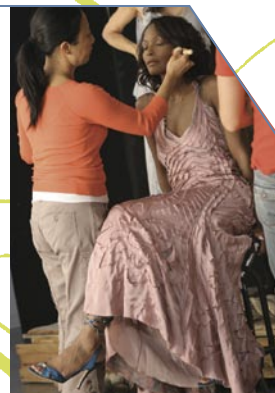


sponsorship of the 2006 More 40+ Model Search



The More Model Search is the only model search for women over forty.



In 2005, more than 19,000 women entered to see if they could win one of the three coveted five-year modeling contracts that were offered by Wilhelmina, More's current agency partner.

Throughout the years, this Model Search has an extensive and consistent track record, delivering direct contact with thousands of beautiful, confident, style-minded women and making an impression on millions more across the country.

Based on the overwhelming success of the Model Search contest over the last five years, More will continue the proposed program elements, detailed in this proposal, in 2006 to capitalize on More's unique niche—reaching vital, vibrant women.*



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2006 Program Elements*:

In-book Ads—the Model Search will be announced (call-to-action and recap) with in-book advertorials and BRC entry cards

Online Exposure—the Search and related events will be promoted on the Wilhelmina website, morepromo.com and more.com

National Direct Mail Campaign—the Search will be promoted through a series of direct mailers and open call invitations

Promotion and PR—the Search will be promoted through a series of direct mailers, invitations, event signage and an extensive PR campaign

Open Call Events—More will host multiple open call events across the country in the fall of 2006

The Finals/Press Event—More will announce the winners at a fabulous Finals event in NYC featuring a couture fashion show with the 10 Model Search finalists

Winners' Prize Packages—More will present extensive prize packages to the three winners, including a Wilhelmina modeling contract

"The More Model Search" Editorial Feature—More editors will present the finalists and winners in a special edit feature

"Spotlight on the Search"—More will recap the event in a follow-up advertorial

*Program elements subject to change in 2006

Sponsor Elements:

- Logo exposure on the in-book advertorials and online splash page on morepromo.com
- Name recognition on thousands of direct mail pieces
- Exposure on thousands of entry pads distributed at retail partner locations
- Integration opportunities at open call events
- Prize package inclusion
- Custom program opportunities*
- Logo or name recognition on event signage
- Sampling/literature distribution in up to 1,000 goody bags distributed at each open call event
- Sampling opportunity in 500 goody bags at the Finals event
- Inclusion on press materials

*All components must be approved by More's editorial team.

NOTE: The 2006 program details have not been finalized and are subject to change. All sponsorship options are subject to Meredith Legal Department, Wilhelmina and retail partner review and approval.

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