

"SPECIAL" UPDATE

The "Revenue Projections" contained in this dated proposal are increased, "across the board", by 20%. Reason: "original" projections were based on a total available "Pay-Per-View Universe" (via cable and satellite homes) of 40,000,000. Currently, the total available "Pay-Per-View Universe" (via cable and satellite homes) is 50,000,000. (see "Hollywood Reporter" article, Lewis/Tyson fight.)

And, 'we' believe, with the "unique qualities" and "high visibility" of 'our' "massive", advertising, publicity and promotional campaign, we will command, at least half of the \$103,000,000.00 gross, that Lewis/Tyson 'pulled-down'.

"The audience" is there!

The cable and satellite systems are 'set-up.'

The revenue is ours for the taking.

There is no event like ours... in the world!

The Lewis/Tyson fight proves, 'our' original revenue projections, are feasible.

"SUPER JOE"
"Super Joe" Reed
H. J. REED
"The 'New' King of the Daredevils"