

To: Jeevacation[jeevacation@gmail.com]
Cc: Ferg[REDACTED]
From: David Stern
Sent: Fri 3/12/2010 9:06:47 PM
Subject: Re:

I am not involved directly involved in the deal so this may have gaps.

My understanding of the deal today is as follows:

- nothing has been signed
- Terms:
15% of sales
\$ 100k at signing of contract
\$ 50k when QVC places first order
\$ 50k at first QVC tv appearance

- In principle this deal is ready to be signed
- there is minor discussion of also some stock in the company (lawyers believe this is not needed)
- discussions were also raised about no advance and taking 20% sales instead

QVC states:

- they might do this but not certain yet
- first appearance in Nov for pre-Xmas
- first order approx \$ 500k
- product: ornaments
- possible appearances in 2011: 3 - 4 times/year, 30 minutes, 3 times/day

On 12 Mar 2010, at 15:12, Jeevacation wrote:

Where does the Keith deal stand

Sent from my iPhone

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