



ROAMIN' REGIONAL MEDIA KIT FOR SEASON 5

Roamin' has been Barbados' number one show for the last four seasons. After its incredibly strong run since its launch in 2004, Roamin' now aims to continue this success on the regional level. If Caribbean culture is important to you, and if you and you love the regions fashions, festivals, fetes, food, and of course the music and entertainment, then you absolutely must watch Roamin' ...the video magazine that continues to unite Caribbean Culture.

Weekly 1 hour show

Hosts: Daana Linton, DJ Fuzz, DJ Buddha Lizard

Executive Producer: BoomTribe

Producer: Kelly Gittens

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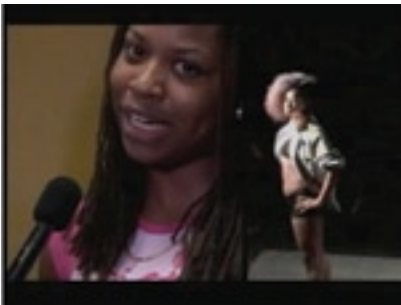
ADVERTISING BANG FOR YOUR BUCK!!

Episodes will be aired in the following countries. Through our partnership with CBS affiliate WSEE-TV, the show will be seen by an amazing 16,717,380 viewers!

- Antigua • Aruba • Barbados • Belize • Cayman Islands • Costa Rica • Curacao • Dominican Republic
- Dominica • Grenada • Guantanamo Bay • Jamaica • Martinique • Montserrat • Puerto Rico • St. Kitts
- St. Lucia • St. Maarten • St. Thomas • St. Vincent • Tortola • Trinidad & Tobago • Turks & Caicos

Roamin' will air every Thursday in the coveted 7-8pm primetime slot. As an advertiser, you are guaranteed to have your product seen by a massive audience at the best possible time.

WHY YOUR CONSUMERS ARE WATCHING ROAMIN'



Roamin' targets viewers with a thirst for Caribbean entertainment and culture. The show caters to technologically savvy, fun loving individuals that have a strong need to be connected. Further, Roamin's 18-35 demographic captures young consumers that are most receptive to advertising and willing to spend their disposable income.

Roamin' will be introduced to your consumers via a number of traditional and alternative avenues before the show's official television launch. This advertising cocktail is key in capturing the attention and imagination of the viewer.

Promos will be run on the most popular radio stations as well as on television. There will also be feature articles, advertisements and reviews in the most popular youth oriented magazines and publications.

Street Teams will be used whenever possible to push Roamin' to colleges, universities, malls, local hang-out spots and clubs. We will also use our established internet presence to generate further interest in the show via viral clips, forums, newsletters and website articles. There will be competitions where potential viewers can log-on and view to win the grand prize. Last but not least, a number of timely text message reminders will be sent before each show airs to remind your consumers that Roamin' will be on shortly!

ROAMIN' IS UNIQUE



Roamin' is the complete one hour video magazine show. It is the only show that encompasses a bit of everything Caribbean. If you need travel updates, then the "In The Caribbean" segment is what you need. Do you want to find out about the top music videos in the Caribbean? Well then tune into the wildly popular "Top 5", which is the music video countdown segment.

Roamin' is also the only video magazine that boasts 'Text to Screen' capability. This allows viewers to send 'shout-outs' live across the screen during the show.

Is Caribbean cuisine your bread and butter? Do you want to schmooze and rub shoulders with the hottest Caribbean stars and see the sizzling celebrities that inhabit the Caribbean? Did your VIP invitation to the hottest Caribbean Party get lost in the mail? No worries... Roamin' has the hook-up and is definitely the show for you.

IN THE SEASON

Interviews: Roamin' will bring you interviews with the stars and moguls of Caribbean Entertainment fashion and culture, people



like Maxi Priest, Freddy McGregor, Cocoa Tea, Damien Marley, Buju Banton, Morgan heritage, 3rd World, Anthony B, Baby Sham, Vybes Kartel, Tami Chin, Busy Signal, Movado, Mr. Vegas, Lexus, Isasha, David Kirton, just to name a few of the reggae stars.

But what of the Soca Stars? We have hot interviews with Destra, Alison Hinds, Faye-Anne Lyons, Bunji Garlin, Peter Ram, Lil Rick, Machel Montano,

Shurwayne Winchester, Jamesie P, Luthah, Ninjitsu, Fyah Man Hopper, Kevin Lyttle, Nicole Davis, Iwer George, The Mighty Gabby and Biggie Irie.

How about R&B and Hip Hop? Roamin' has got the likes of Marissa Lindsey, Sierra, Black Face, Members of the world famous G-Unit, and Dru Hill. If you want to see Rock and, Alternative groups from across



the Caribbean, we got them too. We've interviewed these and many more exciting guests in this season of Roamin'.

LIGHTER!..THIS IS WHY WE'RE HOT

We will be travelling the Caribbean and checking out various festivals such as the Vincentian Carnival, St. Lucia's Jazz Festival, Reggae



on the Hill, Crop Over in Barbados, Carnival in Trinidad & Tobago, the Cayman Island Music Festival as well as some of the 'undiscovered' hot spots in the Caribbean like the Dominican Rain Forrest, Gros Islet in St. Lucia and the Kalinago Tribe of Dominica. The best way to describe it, to use a popular Barbadian colloquial term, is "Eff two pots lickin' Roamin' goan be deh".

Contests and Giveaways

How does it work? The host will give the question and a series of multiple choice answers. The viewers simply text in their answers, and wait to see if they've won Simple!

In the Caribbean Segment

We will go all over the region exploring leisure activities and entertainment unique to the individual islands. For example, swimming with Sting Rays in The Cayman Islands, Para-sailing off the cliffs of Barbados or hiking through Dominican rainforests to their beautiful rivers. This segment will also cover entertainers, fashion, art, festivals and cuisine indigenous to the Caribbean region.

Top 5 Segment

This is a Music Video count down we showcase the best videos from all around the Caribbean while we

count down to the number one Video of the Week. It is a definite 'can't miss', and is one of the most watched segments on Roamin'



Text Chat

Believe it or not, you can now text your "shout outs" and "big ups" straight to the television screen. Send birthday greetings or just let that special person that you are thinking about them with a simple message from your cell phone. Brilliant!!

ROAMIN' CARES

One of the challenges with product placement is positioning the brand with a reputable partner. Advertising on Roamin' allows you, the advertiser, not only the opportunity to reach millions, but also to align your product with a company that grasps the ring of social responsibility firmly with both hands.

One of BoomTribe's Directors and the producer of Roamin', Kelly Gittens, has a Bsc. with Honors in social work and has worked at the Government Industrial School, Big Brothers Big Sisters of Barbados, and the Ministry of Health as a VCT counselor attached to the HIV & Aids Division. It's easy to see that this is one of the key reasons behind our company's awareness and acceptance of social responsibility. The majority of Roamin's viewers fall between the 18-35 age group. When a show is watched by many, there is an even greater responsibility to impart positive and uplifting messages and we gladly accept this challenge. This age group has been seen as a risk group in society for many social issues. With this in mind we recognize that we have a medium that is very effective in reaching this risk group.

According to the World Bank, *"currently, the Caribbean region has the highest incidence of reported AIDS cases in the Americas, and the trend is not encouraging."*

"Youth Young people in their teens and twenties are among the most susceptible to the HIV virus. Experimentation with sex and drugs combined with youthful ignorance can be a deadly combination."
(COPYRIGHT 2002 New Internationalist Magazine)



Thusly, we will be running our positive message campaigns; Drinking and Driving, anti-drug and Safe Sex. These messages will be highlighted

within the show. We have used many artists and celebrities to get the messages across because they have the ear of these at-risk groups.

Roamin' has a mandate to showcase all genres of Caribbean music, not just Reggae but Soca, R&B, and Alternative. If it is Caribbean we will showcase it and give the viewer a balance in music from the various genres found here in the Caribbean.

SHOUT OUTS & BIG UPS

- Roamin' was Barbados' **number one television show among the 18-35 age group** for the first four seasons.
- BoomTribe was **nominated for the 2008 Barbados Music Award for Media/Television.**

EXCERPTS FROM CIRCUIT MAGAZINE

"The artists themselves are thrilled that there is now a medium for them to get their videos across to a local and regional audience.



Before Roamin', there was no vehicle to showcase music videos for the local public."

"Roamin' is helping local artists to promote Caribbean music locally and regionally, and that can only be a good thing, for both the artists and the music. Promotion of the music, publicity of the artist and the ensuing local and regional recognition is the first step on the world stage."

"Roamin' is a platform for the artists, videographers, and most anyone in the entertainment industry to get their works out and we have been blessed with a hugely favorable response from both the public and the artists."

ADVERTISING SPOT RATES

If purchased directly from the regional television stations, a comparative ad spot would easily cost the advertiser at least twice the amount as it would if you had advertised with Roamin'.

Please contact Charles Walcott at walcott@altentertainment.net or Ryan Davis at davis@altentertainment.net for further advertising rate information.



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