



Sponsorship Bruce Schwab and OceanPlanet

2008-2009 Vendee Globe Race Executive Summary



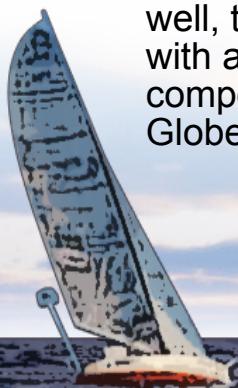


Global Sponsorship Opportunity

Join American Bruce Schwab's OceanPlanet Campaign as he challenges the world's roughest oceans, racing around the world, non-stop alone.

Bruce Schwab is the first American to have ever completed the Vendee Globe, when he raced solo in the non stop grand prix race in 2004-2005. Bruce has announced his campaign for the 2008-2009 Vendee, the top premier solo ocean race in the world. This endurance and racing challenge is the sailing equivalent in importance as the Tour de France, Baja 1000 and Iron Man Triathlon, combined.

The race around the world covers 28,000 miles in some of the world's most extreme latitudes, circling Antarctica on a super hi-tech 60-foot racing yacht, with just one person aboard. Bruce will be competing against other top international racers, fatigue, and as well, the forces of the open ocean. Bruce has surrounded himself with a team of land based seasoned professionals, to insure his competitiveness and to achieve his goal of winning The Vendee Globe.

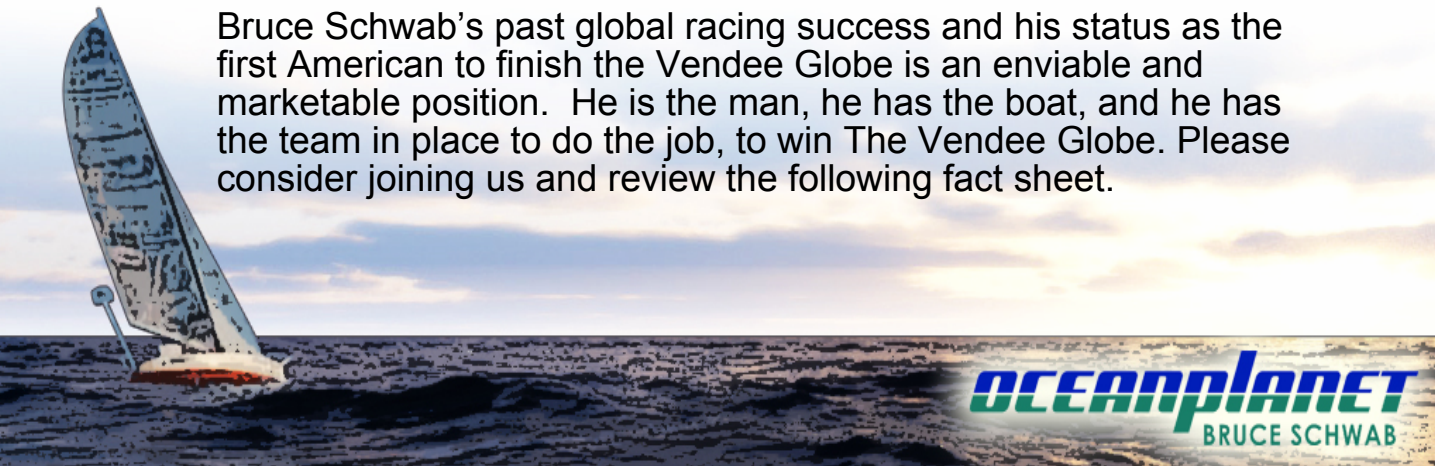




Past media attention to this exciting event has been phenomenal. Our campaign will again deliver extensive media coverage throughout the duration of the effort. It will begin with the build out of the state-of-the-art carbon fiber boat; through the preliminary races, and culminating in the tracking of the main event, a three month race. The race will be covered internationally in 80 countries by television, news, radio, and the internet. A three part documentary of Bruce Schwab's single-handed race around the world is currently in pre-production and will be aired in the United States. No amount of advertising can compare to the global media presence, and the unique characteristics the OceanPlanet challenge will offer your brand. Such as: Adventure, Environment, Endurance, Tenacity, Inner Strength, Winning Spirit.

This dynamic promotional platform will provide a unique and one of a kind tool to break through the clutter and deliver your corporate message in a superior manner, worldwide. We have a team of marketing professionals in place that will generate a comprehensive marketing program tailored to your specific needs. Campaign activation includes but is not limited to; Public Relations and Media Contact, Branding Programs, Corporate Team Building, B2B opportunities and the like. Sample information and details are readily available as well as testimonials from Hugo Boss, Motorola, Tommy Hilfilger, and others.

Bruce Schwab's past global racing success and his status as the first American to finish the Vendee Globe is an enviable and marketable position. He is the man, he has the boat, and he has the team in place to do the job, to win The Vendee Globe. Please consider joining us and review the following fact sheet.

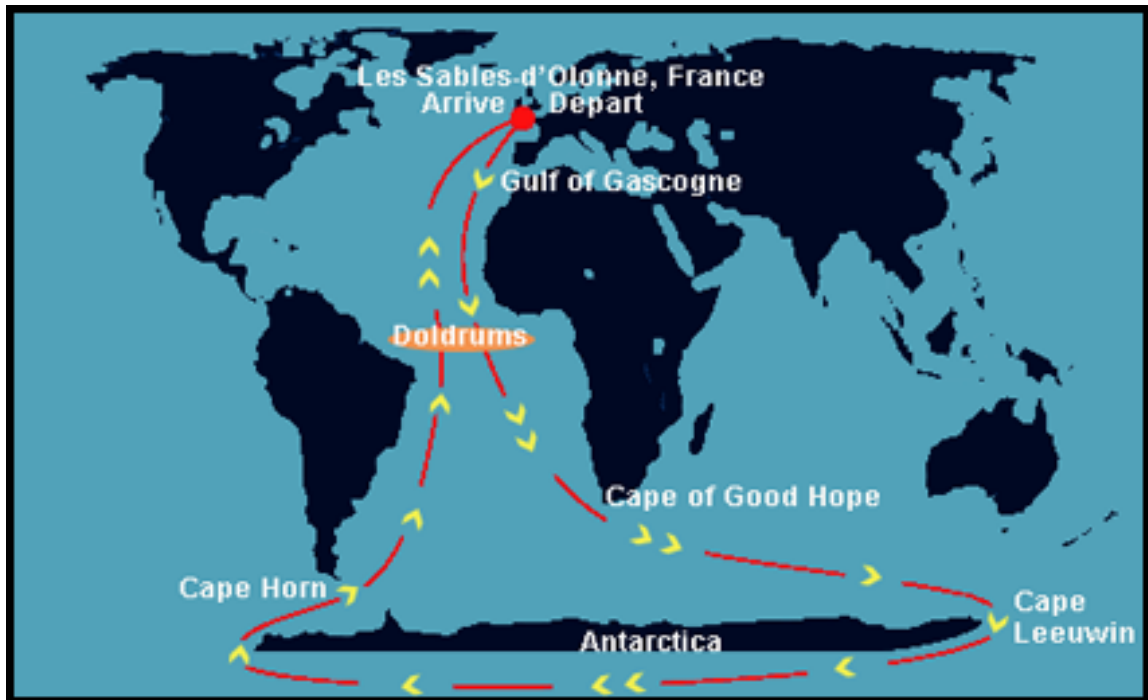


Quick Facts :

Bruce Schwab and OceanPlanet

The Challenge :

American entry OceanPlanet skippered by single-handed ocean racing veteran Bruce Schwab will race around the world, non-stop alone. He will try to win The Vendee Globe.





The Event :

The Vendee Globe is the most exciting, scary, rewarding, sailing competition ever created. Sailing around the world, through some of the most dangerous seas on earth, it is a three month race encountering unfathomable challenges. Fierce winds and mountainous waves are measured in fear factors, not numbers.

Time & Location : Start - November 8, 2008, Les Sables D'Olonne, France

Finish - February 2009, Les Sables D'Olonne

Entries : Limited to 27 for safety reasons, it is an International field of racing superstars.

Timing : The event is only held once every 4 years. The Vendee was founded in 1989.

Race Course : The "Clipper Route", from France, South around the African Cape of Good Hope, past Australia, then South and around Antarctica. Past South America's Cape Horn, North up to France.





The Man :

As you can imagine Bruce Schwab has spent a lot of time on the water. It all began as a boy, he has made open ocean transits since he was very young, his father was an accomplished sailor. On February 25th, 2005, aboard his boat OceanPlanet, Bruce Schwab became the first American to officially finish the Vendee Globe Challenge race, sailing solo, nonstop, around the world. His other sailing accomplishments are also impressive:

- He finished the 2002-2003 Around Alone Race (solo around the world race with stopovers), the only American in Class One.
- He has won nearly every single-handed sailing race on the West Coast.
- Won the 1991 Transpacific Race to Hawaii. Helmed boats to victory in the 1998 and 2000 Pacific Cup races to Hawaii.
- Won the double-handed Farallones race eight times thus far in his career and was awarded the Arthur B. Hansen medal by U.S. Sailing for participating in the rescue of a fellow sailor during the 1999 double-handed Farallones Race.





The Boat :

The boat is a super high tech “Open Class” 60 foot monohull that complies to the box rule designated by the race organizers the IMOCA (International Monohull Open 60 Class Association).

All boats are subject to a box rule limiting size, draft, appendages and stability while other parts of the boat have no restrictions. The boats are very similar, providing competitive “One Design” type racing.

Boats have canting keels with water ballast to maintain speed. Typical draft is 15 feet including bulb keel. Mast height is 90 feet and higher.

Using advanced lightweight materials and construction techniques the boat displacement weighs up to 20,000 lbs. The boat can achieve speeds of up to 30 knots and can travel over 450 miles in a 24 hours.

OceanPlanet is equipped with state of-the-art satellite link components and computerized systems that provides real time audio, video and digital communications.





Media Exposure :

Coverage of the Vendee is truly global in scope and monumental in scale. 90 days of action reported over 3,000 Television, Radio, and Print organizations.

Video feeds from on-board cameras are up-linked to satellites with Skippers reporting on air.

All forms of media are anticipated to perform in 2008 as they have in the past 200,000,000 expected impressions.

The number of gross impressions forecasted are historically measurable and proven effective to further a corporate marketing message in a positive, cost effective manner.

A three part documentary of Bruce Schwab's single-handed race around the world is currently in pre-production and will be aired in the United States.

The domestic attention that will once again be focused on American Bruce Schwab's effort will be heartfelt and followed closely.





Sponsorship Opportunity :

Promotion Period : Fall 2007, 2008, Spring 2009

Promotion Stage :

- 1) Media Feature – Track build out of the boat, OceanPlanet
- 2) Race Coverage
- 3) Post Event Media Tour

- Primary Sponsor - \$ 3,000,000
- Secondary Sponsor - \$ 1,500,000
- Associate Sponsor - \$ 750,000

Bruce and OceanPlanet are positioned to deliver both a successful racing program and a positive international branding opportunity your organization may be proud of. We have the boat, the right man for the job and with your support, a winning team.



Contact



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