

Regional Television Distribution:

*Air 350 Times Regionally within the Top
200+ Television Markets*

Clearance Report

- **CNBC:** 84 Million Cable Households / Millions on DirecTV and Dish Network
as paid programming *Airing to 200+ Regional Television Markets*
- **Fox Business Network:** 45 Million Cable Households / Millions on DirecTV
as paid programming *Airing to 60+ Regional Television Markets*
- **1400 Medical Facilities in the U.S.:** Long Term Care Network (LTCN)
and Health and Science Television Network (HSTN)
- **International:** 1.9 Million in Hong Kong on Asia TV and 2 Million in Canada
- **Internet Television:** Over 650 Million Aggregate Users through 21chtv.com,
YouTube, iTunes, AOL Video, Yahoo! Video, MSN Video, Google Video, and Many More!
- **Medical Universities / Libraries** including Dartmouth Medical School,
Medical College of Georgia, National Library of Medicine and More!
- **TV Affiliates and Universities:** Millions of Potential TV Households
including Dartmouth, Princeton, Penn State, Georgia Tech and Many More
Airing to 27 Local and University Television Affiliates!



Total Clearance by Potential TV Households:

Partial listing of premium clearance by designated market area in order of DMA rank:

DMA RANK	National Cable Carriers	MARKET	STATE	DAY & TIME SLOT
1	Fox Business Network	NEW YORK	NY	Sunday 2:00p
2	Fox Business Network	LOS ANGELES	CA	Sunday 11:00a
2	CNBC	LOS ANGELES	CA	Wednesday 11:30pm
3	Fox Business Network	CHICAGO	IL	Sunday 1:00p
4	Fox Business Network	PHILADELPHIA	PA	Sunday 2:00p
4	La Salle University	PHILADELPHIA	PA	Tue & Thur 12:00pm / Wed 12:30pm
5	Fox Business Network	SAN FRANCISCO –OAK-SAN JOSE	CA	Sunday 11:00a
5	CNBC	SAN FRANCISCO-OAK-SAN JOSE	CA	Wednesday 11:30pm
6	Fox Business Network	BOSTON	MA	Sunday 2:00p
7	Fox Business Network	DALLAS-FT. WORTH	TX	Sunday 1:00p
8	Fox Business Network	WASHINGTON, DC	DC	Sunday 2:00p
10	Fox Business Network	DETROIT	MI	Sunday 2:00p
11	Fox Business Network	HOUSTON	TX	Sunday 1:00p
12	Fox Business Network	SEATTLE –TACOMA	WA	Sunday 11:00a
12	SCCTV	SEATTLE-TACOMA	WA	Sunday 10:00am / Wednesday 9:00pm
12	CNBC	SEATTLE-TACOMA	WA	Wednesday 11:30pm
13	Fox Business Network	MINNEAPOLIS-ST.PAUL	MN	Sunday 1:00p
14	Fox Business Network	TAMPA-ST.PETE	FL	Sunday 2:00p
15	Fox Business Network	MIAMI-FT.LAUDERDALE	FL	Sunday 2:00p
17	Fox Business Network	CLEVELAND	OH	Sunday 2:00p
19	Fox Business Network	SACRAMENTO-STKTON-MODESTO	CA	Sunday 11:00a
19	Fox Business Network	DENVER	CO	Sunday 12:00p
19	CNBC	SACRAMNTO-STKTON-MODESTO	CA	Wednesday 11:30pm
20	Fox Business Network	ORLANDO-DAYTONA BCH-MELBRN	FL	Sunday 2:00p
21	Fox Business Network	PITTSBURGH	OH	Sunday 2:00p
22	Fox Business Network	ST. LOUIS	MO	Sunday 1:00p
23	Fox Business Network	PORTLAND, OR	OR	Sunday 11:00a
23	CNBC	PORTLAND, OR	OR	Wednesday 11:30pm
24	Fox Business Network	BALTIMORE	MD	Sunday 2:00p
25	Fox Business Network	INDIANAPOLIS	IN	Sunday 2:00p
26	Fox Business Network	SAN DIEGO	CA	Sunday 11:00a
26	CNBC	SAN DIEGO	CA	Wednesday 11:30pm
27	Fox Business Network	CHARLOTTE	NC	Sunday 2:00p
28	Fox Business Network	HARTFORD & NEW Haven	CT	Sunday 2:00p
29	Fox Business Network	RALEIGH-DURHAM (FAYETVILLE)	NC	Sunday 2:00p
30	Fox Business Network	NASHVILLE	TN	Sunday 1:00p
31	Kansas State University	KANSAS CITY	KS	Thursday 8am - 4:30pm
31	Fox Business Network	KANSAS CITY	MO	Sunday 1:00p
32	Fox Business Network	CINCINNATTI	OH	Sunday 2:00p
33	Fox Business Network	MILWAUKEE	WI	Sunday 1:00p

DMA RANK	National Cable Carriers	MARKET	STATE	DAY & TIME SLOT
34	Fox Business Network	COLUMBUS, OH	OH	Sunday 2:00p
35	Fox Business Network	SALT LAKE CITY	UT	Sunday 12:00p
37	Fox Business Network	SAN ANTONIO	TX	Sunday 1:00p
38	Fox Business Network	GRAND RAPIDS-KALMZOO-B.CRK	MI	Sunday 2:00p
39	Fox Business Network	BIRMINGHAM (ANN AND TUSC)	AL	Sunday 1:00p
40	Fox Business Network	WEST PALM BEACH-FT. PIERCE	FL	Sunday 2:00p
41	Fox Business Network	MEMPHIS	TN	Sunday 1:00p
42	Fox Business Network	NORFOLK-PORTSMTH-NEWPT NWS	VA	Sunday 2:00p
44	Fox Business Network	GREENSBORO-H POINT-W.SALM	NC	Sunday 2:00p
45	Fox Business Network	OKLAHOMA CITY	OK	Sunday 1:00p
46	Fox Business Network	HARRISBURG-LNCSTR-LEB-YORK	PA	Sunday 2:00p
47	Fox Business Network	BUFFALO	NY	Sunday 2:00p
48	Fox Business Network	ALBUQUERQUE-SANTA FE	NM	Sunday 12:00p
50	Fox Business Network	LOUISVILLE	KY	Sunday 2:00p
51	CNBC	LAS VEGAS	NV	Wednesday 11:30pm
53	Fox Business Network	JACKSONVILLE	FL	Sunday 2:00p
55	CNBC	FRESNO-VISALIA	CA	Wednesday 11:30pm
72	CNBC	HONOLULU	HI	Friday 10:30pm
78	CNBC	SPOKANE	WA	Wednesday 11:30pm
89	UI Television	CEDAR RAPIDS-WTRLO-IWC&DUB	IA	Wed & Thur 9:30pm / Sat & Sun 5:30pm
110	CNBC	RENO	NV	Wednesday 11:30pm
113	Florida A & M University TV	TALLAHASSEE-THOMASVILLE	FL	Mon & Thur 7:30pm / Sat & Sun 5:00pm
118	CNBC	MONTEREY-SALINAS	CA	Wednesday 11:30pm
120	CNBC	SANTABARBRA-SANMAR-SANLUOB	CA	Wednesday 11:30pm
123	CNBC	EUGENE	OR	Wednesday 11:30pm
125	CNBC	YAKIMA-PASCO-RCHLND-KNNWCK	WA	Wednesday 11:30pm
130	CNBC	BAKERSFIELD	CA	Wednesday 11:30pm
133	CNBC	CHICO-REDDING	CA	Wednesday 11:30pm
140	CNBC	MEDFORD-KLAMATH FALLS	OR	Wednesday 11:30pm
161	CNBC	PALM SPRINGS	CA	Wednesday 11:30pm
171	CNBC	YUMA-EL CENTRO	CA	Wednesday 11:30pm
180	ASU TV	JONESBORO	AR	Monday 3:30pm / Wednesday 5:00pm
195	CNBC	EUREKA	CA	Wednesday 11:30pm
201	CNBC	BEND, OR	OR	Wednesday 11:30pm

- **International:** Targeting an affluent, educated audience, including business executives, managers and decision-makers worldwide
 - **Canada:**
 - **CNBC** as paid programming - Via DirecTV and Dish Network
 - 2 million potential television households
 - **Hong Kong:**
 - **Asia Television** - airing prime time on one of Hong Kong's leading television networks
 - 1.9 million potential television households

- **HSTN and LTCN:** via patients' rooms, lobbies and teaching areas to nurses, physicians, administrators, ancillary staff and patients/families
 - **HSTN:** Hospital facilities
 - Broadcasts 4 times daily (20-30 times per month) to over 650 members
 - **LTCN:** Sub acute skilled Nursing and Rehab facilities
 - Broadcasts 4 times daily (20-30 times per month) to over 750 members
 - **JFK:** Cancer Center
 - Daily airings

- **Internet Television: 21st Century Health** is available 24/7 to over 650 million users (aggregate) worldwide on the following venues:
 - **YouTube** 200 million
 - **iTunes Podcast** 2.4 million
 - **AOL Video** 60 million
 - **Yahoo Video** 58 million
 - **Google Video** 50 million
 - **Blinkx** 50 million
 - **MSN Video** 50 million
 - **Net Vibes** 48 million
 - **Daily Motion** 37.4 million
 - **Pod Show** 34 million
 - **Odeo** 28.9 million
 - **Meta Café** 25 million
 - **Veoh** 19 million
 - **Videowalla** 12 million
 - **Atom** 6 million
 - **CWEB** 8 million
 - **Sumo TV** 2 million
 - **Revver** 888,000
 - **Joost** 41,466

UNIVERSITIES CAMPUS CABLE TELEVISION with *21st Century Business and Health*

Georgia Tech
 University of Iowa
 University of Michigan
 Rutgers University
 LaSalle University
 Howard Community College
 University of North Carolina
 Princeton University
 University of Kentucky
 Dartmouth College
 Pennsylvania State University
 North Carolina State University
 SBUTV (State University of NY)
 Kansas State University

Florida A&M University TV
 Central Connecticut State University TV
 Seattle Community College TV (SCCTV)
 Butte College TV
 Ocean County College
 Middle Tennessee State University
 Montreat College
 William Patterson University
 University of California, San Diego (WCTV)
 Southeastern Louisiana University
 Scottsdale Community College
 Stone Hill College
 University of North Dakota

Medical Edition University Carriers

- University of Texas Health & Science Center - San Antonio
 - o Briscoe Library
 - 2,750 Students 1,400 Faculty
- Baylor University
 - o Moody Library
 - 13,700 Students 660 Faculty
- National Library of Medicine
 - o Washington DC Area
- Howard University
 - o Health Sciences Library
 - 10,248 Students 1,737 Faculty
- University of Florida
 - o Health Science Center Library
 - 35,000 Students 3,500 Faculty
- Medical College of Georgia
 - o Robert B. Greenblatt M.D. Library
 - 1,931 Students 658 Faculty
- Marquette General Health System
 - o Health Science Library
- Dartmouth Medical School
 - 2,000 Students 900 Faculty

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