



HOW PRODUCT PLACEMENTS WORK ON TRUCK U AND TWO GUYS GARAGE

Q. HOW DOES MY PRODUCT GET SHOWN?

A. Our hosts will demonstrate and explain the benefits of your product during a show describing a highly interesting do-it-yourself project. The actual time spent will depend on what kind of a placement is best suited to your marketing program and your budget. After this is agreed upon, you will provide actual product, plus technical and product information for our co-hosts to use while demonstrating your product. Your product will be portrayed in an editorial format that explains how it works and how it benefits the do-it-yourself audience.

Q. IS THIS AN INFOMERCIAL? HOW HARD WILL THEY SELL MY PRODUCT?

A. This is not an infomercial. Exposure on *Two Guys Garage* and *Truck U* is more of a subliminal sell rather than the blatant hard-sell that you see in infomercials or typical commercials. This works to your benefit because your products will have more credibility when exposed in this editorial format. Your placement is an integral part of the show, so viewers are more disposed to watch your products being used.

Q. HOW LONG WILL MY PRODUCT BE SHOWN ON THE SHOW?

A. Our director will make every effort to make your product a dominant part of the production sequence in which it appears, without making the show seem too commercial. Wherever possible he will use close-up shots of your product being used. Our co-hosts will demonstrate your product features and emphasize your brand name. We may also incorporate your product packaging and visually interesting technical material in an appropriate way to give your brand strong visual identity during the segment.

Q. HOW WILL MY COMPANY NAME OR BRAND GET MENTIONED?

A. Our co-hosts will mention your company or brand name at least two times during your segment. They cannot give your phone number or exact address. Giving this information transforms the segment into an infomercial. However, your company information is included at no charge on the *Two Guys Garage and Truck U* web site, which is promoted on each episode. Thousands of interested viewers will gain the opportunity to source your products.



Q. HOW DO I GET MY PRODUCT INFORMATION INTO THE SHOW?

A. You fill in a placement information form giving basic facts about your product and three key benefits you would like to see incorporated into the segment. You also send two (2) samples of your product to the producer. We also want to see everything that pertains to the subject, especially any technical or product literature or videotapes. We try to use actual products and cutaways or other visually interesting demonstration devices wherever possible.

We appreciate your input on how to make your placement interesting, informative and authoritative. Any information on solutions to problems consumers may have when installing your products will be especially welcome. We'll have detailed conversations with you about the segment. We consider client input a valuable asset in making the series successful. The more information you give us, the better your segment will be. It is imperative we receive the requested information in a timely manner.

Q. HOW DO I HANDLE THE LOGISTICS OF GETTING MY PRODUCT ON THE SHOW?

A. Once you agree to participate in a placement, one of our representatives will call and discuss the planning of the show in which your products will appear. We will also send you written instructions spelling out exactly how to ship product samples and other related materials. Please note that products used on the set become the property of Brenton Productions and will not be shipped back to you.

Q. CAN WE BE THERE WHEN YOU TAPE THE SHOW AND HOW MUCH SAY CAN WE HAVE IN THE PRODUCTION?

A. We encourage manufacturer participation before and during the taping of each show. We especially want technical experts to be on hand to give input on technical and logistical matters. Marketing people are also welcome on the set — however this is not a commercial or industrial shoot — so input from marketing representatives must be confined to technical issues.

Q. WHEN WILL MY PLACEMENT AIR AND HOW MANY PEOPLE WILL SEE IT?

A. The *Two Guys Garage* and *Truck U* series play on Speed Channel every week. Air times include a minimum of four to six plays over two different weeks about two months apart. Exact times are determined by local cable systems. Your segment will be seen either 4 or 6 times depending on which show you participate in. Both series receive well over a million viewers per episode. We will provide a tentative schedule to you as soon as production and airdates are set.

Q. WHAT KIND OF WEB SITE EXPOSURE DO I RECEIVE WHEN I PURCHASE A PLACEMENT?

A. We provide web site exposure for all clients who purchase a product placement on our shows, at no additional cost. We place your company logo, phone number, product picture and a hyperlink



back to your site for viewers to obtain more information. This information stays up on our show site for at least one year.

Q. CAN I GET MY SEGMENT VIDEO-STREAMED ON YOUR SITE?

A. YES – we offer an Expanded Web Site Package for an additional fee based on the length of the segment. In addition to the valued-added web coverage listed above, we will video-stream your segment on our web site for a least one year and we will provide you a web-compressed version of the segment for use on your own site.

Q. WHAT IS THE REACTION OF AFTERMARKET COMPANIES THAT HAVE DONE BUSINESS WITH BRENTON PRODUCTIONS ON OTHER PROJECTS?

A. Placement sponsors on Brenton series now number over 500. Many of them are leaders in their respective product categories. Most of these participants have expressed enthusiastic reaction to their experience. Some who have multiple product lines have signed on for additional placements because of their positive initial experience. We have a list of testimonials available upon request.

Q. HOW CAN I MERCHANDISE AND PROMOTE MY PARTICIPATION IN THE SERIES?

A. Shortly after the show featuring your product airs, we'll send you a DVD-R copy of the episode. This DVD-R can be used in its original form, or can be edited for your trade training and publicity purposes. You can duplicate it for trade training purposes, but not for resale or on-air use. These last two uses would violate a copyright agreement with Speed Channel. You will also receive digital production stills showing your product on the set with the hosts. You can use these photos for publicity purposes — but not to imply any kind of endorsement by the show or its co-hosts. Please download a copy of our Acceptable Use Policy from www.brentontv.com or call us if you have specific questions.

Q. CAN I EDIT THE VIDEO YOU SEND FOR USE IN MEETINGS AND TRADE SHOWS?

A. You can use the DVD-R in a variety of ways to promote and train trade customers. Many clients use excerpts from their placements in trade show booth tapes. Some use them in trade training programs. Others have incorporated their placements into sales tapes to impress trade customers, shareholders, employees, and even bankers.

Brenton Productions will also provide additional DVD-R copies at a reasonable fee. You may edit this dub for whatever purposes you wish as long as the end result is not sold outright or used as part of a product offering, or aired on television. Brenton is bound by strict copyright regulations in our agreements with Speed Channel.