



R EISENBERG PRESENTS, INC.

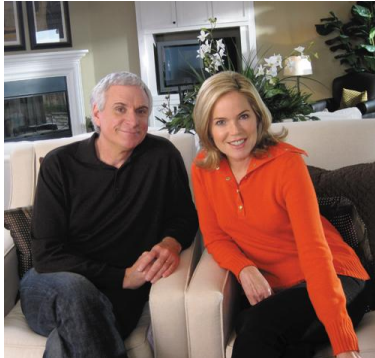
Regina Eisenberg

regina@stationrelations.com ·510.550.1706

June 16, 2009

"There are really only about five basic ways to put your money to work: real estate, stocks, bonds, commodities and cash, so once people understand these major categories, they can look at their options without feeling overwhelmed."

- Pam Krueger



MoneyTrack III (301-315)

Producer: NETworth Television Productions

Presenter: KCTS/Seattle Public Television

Distributor: American Public Television (APT), Exchange

NOLA Codes:

SD: MNTR 301-315 SD-Base Revision 001

HD: MNTR 301-315 HD-Base Revision 001

SD Feed for Record: Sundays, beginning 9/6/09, 1000-1030ET /SD05

HD Feed for Record: Fridays, beginning 9/4/09, 1100-1130ET /HD03

Broadcast Rights: Unlimited Releases/2 Years. 9/4/09-9/3/11

Non-Commercial Cable: Yes

VOD Rights: 2 Years

School Record: 2 Years

TV-G

A Screening DVD Will Be Mailed in June & Is Available upon Request

Dear colleague:

KCTS/Seattle Public Television is pleased to present 15 brand new episodes of ***MoneyTrack III***, available through APT Exchange starting September 4, 2009. Back in time to support our unquenchable need for intelligent (and fun!) programming about money and investment during these challenging times for our pocketbooks, the series is co-hosted by Pam Krueger and Jack Gallagher. Every week the co-hosts reveal what

works and what doesn't work for people very much like you and me when it comes to investing our money. **MoneyTrack III**, which is shot in HD, is the only television show that offers unbiased, non-commercial education to help us become wiser and safer investors!

Pam Krueger (PBS' *NETworth*) and a former stockbroker, recently won American Women in Radio and Television's (AWRT) prestigious Gracie Award in recognition of her outstanding achievement as series producer. As **MoneyTrack's** producer and co-host, she is determined to help viewers cut through the clutter and find out what they absolutely need to know about investing, learn how to apply the information to their own lifestyle, and see what they must know to protect their life savings. "We want consumers to find a comfort level," she says. "There are really only about five basic ways to put your money to work: real estate, stocks, bonds, commodities and cash, so once people understand these major categories, they can look at their options without feeling overwhelmed."

Nationally recognized comedian Jack Gallagher—PBS' *Money Moves* and star of ABC's *Bringing Up Jack*—has appeared on *The Tonight Show* and *Cheers*. He uses his wit to make viewers comfortable with financial topics. Each episode contains lifestyle-driven segments using real people and providing step-by-step demonstrations designed to educate and empower the consumer.

Here are program descriptions for these timely episodes that cover such topics as investor fraud, real estate and the sandwich generation.

MoneyTrack 301: An Investing Inspiration Story

Meet our star investor for season III. A truly inspirational story inspires all of us to get started investing. If he/she can do it, so can I.

MoneyTrack 302: How Wall Street Has Changed

The recent dramatic downturn across all economic sectors has changed the way Americans deal with money. **MoneyTrack** shows you how to weather the storm and how to thrive in the face of a recession.

MoneyTrack 303: Navigating Retirement

From the outside, Steve and Linda appear to have everything they need to live a comfortable retirement, but **MoneyTrack** discovers that if they make one wrong move, they'll run out of money.

MoneyTrack 304: At Work- Your 401k

One of the best ways to take the emotions out of your investment decisions is by investing in your 401k. This nuts and bolts explainer piece makes sure you take advantage of the best retirement plan available to you.

MoneyTrack 305: Insider's Story

The story of how one investor can manipulate the stock market. And get this... he's a kid. **MoneyTrack** explains that by understanding the basic principles of investing and diversification, you will be much less susceptible to being taken.

MoneyTrack 306: Capitalism – with John Bogle –

Pam sits down the one of the smartest and most respected men on Wall Street. John Bogle, the father of the index, explains what works best for everyday investors.

MoneyTrack 307: Investment Club

Investing together as a group can pay huge dividends, if it's done right. Meet Honduran immigrants Jose and Tomas Avila who are changing people's lives by teaching them how to invest in the long-term.

MoneyTrack 308: From Wall Street to Your Street

The recent financial crisis that has not only rocked Wall Street, but it has had a major impact on your street. **MoneyTrack** shows how to take control of your financial future.

MoneyTrack 309: Sandwich Generation

Millions of baby boomers in America are being forced to take care of their growing children and their aging parents. Meet Bob and Jeanie Turner, a typical example of the sandwich generation. **MoneyTrack** shows how to manage these financial and emotional strains.

MoneyTrack 310: The Town that Got Taken

MoneyTrack travels to middle America to prove that no matter whether its Palm Beach, New York city, or Fort Wayne, IN, investment fraud is prevalent.

MoneyTrack 311: Float Show - TBD

MoneyTrack 312: Whiz Kid - John Paul Pigeon

Meet John Paul Pigeon, a 14 year old who is inspiring not only his generation, but also all Americans to save, invest, manage and make money. **MoneyTrack** inspires future generations to become better investors by learning the basics.

MoneyTrack 313: Real estate

It's time for America to get back to a more conservative approach to real estate. **MoneyTrack** teaches everyday Americans how they can still count on real estate as safe, long-term investment.

MoneyTrack 314: Couples and Money Makeover

The old adage rings true... two heads are better than one. **MoneyTrack** shows one couple how working together and talking openly about money is the first step in achieving their dreams.

MoneyTrack 315: Hot Topics show

To wrap up the season, Pam and Jack discuss topics that have most captivated viewers.

MoneyTrack III is produced by NETworth Productions and presented by KCTS/Seattle Public Television. American Public Television (Exchange) is the distributor to public television stations. The series is underwritten by The Investor Protection Trust (IPT). Local underwriting is permitted with prior permission from the producer.

Please contact me if you have questions. I'll be in touch with you about your carriage plans during the next months. A fact sheet follows.

Very truly yours,
Regina
Regina Eisenberg

R EISENBERG PRESENTS, INC.

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fact sheet
MoneyTrack III (301-315)

Program Summary:

MoneyTrack returns to the airwaves in time to support our unquenchable need for intelligent (and fun!) programming about money and investment during these challenging times for our pocketbooks. CO-hosted by Pam Krueger and Jack Gallagher, who every week reveal what works and what doesn't work for people very much like us when it comes to investing money.

Co-Hosts:

Pam Krueger
(PBS' *NETworth*) and a former stockbroker.

Jack Gallagher
PBS' *Money Moves*
Nationally recognized comedian and star of ABC's *Bringing Up Jack* has appeared on *The Tonight Show* and *Cheers*.

Awards:

Pam Krueger. Telly
MoneyTrack. Communicator
Damon Williams (***MoneyTrack 214***). Telly

Episodes/Length:

15/30

Rights:

Broadcast: **Unlimited Releases/2 Years. 9/4/09–9/3/11**

VOD: Yes

Non-Commercial Cable: 2 Years

School Record: 2 Years

Video:

Shot in HD

NOLA Codes:

SD: MNTR 301-315 SD-Base Revision 001

HD: MNTR 301-315 HD-Base Revision 001

SD Feed for Record:

Sundays, beginning September 6, 2009, 1000-1030ET /SD05

HD Feed for Record:

Fridays, beginning September 4, 2009, 1100-1130ET /HD03

Audio/Visual:

Stereo



V-Chip Rating:

TV-G

Producer:

NETWorth Television Productions

Presenter:

KCTS/Seattle Public Television

Distributor:

American Public Television (APT), Exchange

Underwriter:

The Investor Protection Trust (IPT)

Local Underwriting:

Local underwriting *is* permitted with prior permission from the producer.

Home Video:

Order from KCTS/Seattle Public Television

800.937.5387

\$24.95 plus shipping & handling

Websites:

www.moneytrack.org

www.kcts.org

www.stationrelations.com (Note: this redirects to:)

www.reisenbergpresents.com

Contacts:

Station Relations & DVD Screener

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Viewer Questions & Comments:

Cynthia Zeiden (Zeiden Media)
Phone: 415-864-6305
ZeidenMedia@aol.com
www.moneytrack.org

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