



MGN | Paradise, Inc.
mgnparadise.com • armtv.com



Paradise Group of Companies

MGN/PARADISE, INC
LOS ANGELES, USA
USA
MGN Paradise, INC.
1631 Maria St.
Burbank, CA 91504

TV Broadcast | Marketing and Advertising Agency
Digital Video Recording Studio
Film Production and Distribution
Digital Audio Recording Studio

Tel: 818.558.4830
Fax: 818.558.4835
mgnparadise.com

PARADISE EUROPE
LONDON, UK
UK
Paradise Europe
22 Connaught RD.
London, NW109 AG UK

TV/Film Distribution Eastern Europe
European Representative Office

Tel: +44798.606.3130
Fax: +44207.681.1011
paradise group.ru

PARADISE/MGN
MOSCOW, RUSSIA
Russia
Paradise/MGN
12A, Chistoprudny Blvd.
Moscow, Russia 101990

TV/Film Production and Distribution CIS and Baltic States
Vyborg Film Festival
Cinema Multiplexes "FIVE STARS" & "ROLAN"

Tel: +7495.916.9220
Fax: +7495.924.1331
paradise group.ru

PARADISE LTD.
YEREVAN, ARMENIA
Armenia
Paradise LTD
18 Abovyan St.,
Yerevan, Armenia 375001

Advertising Agency
Video Production and Distribution
Paradise Records
Cinema Theater "Moscow"

Tel: +37410.52.39.30
Fax: +37410.56.46.26
paradise.am



CI The Company Background

Paradise Company was found in Yerevan (Armenia) 1991, and soon thereafter became the main buyer of the theatrical rights for the territory of Armenia. Following emerging business challenges, Paradise moved to Moscow at the end of 1992 and was registered as a Russian company.

In 1993, Paradise started to be involved in video distribution. It introduced then-plagued-by video piracy in Russia and the legal purchase of video rights. In 1994, Paradise purchased TV rights and now has considerably tremendous library to offer. Paradise affiliates with all major TV channels in Russia, CIS, and all principal regional broadcasters.

In 1993, Paradise, along with major Russian filmmakers, found the Russian European Cinematographer Association (RECA) for organizing the annual Vyborg Film Festival. The Ministry of film of Russia and the Russian Union Filmmakers also supported the festival. Paradise is the general producer of the Festival. Since then ten festivals have been held in the town of Vyborg and those festivals have won the reputation of an Elite Festival of national films. The official selection is also shown at the so-called "Echoes of the Festival" in Yerevan (Armenia), Helsinki (Finland) and Saint Rafael (France).

Taking into the account the importance of the development of national cinema, the considerable growth in TV sector, and the new film industry regulation, the founders of Paradise decided to form a new Company- Paradise Production.

In 1995, already having offices in Yerevan and Moscow, Paradise established another office in Los Angeles. Paradise has the exclusive right for 800 titles of the highest quality feature and TV movies of all genres covering all the Ex-USSR territories.

Since 1992, Paradise has been licensing products from the leading independent American and European Companies. Our current business affiliates are the reputable production and distribution companies, such as: Universal Pictures, Focus Features, Intermedia Films, IEG, Spyglass Entertainment, Summit, Studio Canal+, TF1, Capitol Films, Pandora. Paradise owns and operates several cinema theaters in Russia and Armenia. Effective May 1st 2002, Paradise in association with Armenian Public Television, has been broadcasting live programs in U.S.A. and Canada 24 hours a day directly from Armenia via satellite provided by Globecast Co. (US subsidiary company of France Telecom).

Vision

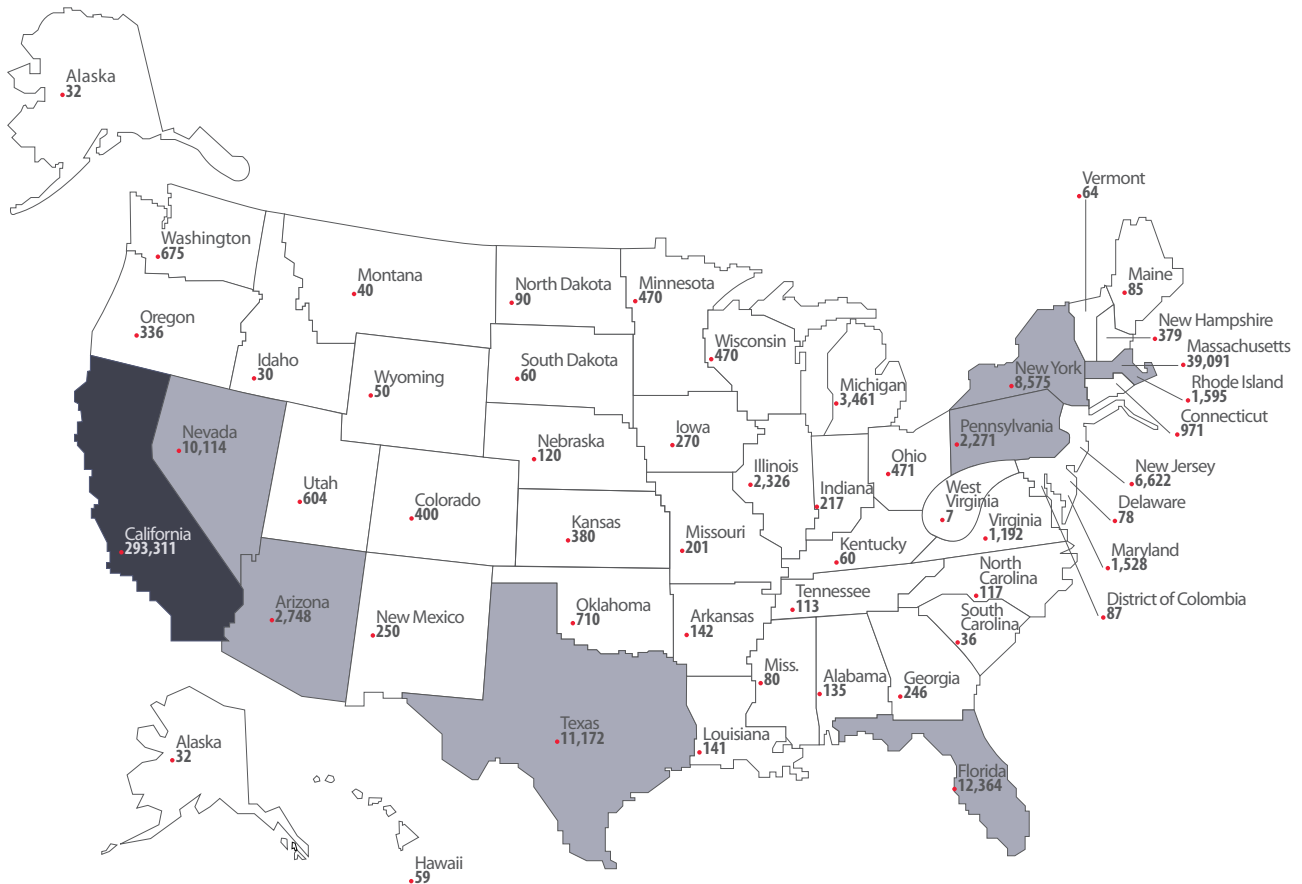
Paradise is the only lawful representative of the Armenian public TV on the continent of the United States.

Taking the Armenian Community to the 21st century we aim at reviving our national portrait and enriching the material and spiritual potential of the Armenian people. Audiences stay home to be entertained and informed, and MGN/Paradise is ready to warrant the people's expectations with continually raising prime time, providing the latest news directly from Armenia and increasing awareness in world events, producing popular programs, focusing on the educational role of television on the younger generation and many more other features.

The programming lineup includes movies, soap operas, family entertainment, game shows, musical programs, sporting events, cultural documents, kid's shows, and news reports to keep you up-to-date with current events in Armenia. Additionally, the channel offers five-minute daily news flashes covering current events in both English and Russian languages.

Market Potential Facts

U.S.A. has the second largest Armenian community residing outside Armenia consisting of over 400,000 Armenian speaking households. More than 75% of the Armenian households live in major metropolitan cities in US including Los Angeles, CA; New York, NY; Philadelphia, PA; Boston, MA; Sacramento, CA; Florida, MI; Las Vegas, NV; San Antonio, TX; Tucson, AZ.



Total Armenian Households • 404,988

Source: 2005 US Census



Demographics and Pricing

Demographics Nationwide

Age		Education		Computer Internet	
A18-34	37	Did not Grad. HS	14	Hhld Owns Comp. Yes	61
A35-54	43	High School Graduate	25	Access Internet Yes	60
A55+	20	Some College	39	Use Internet @ Home	44
Gender		College Graduate	21	Use Internet @Work	25
Men	50	Home Ownership		Use Internet for News	24
Women	50	Own	54	Leisure Activity	
Marital Status		Rent	43	Tennis	8
Married	52	Other	3	Symphony, Opera, etc.	9
Single	29	Employment		Separated	3
Widowed	6	Full-Time	56	Art Gallery of Museum	22
Divorced	10	Part Time	13	7 + Movies n Pst 3 Mths	8
Household Income		Not Employed	31	See Movie 1st 2 weeks	27
HHI Under \$35,000	37	Business Status		Health Club Member	19
HHI \$35,000-\$75,000	37	Self-Employed	29	Financial	
HHI \$75,000+	26	Work at Home	15	Any Investment	50
		Small Business Owner	25	401-Kplan	17
		Looking New Job Next Year	13	CDs	13

Globecast World TV Viewer Profile | Charter Communications | Based on Total Adult 18 Years of Older

Programs are aired on **Channel 567 Charter Cable** Glendale, Burbank, La Crescenta, La Canada, Montrose 24 hours every day.

Total number of viewers on daily bases are over 50,000.

Prices

Channel 567 Charter Cable Glendale, Burbank, La Crescenta, La Canada, Montrose.

One month contract (6 spots a day).....\$1200.00

Three or more month contracts (6 spots a day).....\$1000.00

Time

8:30am - 1:00pm

6:00pm - 12:00am

The commercials will be inserted during **Hye-Lur: Prim Time News as well as Daily Soap Operas, Drama TV Serials** and all other cultural programs.
Prices are based on 30 second Ads.



1631 Maria St. Burbank, CA 91504 • Tel: 818.558.4830 Fax: 818.558.4835