

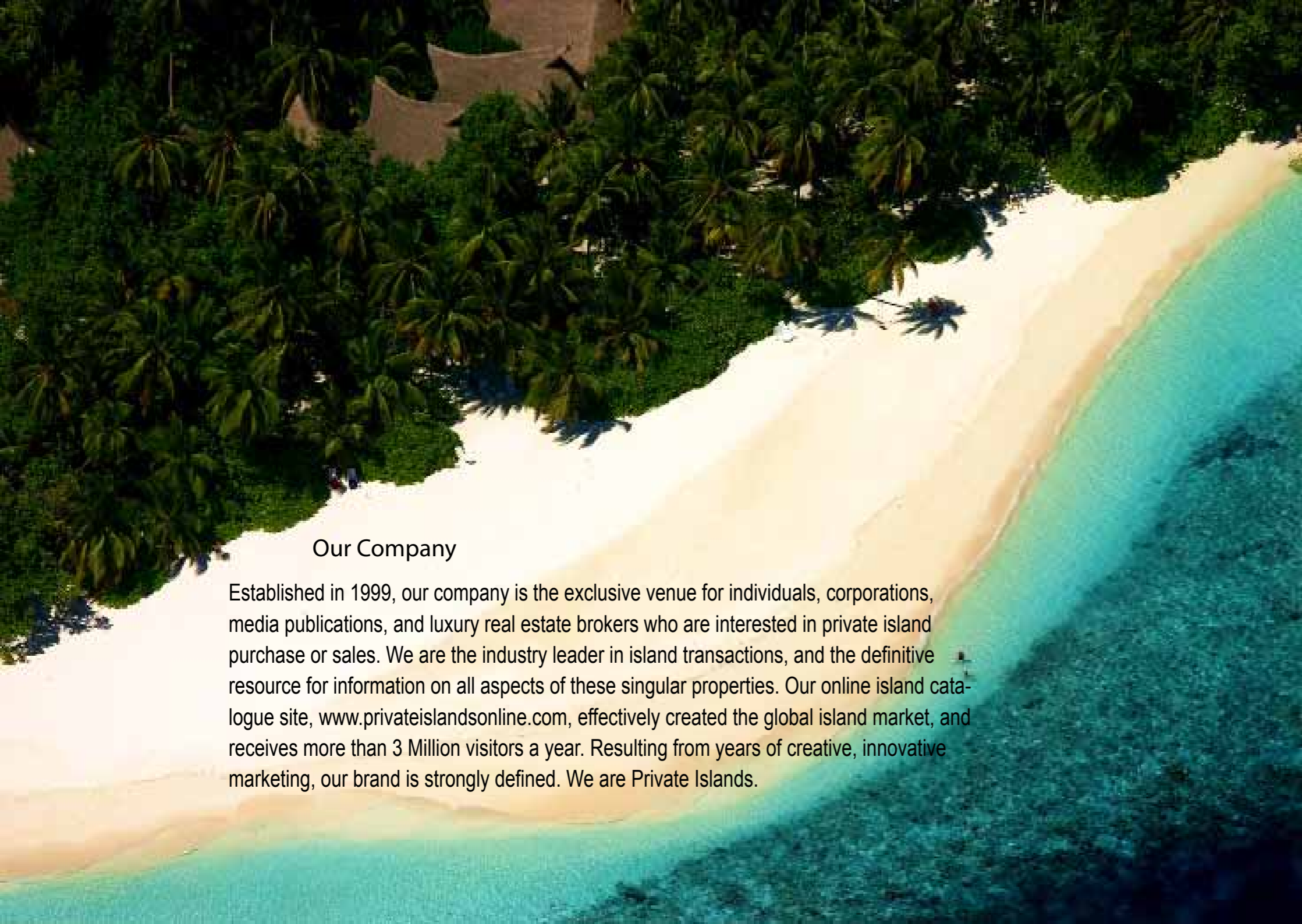
Media Kit 2010/2011



PRIVATE ISLANDS INC.

Media Kit 2010/ 2011

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Our Company

Established in 1999, our company is the exclusive venue for individuals, corporations, media publications, and luxury real estate brokers who are interested in private island purchase or sales. We are the industry leader in island transactions, and the definitive resource for information on all aspects of these singular properties. Our online island catalogue site, www.privateislands.com, effectively created the global island market, and receives more than 3 Million visitors a year. Resulting from years of creative, innovative marketing, our brand is strongly defined. We are Private Islands.

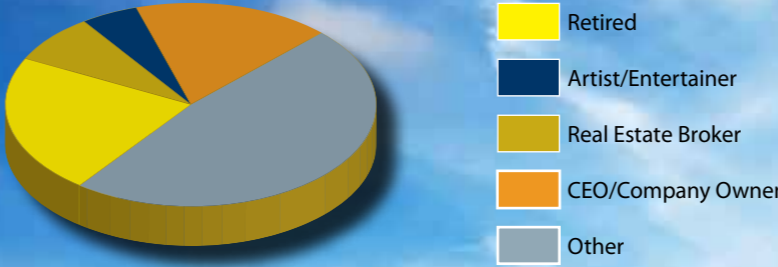
Our Clients

Individuals who purchase private islands are by necessity affluent. Far more importantly, private island clients are the rare individuals who don't simply follow trends. They possess the degree of social connectedness and personal influence that will spark them.

Our clients are owners of tourism and real estate development firms searching for a showcase project to elevate their corporate status. They are celebrities and other high-profile individuals who need a secluded retreat from the public eye. And many wealthy

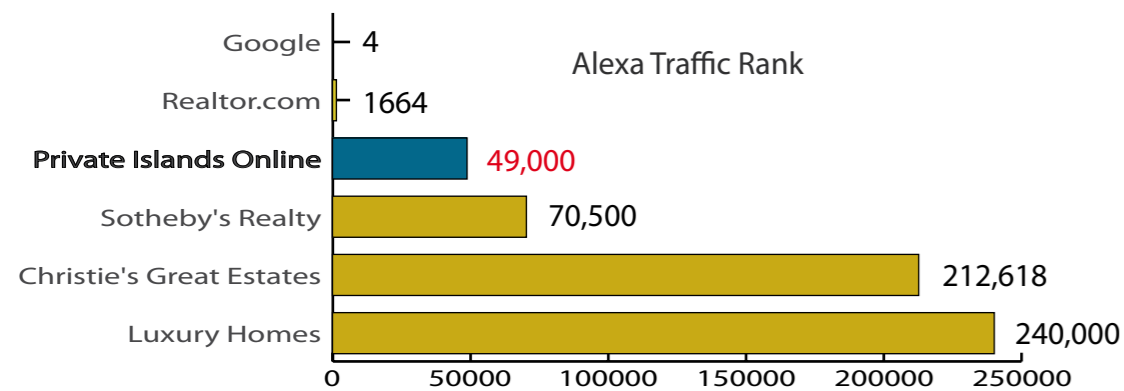
individuals who may have nominally retired, but who still long for new challenges and experiences. Private island clients as a rule are entrepreneurial, independent, and actively seek out the road less travelled.

They are the pioneers and leaders for whom most advertising is ineffectual. They simply don't follow the crowd. In fact, they actively seek to differentiate themselves from it, and have the means to do so in the most elite way possible. With our unique position and innovative services, Private Islands Inc. has gained their loyalty.



Our Influence

- A typical client discovers our company through one of three avenues; search engines, media publications and referrals from other clients or real estate brokers.
- With a high Alexa ranking, first-place status on every major search engine for keywords relating to private islands, and yearly traffic comparable to that of popular general luxury real estate websites, our online presence is unparalleled. To illustrate the strength of our brand, the leading luxury real estate website lists over 50,000 properties with a comparable number of site visitors to us. We receive more than 3 Million visitors a year- with only 450 properties for sale.
- We are the main resource for the world's top media publications for information on private islands. Private Islands Inc. receives an average of 8 requests for involvement from the media each week. Our media presence is a key method of actively raising awareness of private islands. Our company has been featured in virtually every major publication, including Forbes.com, CNN.com, The New York Times, The Wall Street Journal and Time Magazine, as well as top international magazines, websites and newspapers.
- Our client loyalty is one of the key strengths of our company. The affluence and social connectedness of our clients, including island purchasers, luxury brokers and island owners, makes them important evangelists for our company services. The relationships we strive to cultivate and maintain with our clients result in a high degree of the most valuable advertising: word of mouth.

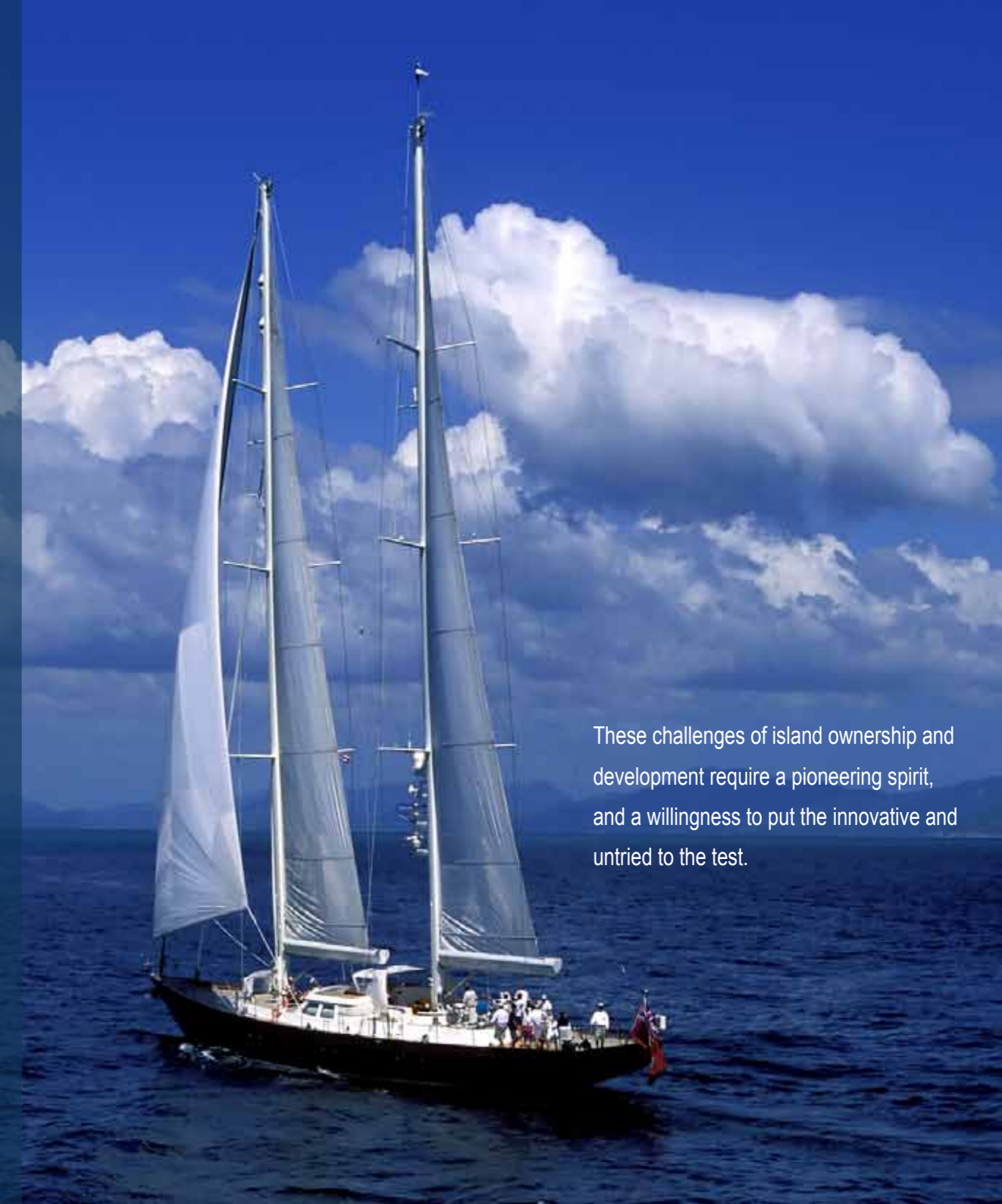


Forbes
Conde Nast
Time Magazine
New York Times
CNN
Men's Journal
The Sunday Times
USA Today
Forbes Traveller
Wall Street Journal
The Guardian Unlimited Travel
Vanity Fair

Island Ownership

Affluence is a necessary factor in island ownership. Accessible only by sea or air, private islands are virtually never primary residences. With few comparable properties to base evaluations on, bank mortgages are rarely an option. Islands are therefore almost exclusively cash transactions, for which the average price ranges between US \$800,000 and \$1.2M. Development costs also far exceed that of mainland construction, and yearly maintenance expenses are routinely US \$10,000-\$60,000. Island purchasers often require both extensive capital, and a strong sense of determination.

These challenges of island ownership and development require a pioneering spirit, and a willingness to put the innovative and untried to the test. Island owners are the classic "early adopters". In relative isolation, the difficulty involved in obtaining services from the mainland have kept island owners ahead of the curve in utilizing solar and geothermal power, remote communications devices, new water filtration systems, and many other solutions only now being adopted for mainstream use. In recent years, Private Islands Inc. expanded to also become the trusted resource for information on new technologies, products and services specifically suited for use on private islands.



These challenges of island ownership and development require a pioneering spirit, and a willingness to put the innovative and untried to the test.



Co-branding site sponsorships will result in a strong association between Private Islands and our advertising partners.

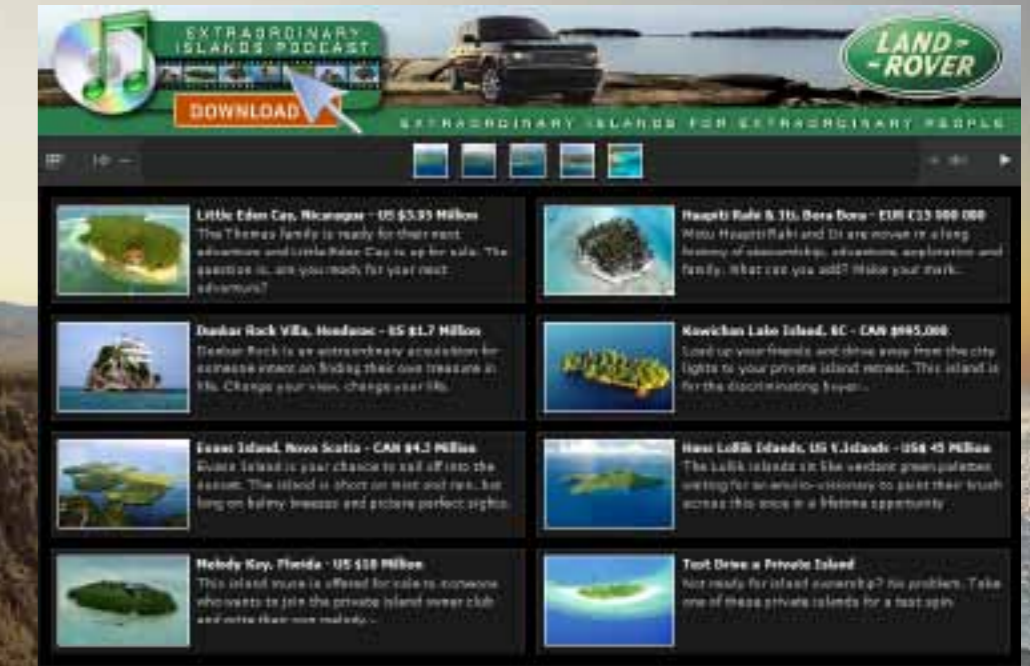
Integrated Microsite

All sponsorship campaigns include a custom integrated microsite.

Your brand featured together with 5 - 10 of the most desirable private islands in the world.



Extraordinary Islands for Extraordinary People
Landrover "Built for the Extraordinary" Advertising Campaign



To experience an interactive version of this microsite please visit <http://www.privateislandsmag.com/landrover>



Our Relationships

The long-term relationships we establish with our clients have a significant impact on the strength of our advertising capacity. Particularly with co-branding site sponsorships, the extent to which our clients rely on our company will result in a strong association between Private Islands Inc. and our advertising partners.

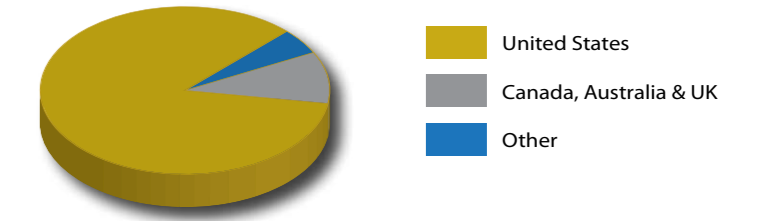
A client who purchases an island will initially use our company as a method of gaining information about the concept. They will search through our online resources, discuss the idea in our Forum, and subscribe to our 40,000 opted-in member Newsletter. Eventually, they will either contact us for personal assistance or begin inquiring about particular properties directly through island listings. Our company is often intimately involved in their search, recommending properties and assisting with broker referrals.

After purchasing a property, clients will return for information on island living and development, contact us for referrals to specialist companies, and continue using our Forum as a venue to connect with other island owners. If they wish to rent their property to generate income, they will advertise with us in our Rental section. Should they wish to resell, they will do so with us directly, or we will market the property in conjunction with their local real estate broker.

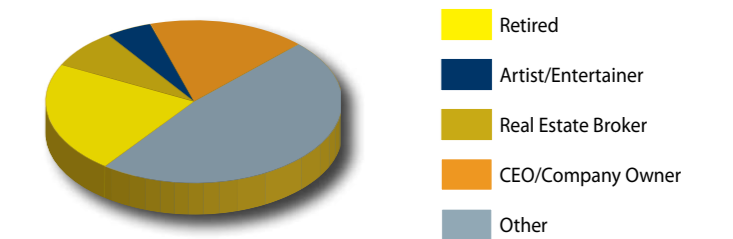
We work with our many long-term clients on virtually every aspect of their private island, resulting in the strongest of client loyalties. Our relationships and brand strength are your gateway to the most elusive influential, affluent individuals, who have the potential to not only become your clients, but the key evangelists for your luxury brand.

Demographics about our site visitors

Geographic Location



Professional Status



Site Statistics

Daily Hits	2,728,871
Monthly Hits	84,595,001
Daily Page Views	134,698
Monthly Page Views	4,175,643
Daily Visitor Sessions	9,000
Daily Unique Visitors	5,800

Alexa Ranking

Google	4
Realtor.com	1664
Private Islands	49,000
Sotheby's Realty	70,500
Christies Great Estates	212,618

Demographics

about our site visitors

For Advertising info, please contact:

Mike Walker
Advertising Manager
213-896-9210 Ext 201
mike@privateislandsinc.com

John Wiley
Advertising Manager
213-896-9210 Ext 202
johnw@privateislandsinc.com

Age

18-24	8.2%
25-34	24.8%
35-54	56.9%
Over 54	10.1%

Annual Household Income

US \$250,000 - \$500,000	38.4%
US \$500,000+	21.9%

Reason for Intent to Purchase

Second Home	58.1%
Corporate Development	16.4%

Annual Travel Expenditure

\$10,000+	51.6%
\$5000-10,000	26.1%
Less than \$5,000	22.3%

Our Company and Core Services



Private Islands Inc.

Private Islands Inc. is the premier international firm for private island marketing and sales. Headquartered in Toronto, Canada, our corporation works with experts in international real estate, marketing, graphics design, internet technology and media relations. We offer unsurpassed international exposure, as well as discreet referrals and private methods of uniting buyers and sellers. And our continued expansion into innovative sales mediums, newly emerging markets, and the frontiers of internet technology means we'll stay at the cutting edge of our industry.



Private Islands Newsletter

With more than 40,000 opted-in subscribers, our newsletter is the information source of choice for brokers, prospective owners and island lovers. Issued each month, our newsletter introduces the hottest new properties on the market and gives an informative update on our company projects, upcoming investment regions and general news of interest to our subscribers. Entering its 6th year, the Private Islands Newsletter is both a highly successful advertising tool, and our way of keeping in touch with our network.



Private Islands Online

Established in 1999, the Private Islands Online (PIO) website is an institution in the private island industry. The first service to unite the previously fragmented island business, our highly popular website is the first-and often only- place prospective clients search for their dream property. Our newly-expanded site is both an advertising medium and the only comprehensive information source for articles, advice and resources on all aspects of island buying, selling, developing and living, with a forum for island owners and dreamers to meet and discuss the pleasures and challenges of island life. With more than 3 Million visitors a year, PIO is the center of the island world.



IslandsForRent.com

With more than 200 stunning private islands and resorts spanning the globe, Islands for Rent is an informative and elegant showcase of some of the world's most stunning vacation properties. From the glamour of exclusive Caribbean celebrity-owned resorts to remote northern lodges, private island rental is a growing industry and an ideal way to "test drive" the suitability of island ownership. Visit to submit or view private islands for rent.



Virtual Island Broker

The Virtual Island Broker is a revolutionary system entirely designed and built by Private Islands Inc. The VIB opens the doors to the hidden market for serious buyers, and enables privacy-conscious sellers to keep the details of their island sale confidential. Our in-depth knowledge and years of experience in this complex field have enabled us to develop a proprietary technology for accurately matching serious buyers with their dream properties- whether or not the island is publicly listed. Visit www.virtualislandbroker.com to register.



Private Islands Magazine

Featuring stunning images and insightful articles, Private Islands Magazine shines a spotlight on the most luxurious properties on the market, and defines the trends that shape our unique industry. Get to know the industry's top brokers in our series of exclusive interviews, and let our knowledgeable authors reveal the hottest new investment areas and development projects. Beautiful layouts against a stylish black backdrop provide in-depth pictorial views of the premium private islands available for sale or rent. Print edition coming in 2009.

Rate Card and Specifications



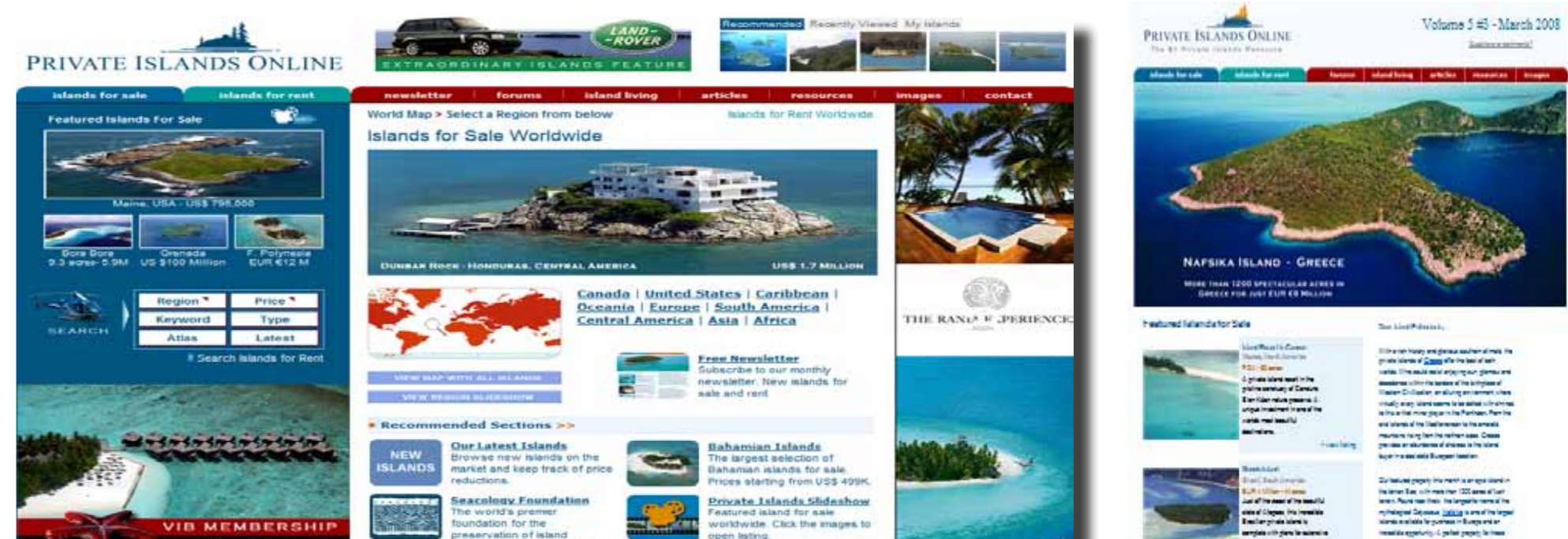
PRIVATE ISLANDS ONLINE

Site Sponsorship Redefined

For Advertising info, please contact:

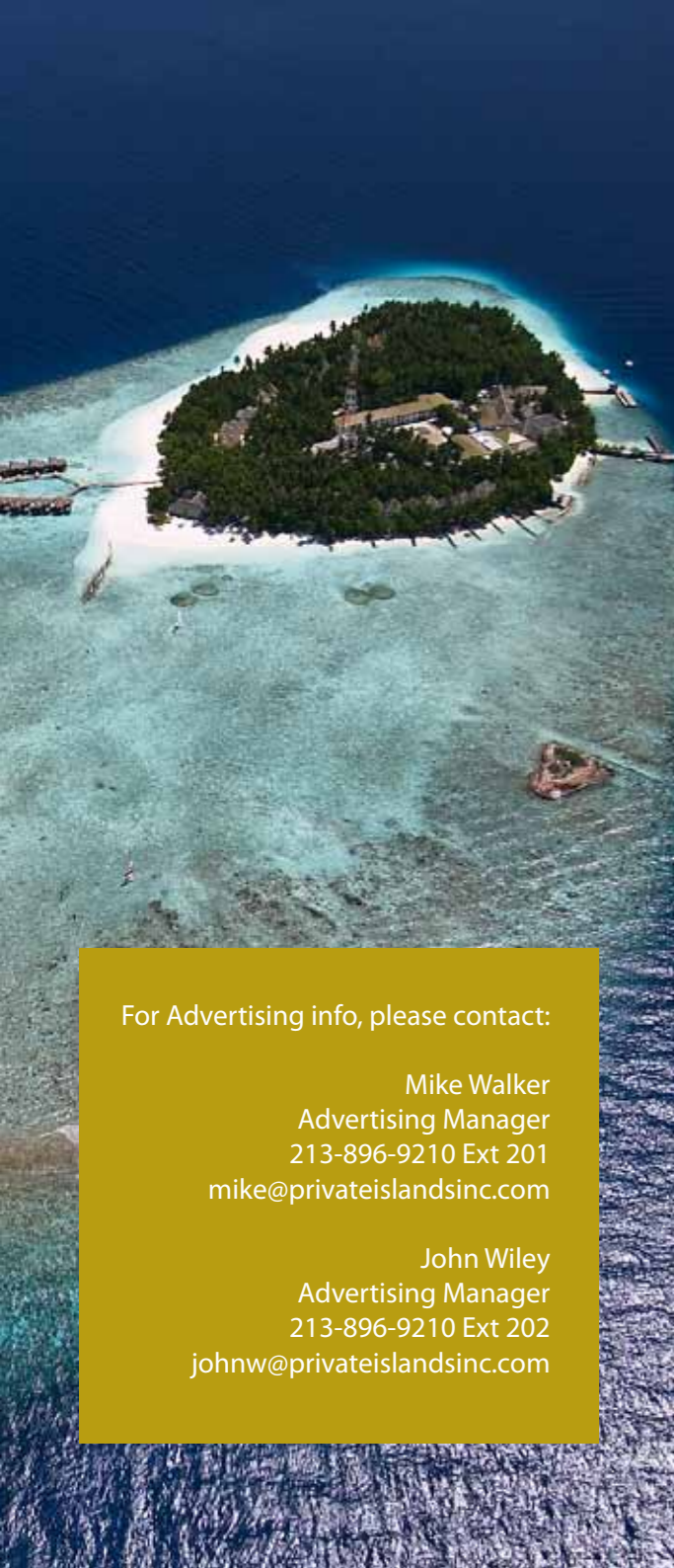
Mike Walker
Advertising Manager
213-896-9210 Ext 201
mike@privateislandsinc.com

John Wiley
Advertising Manager
213-896-9210 Ext 202
johnw@privateislandsinc.com



We strengthen the association between your brand and private islands by only accepting four concurrent sponsors from non-competing brands.





For Advertising info, please contact:

Mike Walker
Advertising Manager
213-896-9210 Ext 201
mike@privateislandsinc.com

John Wiley
Advertising Manager
213-896-9210 Ext 202
johnw@privateislandsinc.com

Sponsorship Rate Card - **Introductory Pricing**

Fuse your corporate brand with the exclusivity and adventure of private islands through our innovative site sponsorships. Available to just four advertisers that each represent a unique facet of luxury goods and services, our comprehensive package offers premium exposure through a variety of customized methods.

Sponsorship Includes (per month)

1 Million individual banner impressions divided as follows

Skyscraper 160x600 (ROS) - 300,000 impressions

Big Ad 300x250 (ROS) - 300,000 impressions

Top of Site Banner 285x65 - 300,000 impressions

Home page button and text - 25,000 impressions

Atlas and Slideshow banners - 75,000 impressions

Custom Microsite - A co-branding feature highlighting your brand along side some of the most exclusive private islands in the world.

Newsletter Inclusion - With more than 40,000 opted-in subscribers, our monthly newsletter is the information source of choice for brokers, prospective owners and island lovers.

Creative supplied by Private Islands Inc. at no extra charge.

Complete Package Pricing (per month)

US\$ 15,000.00 Per Month based on 3 month contract

US\$ 13,000.00 Per Month based on 6 month contract

US\$ 10,000.00 Per Month based on 12 month contract

Average CPM per banner impression is between US\$ 10 and \$ 15.

Detailed information available on the following pages

1. Microsite Banner

This co-branded banner is very prominently placed at the top of the homepage and all inner pages. It links directly to the co-branded micro site that features your company's branding together with some of the most exclusive private islands in the world.

Size: 285 x 65 pixels

300,000 of your 1 Million total monthly page impressions

2. Large Square Left

Very prominently placed directly beneath the main search menus on the home page and all inner pages.

Size: 300 x 250 pixels

300,000 of your 1 Million total monthly page impressions

3. Large Rect. Right

Very prominently placed directly to the right of the home page and all inner pages.

Size: 160 x 600 pixels

300,000 of 1 Million total monthly page impressions

PRIVATE ISLANDS ONLINE



4. Maps and Slideshows

A large square banner placed directly to the left of atlas maps and regional slide shows.

Size: 300 x 250 pixels

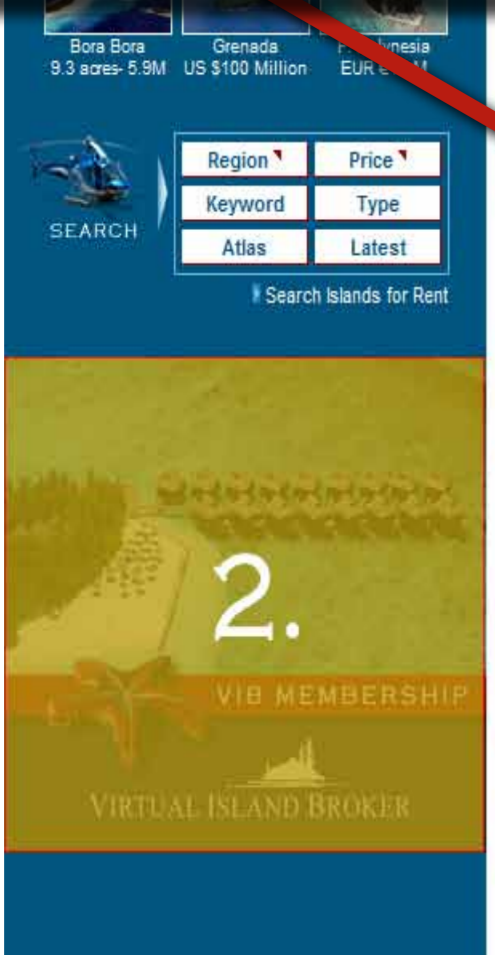
75,000 of your 1 Million total monthly page impressions

5. Homepage Button

Button in our "Recommended Section" introducing sponsor and linking to microsite.

Size: 65 x 65 pixels + Text Description

25,000 of 1 Million total monthly page impressions



Newsletter Inclusion

6. a Sponsor Link

This prominent button links directly to the sponsorship page. Four sponsors will be featured here with button/banner links going either to the custom microsite or sponsor's site of choice.

6. b Sponsor Page

All four sponsors are featured on this page. Sponsor Button and Description can link to custom microsite or sponsor's website of choice.

7. Button and Description

Dedicated button and description for each sponsor located directly under the newsletter's welcome message.

Size: 65 x 65 pixel button with text description

The Private Islands Newsletter is published once a month via email to over 40,000 opted-in subscribers.



Custom microsite

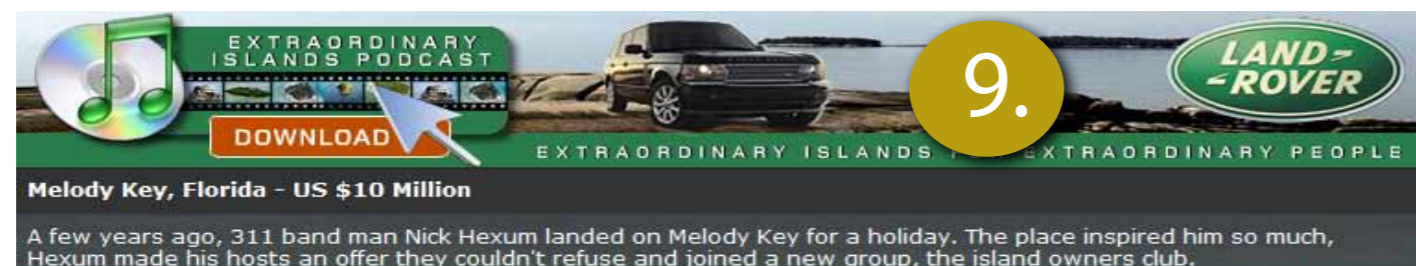
8. Microsite Intro

A 5 - 10 second "teaser" introduction highlighting the featured islands and sponsor's brand.



9. Top Portion

Completely co-branded with links to sponsor's website. This top portion is located on every page of the microsite



10. Bottom Portion

Completely co-branded with links to sponsor's website. This bottom portion is located on every page of the microsite.



11. Integrated ads within featured island slide-shows.

When appropriate, we will integrate your brand directly into the featured island slide-show.

In the Land Rover example below, you see the Thomas family directly through the windshield of the Land Rover. The Thomas family is selling their luxury private island in the Caribbean and the slogan reads: "The Thomas family is ready for their next adventure, and Little Eden Cay is up for Sale. Are you ready for your next adventure?"





We look forward to long lasting relationships with our sponsors.

Helpful Links for Advertisers

Private Islands Online

<http://www.privateislandsinc.com>

Sample Microsite (included with all sponsorships)

<http://www.privateislandsmag.com/landrover/>

Newsletter Archive

<http://www.privateislandsinc.com/island-newsletter.htm>

Private Islands Inc. Corporate Site

<http://www.privateislandsinc.com>

Alexa Ranking for Private Islands Online

http://www.alexa.com/data/details/traffic_details/privateislandsinc.com?site0=privateislandsinc.com&y=r&z=3&h=300&w=470&c=1&u%5B%5D=privateislandsinc.com&x=2008-07-31T20%3A52%3A58.000Z&check=www.alexa.com&signature=9hTTA29I%2FCIPVWOG4CgyTVzLnMo%3D&range=max&size=Medium

Company

<http://www.privateislandsinc.com/brochures.html>

A sample of islands marketed by Private Islands

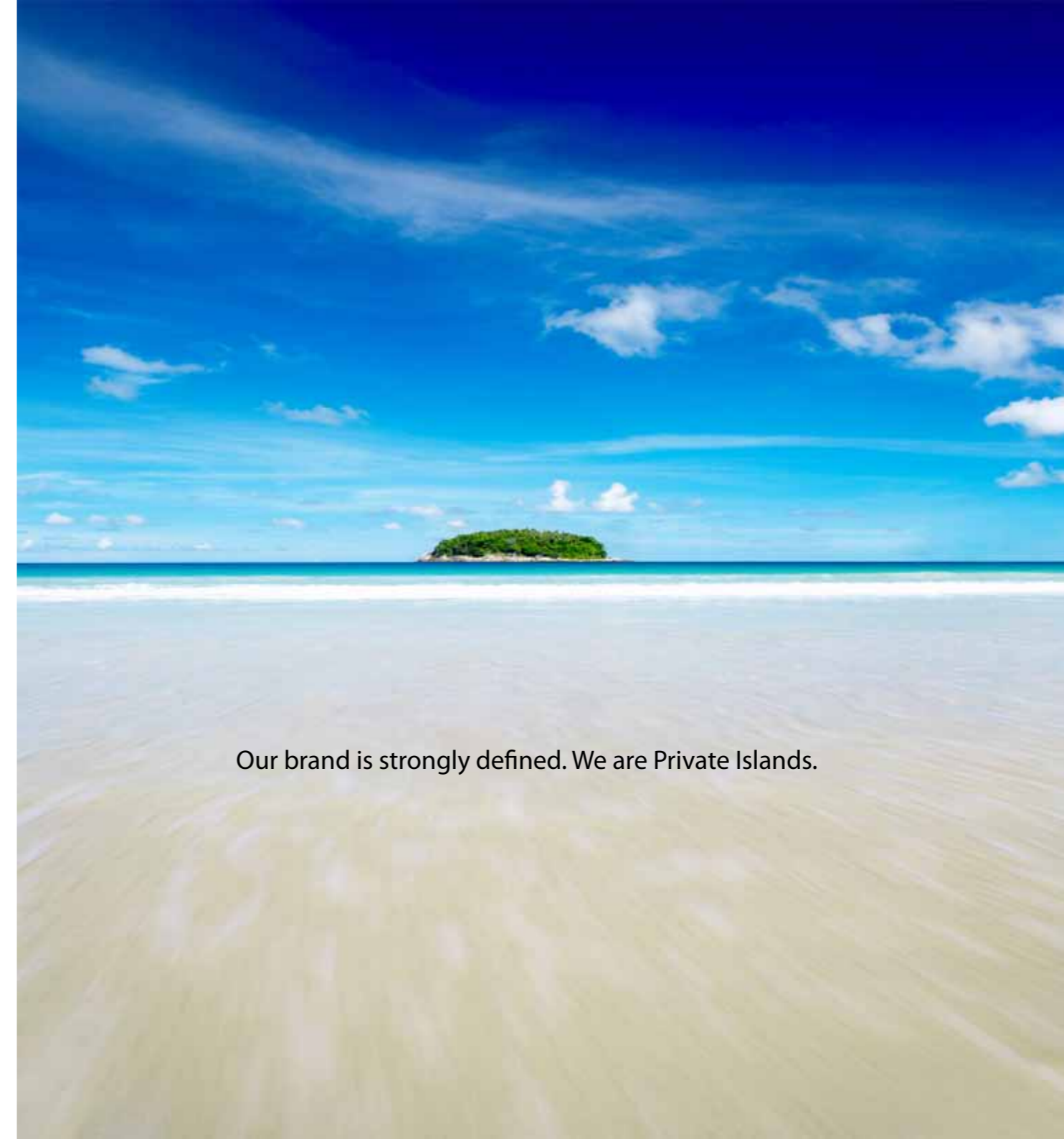
http://www.privateislandsinc.com/selective-client-portfolio/sliding_main/index.html

In the Media

<http://www.privateislandsinc.com/in-the-media.html>

Commercial (requires sound)

<http://www.privateislandsinc.com/private-islands-inc-commercial.html>



Our brand is strongly defined. We are Private Islands.



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