ proposed budget	\$2 Mil.	“Rocket Bike” Production
	<u>+ 1 Mil.</u>	Prod’n cost, 2-“lead up” to “Live” stunt T.V. Specials.
Sub Total	\$3 Mil.	
‘New’ Additions	<u>+ 2 Mil.</u>	‘Land Deal’ (tax ‘write-off’ for partnership)
	+1 Mil.	Signing bonus for Evel Knievel**
Grand Total	<u>\$6 Mil.</u>	Investment request
‘Initial’ Return Estimates	\$28 Mil.+	All projects combined

With this ‘Live’, Pay-Per-View T.V. Special, (the “Rocket Bike” event) we are looking at a “conservative” ‘buy-rate’ of 3%, and a profit of some \$12,000,000.00 (even with the added \$2 Mil. ‘Land Deal’, with the County of Twin Falls), we can see that a \$2 Mil. tax write off would benefit our newly formed partnership immensely.

“Buy Rates” (B-R) for the first two, “Live”, Pay-Per-View (PPV) television specials, we estimate, will be .5% (B-R) for show #1, and a 1% (B-R) for show #2. (The “Rocket Bike” event is show #3.)

“Buy Rate” is percentage of homes (in the U.S.) that can receive “Live”, Pay-Per-View T.V. events, at home. Our estimates are for cable T.V. homes alone. Satellite homes are approximately 4-5 million. Our “conservative estimates” for Pay-Per-View revenue don’t ‘factor-in’ sat. homes. That revenue will be in addition to cable home sales. (Sat home net revenue is projected at approximately \$1 Mil. Extra.)

See: Section 4 for a top sheet breakdown of mostly net income, from Pay-Per-View, same day commercial T.V. broadcasts (foreign), home video sales, event merchandising sales, ‘live gate’ ticket sales, T.V. re-broadcasts, etc.

The first two (2) 'Live', PPV "conventional" stunt specials will generate a 'net' income, (to "the partners") (Show #1) of \$6 Mil. And (show #2) \$8 Mil. Respectively, for a grand total of: \$14 Million! (For both PPV show #1 and #2 combined.) All mediums, all territories. Commercial T.V. 're-broadcast' licensing fees, U.S. alone = \$1,000,000.00 for each 2-hour re-broadcast, for a grand total of \$2,000,000.00. (Included in above est.'s)

Show #3 will generate an additional \$14 Million (net income) from Pay-Per-View revenue, alone! (Not 'factoring in' commercial T.V., home video, and other 'streams of revenue.')

The additional funding, over and above the production costs (\$375K for show #1 and \$400K for show #2.) For the first two shows, we will utilize the “overage” to \$500K per show, (See-Budget), to finance/fund a “war chest” of the following stunts.

“War Chest” (funding) for ‘publicity stunts’ like:

I have a ‘current’ “open invitation” to perform on “The Tonight Show” with Jay Leno And, the “Late Show” with David Letterman. If we could only cover half (50% of the costs of a stunt “they” (the producers of “The Tonight Show”) picked for me to perform, “it” would have happened!

1. Price: \$30K. A “vertical leap”, on a motorcycle (m/c) off of a 25 foot high ‘half pipe’ ramp, up to a 50 foot high platform. With a box shaped nylon net on top... and nothing between me, and the ground (NBC parking lot).

To be done, the night before either a Pay-Per-View telecast or, a network re-broadcast.

2. Price: \$30K. Multiple building-to-building jumps, 12-in one day, at 4 stories high. On: a personal watercraft (w/c) a m/c and mini-dune buggy (d/b). By: Male and female stunt riders/drivers. Without vision, “blindfolded”, while water is “on-fire”, and “multi-vehicle jumps”, with w/c & m/c at the same time. And, w/c, m/c & d/b, all flying at the same time. Side-by-side!
3. Price: \$70K. A building-to-building jump, at night, from one 44 story structure to another. 9-12 jumps, all in one day/night session. Including: Jumps “on fire”, over an airborne helicopter! And, with multiple jumpers!