Opus One Media/ Revenues and Costs Based on Cendant Goal Expenditures

Cendant Usage plus Disney License & Acquisitions

Pro Forma - 18 months

Note: all figures based on Cendant Implementation Schedule. It is, of course, subject to change.

		Month: 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Totals
Cendant Implementation Goals	Reference Source																			
Rental Car Implementation Percentage Goals	See Schedule B				0.2%	0.4%	0.6%	0.8%	1.0%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.5%	1.5%	1.5%	1.5%	
Hotel/Motel Implementation Goals	See Schedule B													0.4%	0.6%	0.8%	1.0%	1.2%	1.4%	
REVENUES																				
from AVIS Rental Car Membership	Note 1 Below					$624,793	$1,874,378	$2,499,170	$3,123,963	$3,748,755	$3,748,755	$3,748,755	$3,748,755	$3,748,755	$3,748,755	$4,685,944	$4,685,944	$4,685,944	$4,685,944	$49,358,610
from Budget Rental Car Membership	Schedule B Goal Usage					$64,081	$192,244	$256,325	$320,406	$384,488	$384,488	$384,488	$384,488	$384,488	$384,488	$480,610	$480,610	$480,610	$480,610	$5,062,422
from Active Rental Car RENTERS	Schedule B Goal Usage					$23,293	$69,878	$93,170	$116,463	$139,755	$139,755	$139,755	$139,755	$139,755	$139,755	$174,694	$174,694	$174,694	$174,694	$1,840,114
from Cendant Hotel/Motel Membership	Schedule B Goal Usage														$427,300	$1,068,250	$1,335,312	$1,602,374	$1,869,437	$6,302,673
from Cendant Hotel/MotelUsage	Schedule B Goal Usage														$16,776	$110,307	$159,249	$216,737	$282,771	$785,841
from European Rental Car5 Usage	Schedule E																			
REVENUES		$0	$0	$0	$0	$712,166	$2,136,499	$2,848,666	$3,560,832	$4,272,998	$4,272,998	$4,272,998	$4,272,998	$4,272,998	$4,717,074	$6,519,805	$6,835,809	$7,160,360	$7,493,456	$63,349,659
COSTS																				0.0%
Implementation Cost: Programming	Schedule A Use of Proceeds	$104,800	$61,500	$18,800																$185,100
State Registrations to do Business	Schedule A Use of Proceeds	$4,500	$0	$0																
Interim Management/Operations Expenses/Compensation	Schedule A Use of Proceeds	$13,950	$13,950	$13,950	$13,950	$13,950	$13,950	$13,950	$13,950	$13,950	$13,950	$13,950	$13,950	$20,925	$20,925	$20,925	$20,925	$20,925	$20,925	$292,950
Disney Licenses and Associated Costs	Disney License Worksheet				$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$225,000
MOK3	Disney License Worksheet				$50,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$190,000
Fixed Usage Costs to IBM/Sprint	Schedule A Use of Proceeds	$13,000	$12,000	$12,000	$132,698	$265,395	$398,093	$530,790	$663,488	$796,186	$796,186	$796,186	$796,186	$796,186	$796,186	$995,232	$995,232	$995,232	$995,232	$10,785,507
Direct Costs to OpusOne	Schedule A Use of Proceeds	$32,900	$25,200	$23,200	$16,500	$16,500	$16,500													$130,800
Materials and Promotional Pieces POS	Schedule A Use of Proceeds	$0	$18,300	$23,500	$118,500	$118,974	$119,688	$120,645	$121,852	$123,314	$124,794	$126,291	$127,807	$129,340	$130,893	$132,856	$134,849	$136,872	$138,925	$1,947,399
Credit Card/Processing Fees	Schedule D line 24				$35,608	$71,217	$106,825	$142,433	$178,042	$213,650	$213,650	$213,650	$213,650	$284,867	$320,475	$409,496	$445,104	$480,712	$516,321	$3,845,699
Marketing Contribution to Cendant	Schedule C																			$0
Implementation Cost: ByoBroadcast Admin.	Schedule A Use of Proceeds	$22,500	$22,500	$25,500	$26,500	$26,500	$26,500			$26,500			$68,500	$68,500	$68,500				$68,500	$450,500
Translation Software/On the fly configuration	Schedule A Use of Proceeds	$0	$29,500	$9,000																
Satellite communications features	Schedule A Use of Proceeds	$0	$15,000	$5,000																
Cendant Accelerated Recapture (note 1, usage)	Schedule B note 1				$21,754	$43,509	$65,263	$87,018	$108,772	$130,527	$130,527	$130,527	$130,527	$130,527	$130,527	$163,158	$163,158	$163,158	$163,158	$1,762,108
Joint Esrow for program expansion (note 2, usage)	Schedule B note 2				$21,754	$43,509	$65,263	$87,018	$108,772	$130,527	$130,527	$130,527	$130,527	$130,527	$130,527	$163,158	$163,158	$163,158	$163,158	$1,762,108
Any localization issues/fees/revenue shares (note 3, usage)	Schedule B note 3				$10,877	$21,754	$32,632	$43,509	$54,386	$65,263	$65,263	$65,263	$65,263	$65,263	$65,263	$81,579	$81,579	$81,579	$81,579	$881,054
Capital Equipment/Software Depreciation	Schedule A Use of Proceeds	-$8,150	-$8,150	-$8,150	-$8,150	-$8,150	-$8,150	-$8,150	-$8,150	-$9,900	-$9,900	-$9,900	-$11,650	-$13,400	-$15,150	-$15,150	-$15,150	-$15,150	-$16,900	-$197,445
OOM Fixed Admin. Cost	Schedule A Use of Proceeds	$21,300	$21,300	$21,300	$21,000	$21,000	$24,150	$27,773	$31,938	$47,908	$55,094	$63,358	$72,861	$83,791	$96,359	$110,813	$127,435	$146,550	$168,533	$1,162,463
Subcontractor/Employee Costs	Schedule A Use of Proceeds	$3,750	$13,750	$47,750	$98,750	$106,750	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$114,250	$1,756,000
One time expenses, capital equipment, operations	Schedule A Use of Proceeds	$77,400	$41,495	$9,995	$10,000	$10,000	$10,000	$10,000	$10,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$20,000	$20,000	$20,000	$20,000	$348,890
EXPENDITURES		$285,950	$266,345	$201,845	$584,742	$775,908	$1,009,964	$1,194,236	$1,422,300	$1,692,174	$1,674,340	$1,684,101	$1,761,870	$1,850,775	$1,898,754	$2,221,318	$2,275,541	$2,332,287	$2,458,681	$25,528,132
15% CENDANT REVENUE SHARE	not in contract. At discretion					$106,825	$320,475	$427,300	$534,125	$640,950	$640,950	$640,950	$640,950	$640,950	$707,561	$977,971	$1,025,371	$1,074,054	$1,124,018	$9,502,449
5% Miscellaneous						$35,608	$106,825	$142,433	$178,042	$213,650	$213,650	$213,650	$213,650	$213,650	$235,854	$325,990	$341,790	$358,018	$374,673	$3,167,483
Earnings before interest and taxes		-$285,950	-$266,345	-$201,845	-$584,742	-$206,175	$699,235	$1,084,696	$1,426,365	$1,726,225	$1,744,059	$1,734,297	$1,656,528	$1,567,624	$1,874,905	$2,994,526	$3,193,107	$3,396,001	$3,536,084	$26,633,653
				-$754,141		-$790,917														
							-$845,823													

billing cycles show revenues delayed to 30 days after billing due to credit card charge scheduling

-$1,338,883