

Q: If I sign up as an Affiliate with myESPN Highlights, do I get an exclusive relationship to be the only one to sell the product in my area?

A: No. There is not an exclusive relationship for any Affiliate. There may be others in your territory, including retailers and potentially other sports photographers selling the myESPN Highlights product line. Part of the reason for charging a Sign up fee is so individuals and organizations 'not in the business' are not likely to sign up.

Q: What is my relationship with ESPN, am I a licensee?

A: aVinci Media Corporation holds the license and is selling the product via the myespnhighlights.com website. Your agreement establishes a sales affiliate relationship with aVinci Media to sell the myESPN Highlights product under the contract terms and conditions. You will not have a license relationship with ESPN directly and should NOT represent your company as an ESPN licensee.

Q: What other channels will be selling the myESPN Highlights product in my area?

A: There are over 60 million kids registered in youth sports in the U.S. The strategy for myESPN Highlights is to sell the product through multiple channels, including: Walmart and other retailers, sports leagues, and sports equipment manufacturers in the form of product (OEM) bundles. These channels are considered 'low end' "do it yourself" channels. The only value added channels ("do it for me") at this time are Sports photography affiliates signing up through the Sports Photographer affiliate channel.

Q: What is the difference between the product offered via Walmart and myespnhighlights.com?

A: Currently the Walmart product is found (buried) in the gifting section of the Fuji kiosk and only contains the All-Sport individual athlete title. myESPN Highlights.com will have additional sport titles, plus TEAM versions of all the products. Walmart is targeting the low end "do it yourself" customer who is typically more concerned about price vs. purchasing value-added photo services.

Q: What makes the Sports photographer channel unique?

A: This is the only value added channel selling myESPN Highlights where a parent can immediately obtain both the photos and the completed production. All other channels depend on parents getting good photos themselves (not as likely to happen), and then taking the time to create the ESPN production (not likely to happen).

Q: Is it OK to package myESPN Highlights with other services?

A: Yes, just write up the myESPN Highlights order separately. Photographers are encouraged to offer independent companion products. One of the value-added benefits of myESPN Highlights to the sports photographer is giving people *a reason* to want photo services.

Q: I think I can sell myESPN Highlights for more. Do recommended sell prices need to be published?

A: Photographers may price products to meet their needs to cover value-added services (photography and the making of the production) and to accommodate their business needs. For example, myESPN Highlights products may be part of an all-inclusive photo shoot bundle for an individual or an entire team. There are approved product sheets with and without the target sales pricing the same sheets are available without recommended (target) pricing.

myESPN Highlights Affiliate FAQs

Q: Why is there an MSRP price of \$36 and a target sell price of \$24.95 for a DVD?

A: The MSRP gives the Affiliate the ability to offer discounts (around 30%) to get people to order the product for a discounted price—the target sell price. Affiliates should not sell the product below the target sell price.

Q: Will the customer see pricing on any order confirmation?

A: No. Both the order confirmation and the product packing slips do not have the product pricing.

Q: Why can't I create my own marketing materials for myESPN Highlights?

A: ESPN is very protective of the ESPN brand and has strict rules on how it is used. This includes how the product is sold and communicated. You may only use approved ads and marketing materials—no exceptions. This strategy is just like McDonalds or any other large company where franchise owners may only use company materials in their advertisements.

Q: Can I sell myESPN Highlights on my website?

A: Yes, but only by using the ESPN-approved web ads and product listing kits found on the <http://affiliate.myespnhighlights.com> website.

Q: How do I sell myESPN Highlights on my website?

A: You can sell myESPN Highlights 2 ways on your photo website. 1—put a provided ad tile that points to myespnhighlights.com/affiliate ID link, and 2—list the product, including posting product demos on your site with the approved listing and demo files, and then take orders directly from your site—and check out the customer through your shopping cart. Option 2 will not be available until our voucher order system is running (July).

Q: How does Option 1 (Ad tiles with links) work?

A: If you place ads on your website that are linked to myESPN Highlights, the referring web link passes a link ID to the myespnhighlights.com site that communicates custom messages in all the yellow promotional areas of the website. The promotional areas will read something like, “30% off on your order— Use your Promo Code at checkout.” We also cookie the client PC so we can associate the customer's computer with the you (the Affiliate) and your Affiliate ID (Promo Code), resulting in sales credit to you for all subsequent purchases made by that specific customer at myESPN Highlights.com.

Q: How do I get paid my sales commissions?

A: Sales commissions are calculated and checks are written, paid and mailed weekly to the registered address of the affiliate.

Q: What sports themes will be available in myESPN Highlights?

A: In June 2009, myESPN highlights will launch with All Sports Individual-15 photos and All Sports Team-100 photos. These productions and the Karl Ravech video and voice over work well for most youth sports and athletic competitions for individuals or teams. Several other themes will be launched throughout the year, as outlined below.

Q: What other themes are available?

A: Individual and Team productions for Girls Softball and Boys Baseball will be available in early July. We expect to have Soccer for both boys and girls and Football titles available in late-July. Volleyball (Boys and Girls) and Lacrosse will be released later in the summer. Hockey will be ready in the Fall 2009.

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Q: Can I put more (or less) than 15 photos into an individual athlete movie?

A: The individual athlete productions will accommodate from 1 to 15 photos. The production looks great with just a few photos as there are so many scenes and ESPN SportsCenter effects, that the finished production looks great even if the photos repeat in the 15 available slots.

Q: How long is the Individual movie?

A: About 1 minute 30 seconds.

Q: how long is the Team movie?

A: The length of the Team movie depends on the number of photos you put into the production. Team movies accept from 20 to 100 photos. For all 100 photos the production lasts about 7 minutes 30 seconds.

Q: Must I have 100 photos for the team DVD or book?

A: No. Both the Team book and movie are designed to be flexible and accommodate from 20 to 100 photos. The movie or book will adjust itself to the number of photos you upload in that range. Remember you can see a full preview of the movie or book before ordering so you can see exactly what you are getting.

Q: What else do I get in the DVD Movie?

A: Every DVD (Team or Individual) comes with the DVD movie that plays on a DVD player, an MP4 movie file to post on social websites, a print at home poster, and an image file folder of all images used in the production. The inside cover of the DVD case also includes 4 personalized cut out cards.

Q: What is the MP4 file for?

A: The mp4 file is a complete version of your finished movie that can be copied and played on your computer or on your iPod or other hand held device that can play MP4 files. You can also upload the file to your social networking account (like Facebook) or post on your blog or website.

Q: Are there instructions for copying the MP4 file to use in any of these places

A: To post your video online: 1) Insert DVD into computer 2) Open "My Productions" folder found on the DVD 3) Copy "WebMovie" to your computer 4) Upload to your favorite websites

Q: Is the hard cover book offered with 'Individual' productions?

A: No. The Individual photo books are soft cover books and all Team productions are hard cover books at this time. We will make both books available for either production later this year.

Q: How do I get custom text to show up in the movie on the bottom line ticker message?

A: Just type the text into the name area and the bottom line ticker message area when making a production.

Q: How many characters are available for the name and bottom line ticker message?

A: 30 for the Athlete Name and 30 more for a subtitle that appears as ticker text

Q: Can I put annotations in the photo book or on the poster?

A: No, not at this time.

Q: Can I change the music?

A: No.

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Q: How can I make a DVD for Cheer, Swimming or other sports not on your list?

A: Use the All Sports titles. It generally works great for most sports, cheer, etc.

Q: What if I just want to make a photo book without the DVD, may I?

A: Yes, when you download the myESPN Highlights product maker, 2 icons are placed on your desktop—one for DVD and the other for BOOK. Use the BOOK maker to make photo books.

Q: What if I just want to make a poster?

A: Use the online poster application found under the 'Poster' tab on myESPN Highlights.com. You can get a free print at home and sharable poster online, as well as order a professionally printed poster using your Promo Code to get the discount and sales commission credit for the sale.

Q: What are the minimum System Requirements for the myESPN Highlight download application?

A: Minimum computer system requirements to run myESPN Highlights:

- Microsoft® Windows Vista® or Microsoft Windows XP operating system (the software will not run on Windows Millennium Edition, Microsoft Windows 98, or Microsoft Windows 95)
- Intel® Pentium® II 600MHz or faster processor (or equivalent)
- High-color (32 bits or greater) graphics card
- Color monitor with a resolution of at least 1024 x 768 pixels (32-bit color display recommended)
- 128 MB RAM
- Windows Media® Player 9 or greater
- Internet access to upload files

Q: Does myESPN Highlights run on a Mac?

A: No. The full product maker for DVDs and books does not run on a Macintosh at this time. Only the Poster maker runs from a web browser (see <http://www.myespnhighlights.com/poster.php>), which can be produced on a Mac.

Q: What is the size of myESPN Highlights software on the client computer?

A: The DVD and Book maker download is about 7 MB, but the application with Sports themes storyboards requires about 100 MB

Q: Can I see my finished movie before I order?

A: Yes. Simply press the 'Preview' button while making your order. Note that the resolution, audio and graphic effects are limited in the preview mode. The main purpose of the preview is to give the viewer an idea of what the production looks like and check the ordering of the photos and placement of the titles. The final production version of the DVD movie is rendered with full production graphic and CD quality sound.

Q: Can I save my work if I exit the software before ordering?

A: Your work is automatically saved as you create an order. Should you leave the software before submitting an order, the next time you start the software, you will be asked if you want to continue where you left off in the making of your movie.

However, the current version of the software does not permit you to save multiple partially completed projects or to save a completed project for use at a later date. These are features we will include in future versions of the software.

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Q: How do I get an order confirmation?

A: Once your order is successfully uploaded, you will receive an email (Order Confirmation) with your order number and selected shipping method. If you do not receive an Order Confirmation, please do the following:

- Verify that your spam filters have not blocked confirmation emails from no-reply@avincimedia.com from entering your mailbox. Order Confirmation emails may be blocked by email spam filters.
- Verify that the email address you provided when placing your order is spelled correctly. If you misspelled your email address and your order was uploaded successfully, your Order Confirmation was sent to the misspelled email address.
- To correct your email address, use our [Contact Form](#) to supply the correct address.

Please keep your Order Confirmation email for tracking purposes until you receive your Production DVD, Photo Book or Poster.

Your order will ship within three business days. When it ships, you will receive a shipping confirmation email. Please allow one to five days from the shipping date for standard delivery. (See the shipping on the support tab for more detail on shipping.)

Q: How do I Change, Cancel and Edit an Order?

A: aVinci Media's ordering and manufacturing processes are fully automated. Once your order is submitted, our processes begin rendering your movie, burning your DVD, and printing your cover, posters and books. Therefore, we are usually unable to change your order once it's submitted. However, changes that do not effect the products themselves can be changed usually within the first hours. If you learn from your confirmation email, for example, that your address is wrong, please use the form accessible from the main support page to contact us.

Q: When will my order arrive?

A: Your order will usually ship within 3 business days. Shipping time is additional to this processing time.

Q: How long does it usually take to receive an order?

A: Most orders with standard shipping arrive in 8 days. This includes ~3 days for manufacturing, and 5 days for standard shipping. Depending where you live and when you placed your order, your actual shipping time will vary +/- a few days. Expedited overnight shipping will cut down the shipping time from 5 to 1-2 days, but you still need to allow 3 days for manufacturing.

Q: Will you expedite (rush processing for) an order for me?

A: Our processes are entirely automated -- when an order is submitted, there is little human interaction until the product is assembled and shipped. However, if we receive a request soon after an order is submitted, we can pull it from the automated processing and produce the order manually. We provide this rush processing on orders for a small fee, \$15. If we are alerted early enough in the day, we can ship your order the same day.

Q: What is your Satisfaction Guarantee policy?

A: If you are not fully satisfied with the quality of your finished DVD, Photo Book or Poster, aVinci Media will allow you to recreate the product in question at no additional cost. We guarantee the manufacturing quality of your DVD. We cannot fix or take responsibility for typos, or rearrange or edit

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photos. However, our goal is your satisfaction with the product. We may ask you to return your DVD.

If the manufacture of your product is good but you are not pleased with the results, you may return your DVD for a refund. Please contact support@avincimedia.com to make return arrangements. You will receive your refund within four weeks.

Return requests must be submitted within 30 days. To contact us, please use our [Contact Form](#). We will do everything we can to solve the problem.

Q: Do you support video in your DVD product?

A: No. This feature is not currently available, but is planned for 2010.

Q: What is the policy for inappropriate content?

A: To protect the ESPN brand, we screen content to TV-14 standards. Ideally, we want our technology used to create movies that “grandma” wouldn’t be embarrassed to watch. We certainly don’t want content to exceed the programming standards of primetime TV. We also adhere to copyright law, and ask that you do the same by not including in your movies images that you do not have the right to use. In summary: We reserve the right to refuse production of any movie we deem inappropriate or that infringes copyrights.

Q: May I make my own copies of the DVDs I purchase?

A: No. You may not copy DVDs yourself. You may order DVD copies through myESPNHighlights.com. The licensing fees we pay to use ESPN content, music, support images and videos apply to each copy produced. Homemade copies of your DVD violate ESPN’s licensing rights. You are given the option to purchase additional copies when you make your production.

Q: Can I add the same photo multiple times to the same movie? There are some of my photos I want to add multiple times to my movie, to both introduce the movie and then be used again at the end. Can I add a photo more than once?

A: Yes, you can add a photo as many times as you wish even though the photo is marked as “Added” in the get photos screen. For good storytelling, you may want to use the same photo at the beginning and end of the production.

Q: Can I get a script of the movie dialog so I can shoot or find the right photos to match the movie dialog?

A: Yes. You can download the *Photo Placement Guide* from the affiliate resource page, to get the exact dialog and list of recommended photos for each sports title available from myESPN Highlights.com

Q: How do I get my pictures from Snapfish, Shutterfly or another web site into your movie?

A: When you are running our software, there is not a way to directly access your photos if they are stored on a web site, such as Costco.com. You will need to copy those photos from your web page to your computer. From there, you can then access them for myESPN Highlights. If you have the original images on your computer, it is preferred that you use those images rather than those on the web site (When you upload images to many web sites, a smaller version of the photo is kept, reducing its quality from the original. This usually isn’t significant enough to make a difference in the production, but sometimes can be, especially for posters where photos are greatly enlarged.).

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Q: Can I put both landscape and portrait (all orientations) into myESPN Highlights production?

A: Yes. You can use any orientation of photo you'd like, portrait or landscape. Generally, landscape photos are more likely to look nice in the various scenes of the movie. Portrait photos are more likely to look good in the myESPN Highlights poster.

Contact Us:

aVinci Media Corporation
11781 Lone Peak Parkway Suite 270
Draper, Utah 84020

affiliate@avincimedia.com
801.984.2529

<http://affiliates.myESPNhighlights.com>

www.myESPNhighlights.com