



TELEVISION SERIES

THE ORIGINAL SHOW SOLELY DEDICATED TO WILDLIFE AND LAND MANAGEMENT

A Sponsorship Opportunity for BP U.S. Operation

Reach a target audience, make a difference in public perception.



Each week more than 80 million committed outdoor enthusiasts and conservationists tune in to watch *The Management Advantage* with founder and host Chuck Sykes, an award-winning wildlife biologist.

The people who watch our show are genuinely concerned about the outcome of the Gulf oil spill.

Yet many are unaware of what BP is actually doing to clean up the Gulf, nor do they realize the many initiatives the company has in place to assist those adversely affected by the spill.

We can help.



Meet our host, Chuck Sykes



When Chuck Sykes created The Management Advantage, he knew he had something special. The genesis of this show has started a fire storm of excitement in the industry.

Being first is rare. Being successful with a new idea in an established market is even more exceptional. The Management Advantage has done just that.

With a constant growth pattern built around the highest in quality standards and science, The Management Advantage, in its eleventh year, asserts an exceptional command in the outdoor industry.

Chuck has been hunting since the age of six. He took his passion for the out-

doors and earned a degree in wildlife biology from Auburn University.

While in school, Chuck worked as a guide for some of the finest commercial lodges the south has to offer. He assimilated the hands-on knowledge from the field with the scientific instruction from the classroom to create his own successful full-service management consulting firm.

Chuck is the producer and creative director for the show. He also writes wildlife articles and gives seminars on his management practices. The Management Advantage received an award for the "Most Informative Show for 2001" during its first season on The Outdoor Channel.



Chuck Sykes



Respond to tragedy with a positive corporate message.



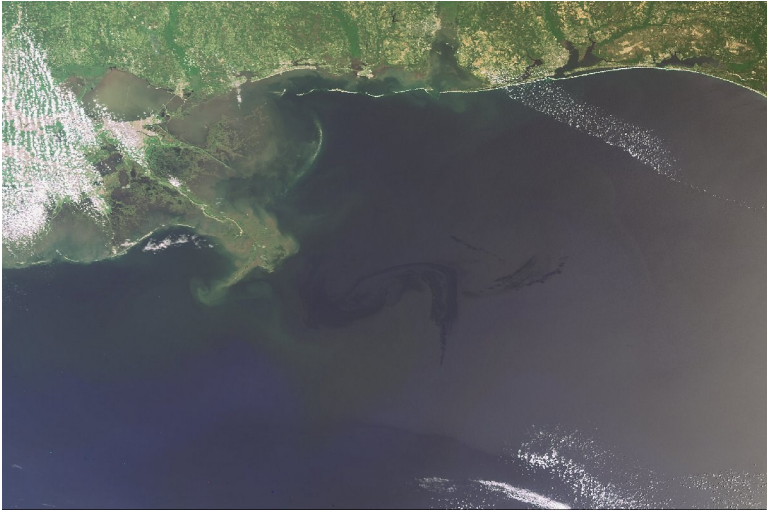
BP can communicate with millions of outdoor enthusiasts — the precise demographic the corporation needs to reach at this critical time in public perception. The Management Advantage is *the original show* dedicated to wildlife and land management.

The Management Advantage is a trusted source of information, with unparalleled viewer support. Our show enables the customer to create a loyal relationship to the sponsor.



The Management Advantage:

Delivering information people trust — *and use.*



On The Management Advantage we're serious about informing, educating and enlightening viewers on environmental issues, good stewardship and wildlife.

Chuck's program resonates especially with the people of the Gulf states. Louisiana is known as a sportsman's paradise. BP can do a lot to restore that image of the state as well as its own reputation in the public eye.

We are uniquely positioned to help, with international marketing efforts in place to support our broadcast expansion as well as highlight our commitment to conservation. BP can be a part of this conversation with our viewers.



BP can be proactive, rather than react to negative press.

Tourism at beaches in the affected Gulf States declined by more than one million people in 2010 compared to the previous year, The Birmingham News reported Feb. 11. Many who did visit Gulf resort areas after the record-setting BP PLC oil spill were attracted by deep discounts. As a result, the "economic blow is a lot bigger than what you see in just straight numbers of attendance," Mike Foster, vice president of marketing for Gulf Shores and Orange Beach Tourism, told the newspaper.

Now, with leaks of the upcoming negative reports we understand are to be released to Congress



around March 1, this likely means more bad public relations news for BP PLC. Instead of reacting, BP can be proactive by connecting with the people who care the most. The Management Advantage TV show is the perfect medium to reach the right audience to lure them back to the Gulf Coast. It is the perfect media venue for BP PLC.



Timing is critical.



Key Congressional lawmakers are already lined up to appear on the upcoming season of *The Management Advantage*, where they will discuss the current state of the Gulf and federal oversight of the problem.

We believe — and are confident you would agree — that the positive efforts of BP are not getting appropriate exposure.

The time is now.



The Management Advantage Value Proposition



- BP can be speaking directly to 80 million people in less than a month by joining forces with The Management Advantage.
- We offer a unique value proposition that enables BP to reach a relevant, targeted audience of outdoor enthusiasts, landowners and conservation-minded individuals.
- Your sponsorship package includes in-show content of up to two minutes for every episode. **This air time is not a commercial.** Host Chuck Sykes will discuss the content provided by BP as an organic part of every program.
- In addition, BP receives a 30-second commercial to run during each show as part of this package.
- Our first show of the new season airs March 28.



Put Our Award-Winning Program to Work for British Petroleum.



BP can be a valued contributor to this environmental discussion and influence public opinion by becoming a sponsor on The Management Advantage.

We will continue to follow this issue closely on the program as part of our mission to inform millions of concerned viewers. BP can now reach this hugely influential audience in a truly meaningful way that benefits everyone.

We invite you to join us.

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