



**GIBSON MEDIA, INC.
TWW PROCESS UPDATE
12.17.08:**

2009 Annual Media Planning :

- Media Max discussions (expansion estimate for Boise)
- Horizon Air Planning
- Tribal Fusion Travel Channel Web Strategy
- Qualitative research assessment for Seattle, Portland, Spokane & Boise
- Solicitation of proposals from market stations
- Negotiations with efficient Seattle, Portland, Spokane & Boise stations
- Annual planning with Sunset Magazine, including new Inside Seattle focus
- Assessment of additional media vendors (425 Magazine, NW Cable News, Northwest Wine Guide, etc.)
- Experience Washington negotiations
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2009 Downtown Walla Walla Media Planning :

- Co-op branding / radio program partnership discussions & estimates

2009 Creative Planning :

- Annual non-union talent negotiations including extension of radio into Boise
- Online creative strategy (and recommendation of executions) with Tribal Fusion banner concept.

2008 Online Media Recon:

- Media reconciliation and optimization of Quigo.com
- Media reconciliation and optimization of Citysearch.com & related partners

2008 Billing:

- Media Accounts Payable / Receivable for Fall TWW Campaign