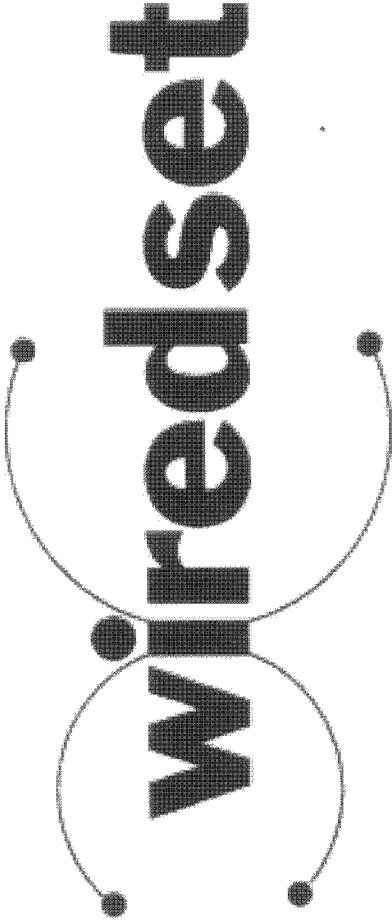
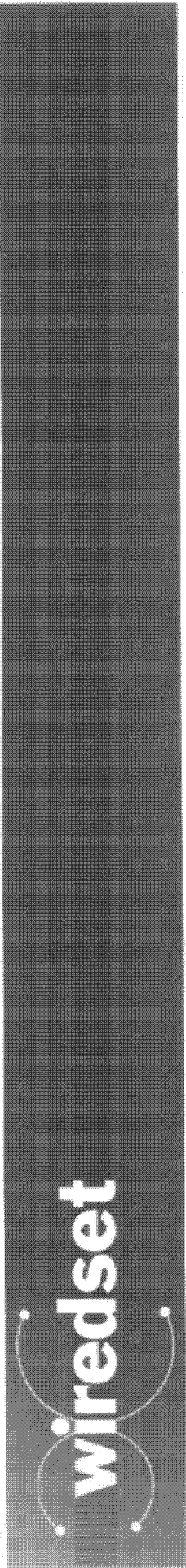
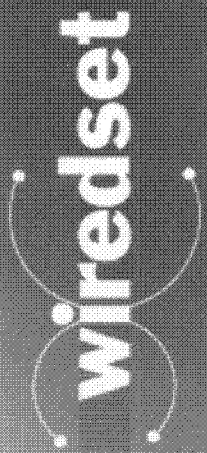


# **Rubin Reply Exhibit 185**



# Digital Agency Overview



## What We Do

- Wiredset is a leading digital agency providing Online and Mobile Marketing Services, Strategic Business Consulting, and Business Intelligence Products and Services
- Wiredset is also a cutting-edge production company, creating innovative websites and digital applications (Web 2.0)
- Our clients include leading brands, recording artists & labels, fashion, media and technology companies
- Wiredset's unique, creative, and innovative marketing approach connects across all three screens:
  - Internet
  - Mobile
  - TV
- We market and enable bands, brands, art, and artists; digitally

***"Wiredset is on the leading edge."***

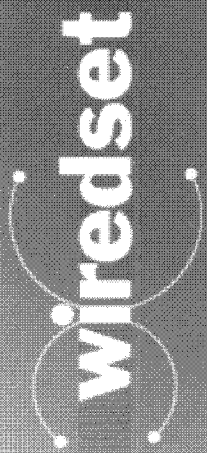
***- BusinessWeek, 9/26/2005***

**Mark Ghuneim - CEO** - A 25 year entertainment and technology veteran. Mark has the reputation of being the earliest of early adopters; someone who has the proven ability to know what's coming next in music and emerging technology. At Sony Music, Mark created for Columbia Records the first Online department at a major record company well before most firms were even using email. Always focused on the needs of the artists signed to Sony Music, Mark and his Digital Services Group utilized the best emerging and mobile technologies to have the maximum impact in the marketplace. As Wiredset's founder, Mark brings his personal vision and creative approach and sets the strategic direction of the company.

**Tom Donohue - President** - A 15 year music industry veteran left Sony BMG Music Entertainment to join Wiredset as full time President overseeing day to day company operations, marketing and product development. Tom spent the last 10 years at Sony BMG, Columbia Records and Epic Records and was most recently Vice President of Digital Sales and Marketing for Sony BMG. Tom brings a vast network of entertainment industry contacts, strong operations and marketing experience.

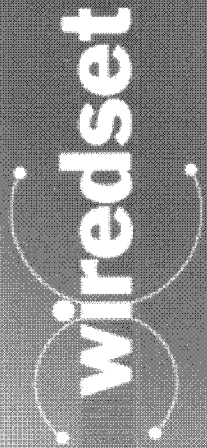
**Matt Dennebaum - CTO** - A 10 year technology veteran Matt brings a deep understanding of how technology, programming and application development affect marketing, brand identity and extension. Matt oversees all product and application development and reporting for Wiredset as well as company IT infrastructure. Prior to joining Wiredset, Matt oversaw technology and programming for Sony Music Entertainment's Columbia and Epic Records labels.

**Grant Johmann - VP Marketing & Business Development** - A pioneer in developing online grassroots marketing for music, Grant has over 8 years of online, music and entertainment marketing experience. Before joining Wiredset, Grant was the Director of Online Marketing for Elektra Records where he managed campaigns for Metallica, Missy Elliott, Staind, Jason Mraz and every artist on the label. Throughout his career, he has held positions of increasing responsibility at leading agencies MKTG Services and Electric Artists. As head of marketing, Grant oversees the marketing team's campaign creation, development and execution for all of Wiredset's clients. Grant holds a degree in Engineering and Management Systems from Columbia University and is an avid Mets fan.



## Digital Marketing Services

- 3<sup>rd</sup> Party Influencer and Lifestyle Marketing
- Web 2.0 Marketing – Utilizing Video, Audio, Photos, and Podcasting
- Top Tier Channels (AOL, Yahoo, MSN)
- MySpace Marketing Strategy, Coordination, and Design
- Customer Adoption and Engagement
- Social Media Distribution and Marketing (YouTube, Video Sharing/Influencer, Sites) – Push to Edges
- Blog/Tour/Radio Marketing
- Mobile Marketing
- EMD – Digital Retail Marketing
- Spanish Language Marketing & Latin Crossover Marketing
- Search Engine Optimization, Online & Keyword Advertising Buying and Management



# Online Marketing Strategies

## Develop Fanbase

- Establish Massive Show / Network Awareness
- Cultivate a Strong and Sizable Online Audience
- CRM- Generate Opt-Ins for Your Email Lists

## Social Networks

- Work with MySpace, YouTube, and others to build buzz and awareness

## Syndicate Content

- Get promotional media to most important blogs, websites, and other influencers
- Create exponential viral syndication

## Custom Production Tools

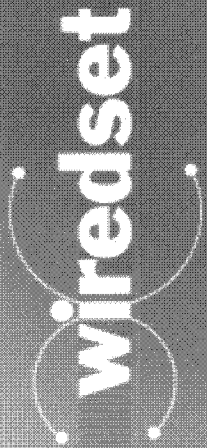
- Personality Quizzes, Trivia, Games – We can create interactive online tools that have immense and proven viral spread

## Strong Relationships

- From the coveted celeb/gossip blogs to teen to music to social networks, we have the spectrum of sites covered and contacts everywhere.

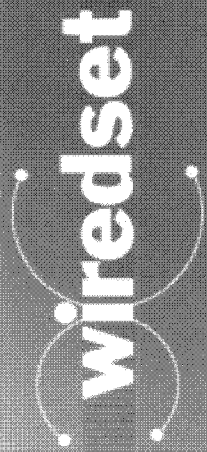
## Deliver Measurable Results

- Use our proprietary demand generation application to measure the result of efforts



## Advertising

- We offer advertising programs that are contextual and affordable
- Advertising through us acts as a natural conduit with the editorial content we are already working toward
  - Complements marketing
  - Easier to achieve regular and repeated editorial placement
- We deal with most sites directly vs. buying through aggregators
- Advertising Options
  - Website and Blog Advertising (Celeb/Gossip, Music, TV, Teen, Everything)
  - Search Engine Advertising aka Keyword Advertising (Google, Yahoo, ASK)
    - Cost Effective – Only pay for clicks, impressions are free
    - Highly trained in keyword advertising



## Strategic Business Consulting

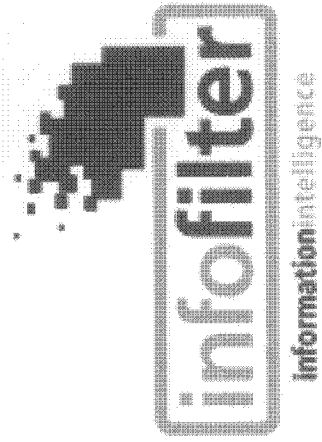
- Leveraging the industry experience (combined 50+ years), technical savvy, and creativity of our leadership team, Wiredset strategically advises and implements business development opportunities for various high-profile media clients:
  - Product/Customer Adoption and Engagement
  - Multi-Platform Integration Strategies
  - Distribution Solutions
  - Mobile Strategies
  - Technical Consulting (Application, Database, Design Architecture)
- Wiredset also utilizes its proprietary business intelligence application (Infofilter) when providing its consulting services in order to align its strategies with “real-time”, emerging industry trends

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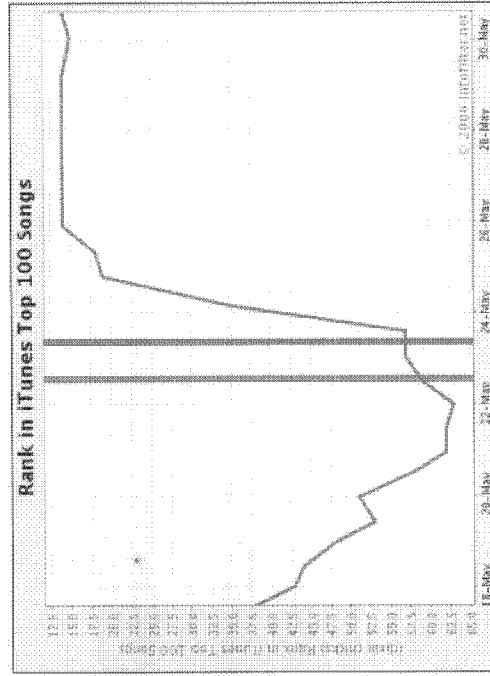
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New York, NY 10014

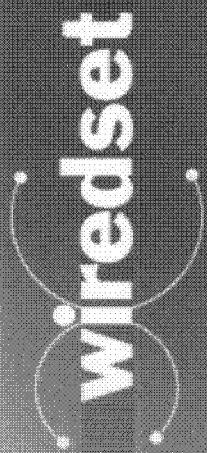




- Infilter is an intelligence application, enabling users to understand their true digital market presence through its digital display architecture
- It uses proprietary data visualization to create a global impact snapshot of media content, enabling artists, labels, brands, politicians, etc. to track successes online in "real-time", in one place
- Infilter provides both raw data and graphs highlighting social networks, media, sales figures, blog buzz, adoption, P2P/Bittorrent traffic, and other important trends
- Infilter allows for overlays of multiple data sources on a single graph, enabling visualization effects of marketing/advertising campaigns, concerts, or media appearances
- This data, combined with Wiredset's experience in analyzing these key metrics, allows clients to understand and ultimately maximize their presence in these applications

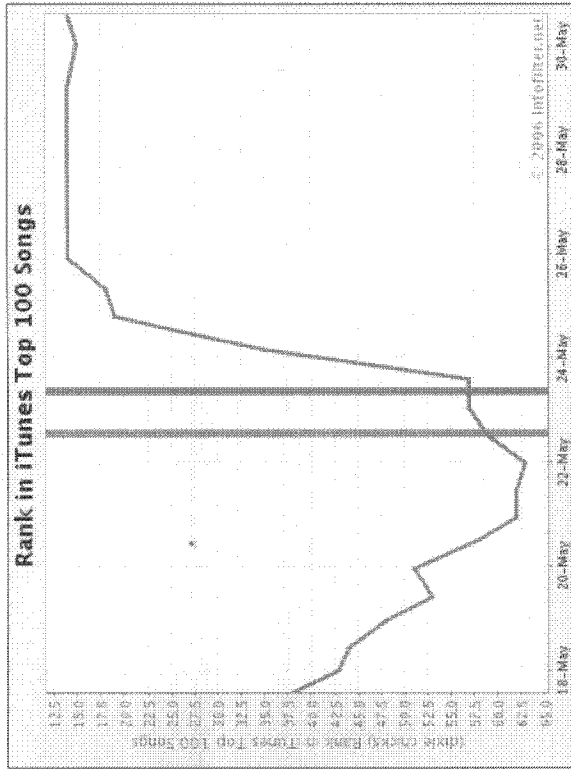
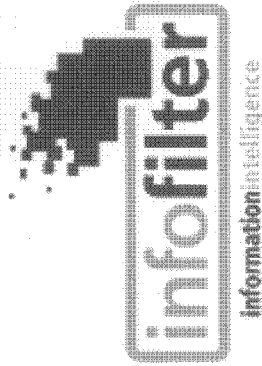


— (dixie chicks) Rank in iTunes Top 100 Songs  
■ Event: The Late Show With David Letterman: 2006/05/22  
■ Event: Good Morning America: 2006/05/23



Yet marketers have few ways to know the effectiveness of their campaigns...

- Although media companies and marketers know there is inherent value in digital applications, no one is currently able to quantify this opportunity
- Infofilter is an intelligence application that enables users to understand their true digital market presence
- Infofilter uses proprietary data visualization to create a global impact snapshot of media content enabling artists, labels, and brands to track their successes online in "real-time", in one place



- (dixie chicks) Rank in iTunes Top 100 Songs
- Event: The Late Show With David Letterman: 2006/05/22
- Event: Good Morning America: 2006/05/23

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### P2P Fall TV Pilots - Last Three Days

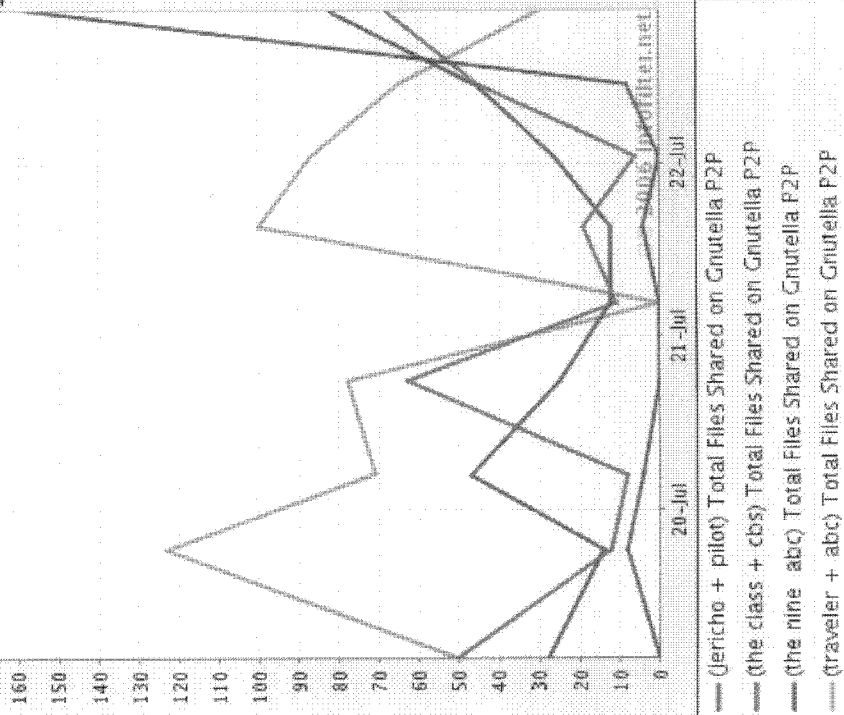
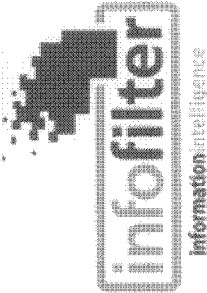
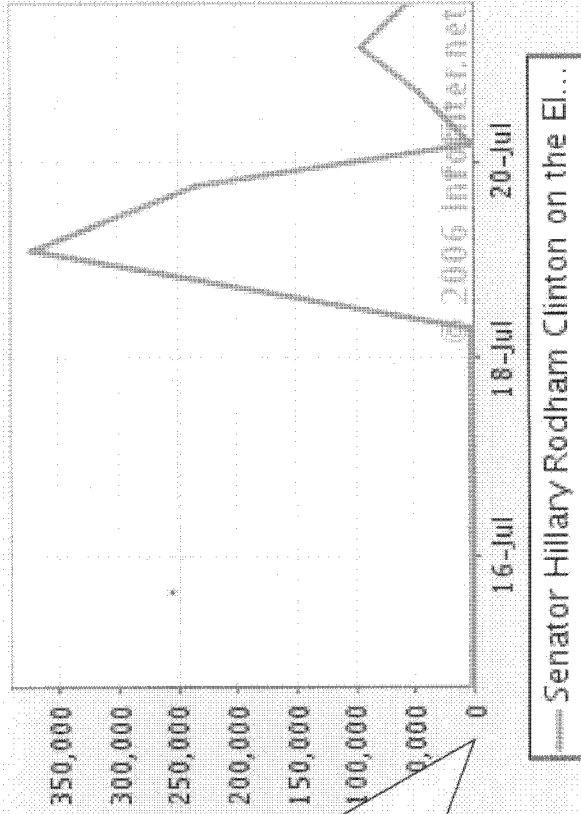


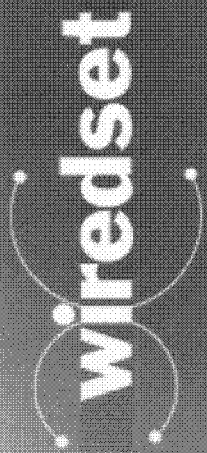
Chart comparing P2P sharing over a three-day period for 5 fall pilots that were recently leaked to the web



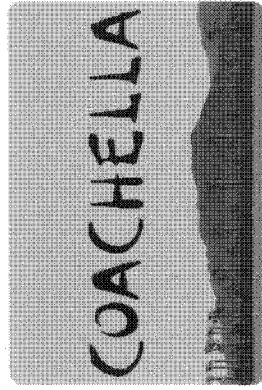
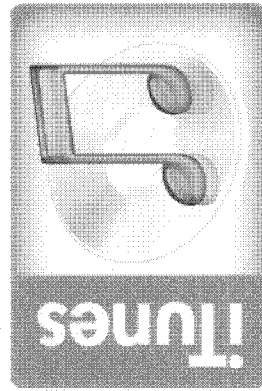
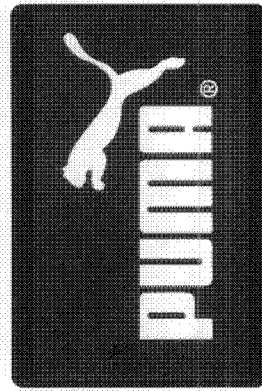
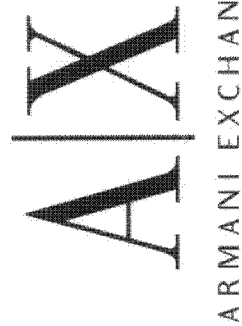
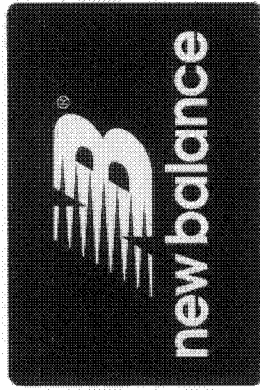
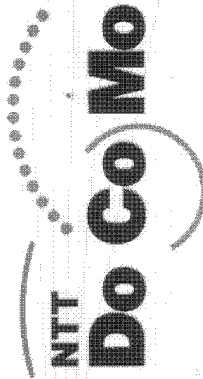
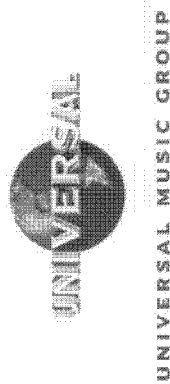
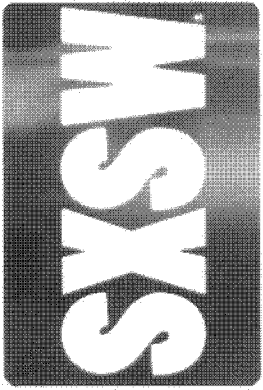
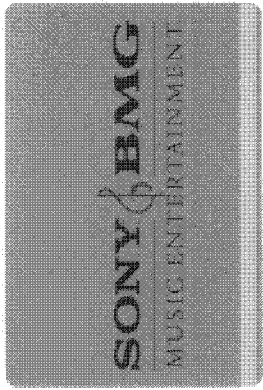
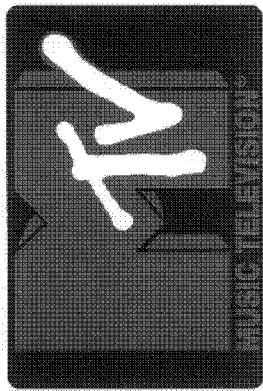
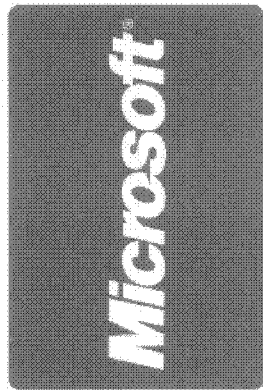
### Video Plays on YouTube

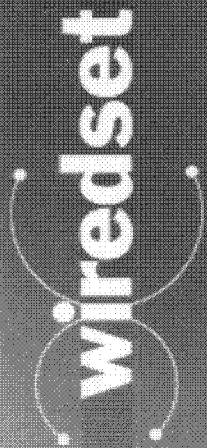


Graph showing YouTube response to Hillary Clinton's appearance on Ellen, over 350k plays in 24 hours before being pulled



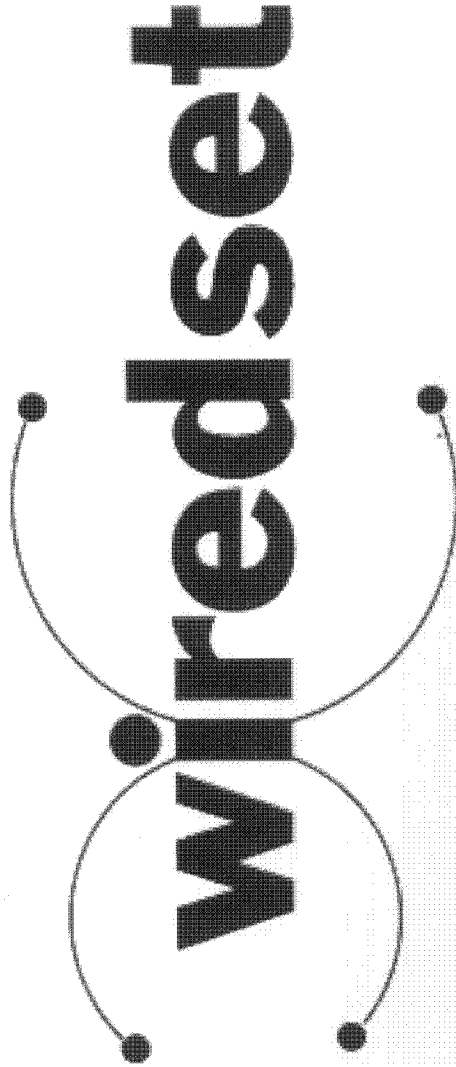
Clients





Contact

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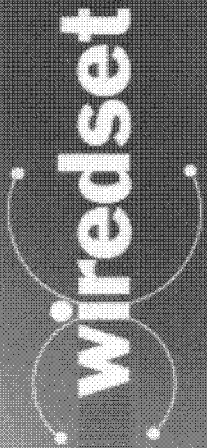
**Seth Salomon**  
Finance/Business Dev  
[seth@wiredset.com](mailto:seth@wiredset.com)

**"Wiredset is on the leading edge." - BusinessWeek, 9/26/2005**

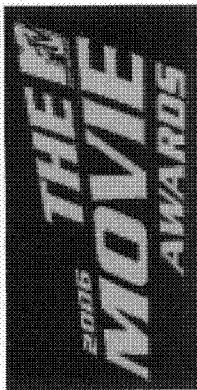
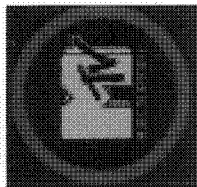
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# Case Studies



## MTV 2006 Movie Awards Online Campaign

### Background:

Wiredset was tasked with building awareness for the MTV Movie Awards, its host, Jessica Alba, as well as various presenters and performers. Viral syndication of existing assets was a necessity

### Strategy:

Wiredset executed an outreach campaign to create a buzz for the event:

- Syndicated show commercial spots, highlighting host, Jessica Alba on key social media channels including:
  - YouTube, iFilm and eight other top channels
- Secured asset placement and coverage on key gossip, pop and celebrity websites and blogs including: PopSugar, Perez Hilton, and Star Pulse
- Placed event information, updates and links on websites and newsletters of featured show performers and presenters

### Outcomes:

Wiredset's Campaign helped build a strong online presences for the event:

- Promospot was the #1 most watched online video the day before the event, #3 for the week of the show (360k views that week)
- Success illustrated that when a compelling asset is placed on the top-tier sites and video networks, it will trickle down and quickly reach critical mass
- 2006 MTV Movie Awards content on MTV Overdrive and MTV.com generated huge traffic, up 50% to date vs. last year's show
- The 2006 MTV Movie Awards was the highest rated program for the night amongst P12-34 across all of cable



**Background:**

- Tasked with creating a marketing plan that would encompass Wiredset's full suite of marketing services (marketing, custom production tools, and advertising) for the new season of The Real World

**Challenges:**

- Now in its 18<sup>th</sup> season, there is not a great deal of immediate interest for show or characters (especially before the first episode when cast is introduced)

**Strategy:**

Wiredset executed an online campaign to create a buzz for the show:

- Created integrated marketing plan utilizing our services across the web
- Focused on unique personalities of characters, scandals of season

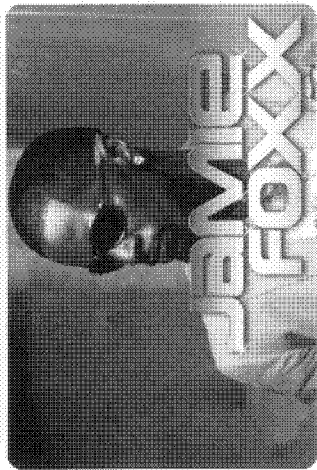
**Outcomes:**

Wiredset created a compelling campaign for the show:

- Hired for season
- Created and launched compelling viral tools, advertising campaign, and ongoing marketing initiatives
- Show is successful to date. Online campaign generating massive buzz



# wiredset Marketing Outreach Example – Jamie Foxx



## Jamie Foxx Unpredictable LP

**Background:** Tasked to drive web awareness through various means (i.e. media syndication, influencer outreach) for Jamie Foxx's album Unpredictable

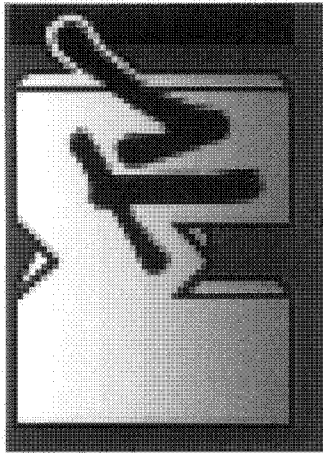
**Challenges:** Not a large web presence for artist at the time

**Strategy:** Wiredset:

- Pushed promotional media to key lifestyle and video sharing sites
- Initiated outreach marketing on web, social networks
- Leveraged relationships with key influencer blogs and websites
- Drove contest to promote LP and generate email opt-ins

**Outcomes:** Immense online coverage, but the stats on media were extraordinary:

- Podcasts – 101K+ Subscribers
- "DJ Play a Love Song" video – 793,373 views
- EPK video views – 32K+ views
- MySpace friends now over 150K
- Over 2.4M MySpace profile views
- Email opt-ins from contests – over 30K
- Google AdWords – 73.4K click throughs



- 2006 MTV Video Music Awards
- 2006 MTV Movie Awards
- Laguna Beach Season 3
- The Hills (Seasons 1 and 2)
- The Duel
- Real World Denver
- My Super Sweet 16
- Dancelife
- Call to Greatness
- Yo Momma (advertising only)
- TwentyFourSeven (advertising only)
- 22 Projects from MTV Music Promotion
  - Music Video Premieres
  - Spankin' Free Music Week
  - Video Premiere Week
  - Discover and Download
  - Virtual Laguna Beach