

Welcome to the...

COMPUTER OUTLOOK™

"radio talk show"

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Las Vegas' only computer talk show, Computer Outlook, features "what's hot and what's not" in the computer industry. The program broadcasts on KLAV AM - 1230 "The Talk of Las Vegas" on Monday and Friday evenings live from 6:00 pm to 7:00 pm. In addition, Computer Outlook airs computer tips daily at 8:30 am, 12:30 pm and 4:00 pm. The show is also simultaneously streamed over the INTERNET by logging onto www.computeroutlookrts.com.

The show is a one-hour radio program designed to entertain listeners while informing them about the world of computers and related technology. The show features reviews of the latest technology-driven products, frequently asked questions and computer tips - all in plain easy to understand language! It also provides full website support, including archived programs, text summaries, and useful links.

Computer Outlook has featured many interesting guests, including Michael Millikin, Senior VP, Medialive International on NetWorld+Interop and Comdex 2003; Leslie Adams, Senior VP of Marketing, Netgear a worldwide provider of easy-to-use, high performance networking solutions; Jackson Lan, President and Founder of the PC Club retail and service industry; Al Gibes, The Online Guy, Syndicated Columnist, Las Vegas Review Journal; Mike Vanderslice, VP of Operations, Geeks on Call America, Inc. a national service Franchise for all computer and networking needs and Brian Livingston, who has more than 30 years experience as a computer manager and technology writer.

Computer Outlook also broadcasts live from various conventions including Pocket PC Summit, NetWorld+Interop Convention, Comdex Convention 2003 and other important conventions with a wide range of exhibitors participating in the program. Computer Outlook will celebrate their 100th show on their one-year anniversary on December 8, 2003.

Computer Outlook has built strategic partnerships with industry leaders as a conduit to leading technology companies including Vivato, Netgear and Panda Software, bringing vital technologies and information to their rapidly growing listening audience. In addition to providing a forum for business leaders to connect with a wide-ranging audience, Computer Outlook Radio Talk Show has developed solid relationships with event producers, including MediaLive International, the world's leading producer of technology events.

The Vision of John Iasiuolo

This is only the beginning of the COMPUTER OUTLOOK RADIO TALK SHOW (owned by Harey's Multimedia, Inc.) and the host, John Iasiuolo. A dream has been visualized and now a vision has been created for 2004 and beyond.

COMPUTER OUTLOOK RADIO TALK SHOW will be broadcasting its 100th show on their first anniversary December 8, 2003. Providing a forum for business leaders to connect with a wide-ranging audience, COMPUTER OUTLOOK RADIO TALK SHOW has developed solid relationships with event producers, including MediaLive International, the world's leading producer of technology events. In addition to this accomplishment, **COMPUTER OUTLOOK RADIO TALK SHOW** will also be broadcast on Radio Las Vegas Network, a national syndication network reaching across the country beginning in January 2004.

COMPUTER OUTLOOK RADIO TALK SHOW will rebroadcast in Spanish. This is a growing and very important marketplace with the Hispanic population not only the fastest growing populace globally, but also the fastest growing users of computers and the Internet. According to *the San Jose/Silicon Valley Business Journal*, "The rate of growth of Hispanic household technology penetration over the last two years is 80 percent compared with 21 percent for the overall market, . . . according to a new study by Cheskin Research of Redwood Shores, a strategic market research and consulting firm. 'This study clearly shows that the U.S. Hispanic market has an overwhelmingly strong desire to be a part of the digital age,' says Felipe Korzenny, principal and co-founder of Cheskin Research. 'Given this market's unique socio-political characteristics, companies have a great opportunity to educate and tap into the needs of Hispanics in the U.S.'" COMPUTER OUTLOOK RADIO TALK SHOW recognizes the need for its informative program to be understood by Spanish-speaking people and will broadcast on the Continental Hispanic Broadcasting Network which will cover over 15 of the top 25 Hispanic stations nationwide.

COMPUTER OUTLOOK RADIO TALK SHOW will become a television series to be broadcast on PBS television, incorporating both the visual and audio aspects of the show. Viewers will be informed, entertained, educated in the latest technology evolving in the computer, cyber and IT industries. The **COMPUTER OUTLOOK TELEVISION SERIES** is due to broadcast on PBS in the first quarter of 2004. As part of this new vision, we are currently marketing this program to Spanish networks to televise the show.

COMPUTER OUTLOOK RADIO TALK SHOW currently streams Live on www.computeroutlookrts.com and will begin its Internet radio show the last quarter of 2003. With a strong Internet following, a chat room devoted to the show and an interactive Internet audience participating during the broadcast of the live show – this is the next logical step. The Internet listeners are driven to the Computer Outlook Web Site and its advertisers with these great new concepts.

For additional information on COMPUTER OUTLOOK RADIO TALK SHOW please contact John Iasiuolo direct at 702.471.7200 or via email at john@computeroutlookrts.com.

JOHN IASIUOLO

John Iasiuolo the creator and host of Las Vegas' only computer talk show, Computer Outlook, has a varied background in the business world as well as a successful career in the entertainment industry. He saw a need for a radio show such as Computer Outlook when he could not find simple answers to simple questions about computers. Iasiuolo said, "I recognized a need for computer education targeting both home and business user with no techno-babble!" Using this concept, Iasiuolo asks the questions computer users would all like answered. Iasiuolo's attention to detail and commitment to his audience is demonstrated in each show by inviting a guest co-host carefully chosen for specific expertise of the topic being presented. Incorporating e-mail and live listener participation during the program, Iasiuolo's unique and entertaining approach provides solutions to the mysteries of the cyber world!

The program regularly covers general-interest tech topics for a broad audience composed primarily of non-specialists. But according to Iasiuolo, when the guests are from conventions such as NetWorld+Interop, which is highly technical, his audience is soaking it all up, even when the subject is routers and switches. "They're getting an education," Iasiuolo said, referring to his listening audience. "Exhibitors are talking tech, but at a general level—they're bringing it down to everyday language." Iasiuolo, a long-time supporter of Key3Media-produced trade shows, such as COMDEX, is able to conduct insightful interviews with these exhibitors in a way that is entertaining to everyone.

Iasiuolo served as a management consultant for many years with a primary focus in service to investors contemplating the acquisition of companies ranging in value from \$1 million to \$200 million. He has also promoted concerts through Command Performance Productions, owned as well as operated Rainbow Recording Studios in New York City and Brothers restaurant in Newark, New Jersey. Iasiuolo graduated from Embry - Riddle Aeronautical Institute and has extensively studied business management, marketing and executive management at various American institutions.



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Computer Outlook Fact Sheet

Corporate Identity:	Computer Outlook RadioTalk Show, (C.O.R.T.S.) a subsidiary of HAREY'S Multi-Media, Inc.
Founded:	May 2002
Management Team:	Key Members of the management team include: John Iasiuolo, CEO and President Christine Kandrach, Vice President - Corporate Relations Gary Campbell, Personal Manager to Mr. Iasiuolo & Producer of C.O.R.T.S. Monica Whitaker, Executive Assistant to Mr. Iasiuolo Wendy Jaroslowski, Guest Relations and Scheduling Debbie Hall, Public Relations Millian Quinteros, Webmaster & Internet Radio Producer
Employees:	15
Investors:	Harey's Multi – Media, Inc.
Mission:	To create and maintain broadcast programs (in English and Spanish) in various multimedia applications including the Internet, television and radio to entertain listeners while informing them about the world of computers and related technology in plain easy to understand language.
Services:	Computer Outlook has built strategic partnerships with industry leaders as a conduit to leading technology companies including Vivato, Netgear and Panda Software, bringing vital technologies and information to their rapidly growing listening audience. In addition to providing a forum for business leaders to connect with a wide-ranging audience, Computer Outlook Radio Talk Show has developed solid relationships with event producers, including MediaLive International, the world's leading producer of technology events. It also provides full website support, including archived programs, text summaries, and useful links.
Media Contact:	Debbie Hall, Director of Public Relations (702) 369-4992 Hallwayprod@yahoo.com



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NETWORLD + INTEROP The Daily

Radio talk show offering insightful exhibitor interviews

By Sean Cassidy

The Daily "Computer Outlook Radio Talk Show" has made its debut with Key3Media at NetWorld+Interop 2003. The bi-weekly program is broadcast live over the airwaves and Web-based streaming media by KLAV 1230-AM (www.klav1230am.com), a Las Vegas radio station.

The program regularly covers general-interest tech topics for a broad audience composed primarily of non-specialists. But according to show host John Iasiuolo, despite the technical nature of NetWorld+Interop, his audience is soaking it all up, even when the subject is routers and switches. "They're getting an education," Iasiuolo said, referring to his listening audience. "Exhibitors are talking tech, but at a general level—they're bringing it down to everyday language." Iasiuolo, a long-time supporter of Key3Media-produced trade shows, such as COMDEX, contacted Key3 in the hopes of conducting insightful interviews at the company's Las Vegas events, and an alliance was formed.

The show is sponsored by California-based PC CLUBs, which has franchises across the country. "Now, we're going to syndicate nationwide, putting out the show from numerous locations,"

Iasiuolo exclaimed. The show kicked off its coverage of NetWorld+Interop 2003 Monday night by interviewing Interop President Mike Millikin and Mark Fishburn, Spirent VP and former Xerox PARC denizen. Millikin and Fishburn discussed some of the major themes at this week's event. One area they highlighted was the concept of the intelligent information network, an idea touted in Cisco CEO John Chambers' Tuesday morning keynote address [here](#).

Iasiuolo has interviewed representatives from dozens of IT companies on the show floor, including Cisco, 3Com, Computer Associates, InfoVista, and PolyCom. These interviews will start airing Sunday, May 4, on KLAV 1230-AM.

Plans to archive the interviews on streaming media are imminent. For a complete schedule and list of interviewees, visit www.computeroutlookrts.com. Questions and comments for Iasiuolo can be directed to john@computeroutlookrts.com.



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For Immediate Release

For further information,
contact: Debbie Hall, Director of Public Relations
(702) 369-4992 Hallwayprod@yahoo.com

IT'S A TALK SHOW ABOUT COMPUTERS WITHOUT SPEAKING IN COMPUTER LANGUAGE

Las Vegas' only computer talk show, Computer Outlook, features "what's hot and what's not" in the computer industry. The program broadcasts on KLAV AM - 1230 "The Talk of Las Vegas" on Monday and Friday evenings live from 6:00 pm to 7:00 pm. In addition, Computer Outlook airs computer tips daily at 8:30 am, 12:30 pm and 4:00 pm. The show is also simultaneously streamed over the INTERNET by logging onto www.computeroutlookrts.com.

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John Iasiuolo, the show host, has a varied background in the business world as well as a successful career in the entertainment industry. Iasiuolo said, "I recognized a need for computer education targeting both home and business user with no techno-babble!" Using this concept, Iasiuolo asks the questions computer users would all like answered. Iasiuolo's attention to detail and commitment to his audience is demonstrated in each show by inviting a guest co-host carefully chosen for specific expertise of the topic being presented. Incorporating e-mail and live listener participation during the program, Iasiuolo's unique and entertaining approach provides solutions to the mysteries of the cyber world!

Iasiuolo has hosted many interesting guests on Computer Outlook. Just to mention a few of them; **Michael Millikin**, Senior VP, Medialive International on NetWorld+Interop and Comdex 2003; **Leslie Adams**, Senior VP of Marketing, Netgear a worldwide provider of easy-to-use, high performance networking solutions; **Jackson Lan**, President and Founder of the PC Club retail and service industry; **Al Gibes**, The Online Guy, Syndicated Columnist, Las Vegas Review Journal; **Mike Vanderslice**, VP of Operations, Geeks on Call America, Inc. a national service Franchise for all computer and networking needs and **Brian Livingston**, who has more than 30 years experience as a computer manager and technology writer. Iasiuolo also broadcasts his show at NetWorld+Interop interviewing a wide range of exhibitors. The show is also scheduled to broadcast at Comdex Fall 2003 Las Vegas.

Computer Outlook has been targeted for national syndication, but Iasiuolo says "I will always broadcast from Las Vegas and remain loyal to the listeners that have given me this wonderful opportunity".

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COMPUTER OUTLOOK RADIO TALK SHOW TO BROADCAST FROM COMDEX LAS VEGAS 2003;

Exhibitors and Business Leaders to Receive Heightened Exposure; Reach Wider Audience

LAS VEGAS--(BUSINESS WIRE)--Sept. 2, 2003--MediaLive International, Inc., the world's leading producer of information technology events, conferences, publications and a variety of media services, has reached an agreement with Computer Outlook Radio Talk Show to broadcast from COMDEX Las Vegas 2003, taking place November 16-20, 2003 at the Las Vegas Convention Center.

"Following the successful coverage exhibitors received at NetWorld+Interop 2003, we felt continuing our relationship was a natural fit," said Eric Farout, Vice President and General Manager of COMDEX. "Computer Outlook Radio Talk Show provides one more value-add for our exhibitors as MediaLive continues to develop opportunities for the international business community to reach a wider audience."

Computer Outlook Talk Show Radio host John Iasiuolo regularly covers general-interest tech topics for a broad audience composed primarily of non-specialists, delivered in a language the everyday personal computer user can understand. The daily talk show made its debut with MediaLive International at NetWorld+Interop 2003 and is broadcast live over the airwaves and Web-based streaming media by KLAV 1230-AM (www.klav1230am.com), in Las Vegas, Nevada.

Despite the technical nature of conferences like COMDEX and NetWorld+Interop, John's audience is tuned-in to every word of both guests and host, even when the subject is as dense as routers and switches. "They're getting an education," Iasiuolo said, referring to his listening audience. "At the same time, Las Vegas has been the meeting ground of the technology industry for decades. We are delighted to be in the position to provide a forum for business and thought leaders to connect with their audience."

For a complete schedule and list of interviews, visit www.computeroutlookrts.com. Questions and comments related to Computer Outlook Radio Talk show can be directed to John Iasiuolo at john@computeroutlookrts.com.



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For further information contact:

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Computer Outlook Interviews Top Industry Professionals at COMDEX Las Vegas 2003

Representatives from the "Emerging Technologies" and "Security" panel presentations sponsored by IEEE Spectrum, IEEE Security & Privacy and the IEEE Computer Society will be on hand next week as Computer Outlook's John Iasiuolo interviews them at COMDEX Las Vegas 2003.

Come to watch and learn as experts from corporations and academia talk about security, robotics, wireless technologies and carbon nanotubes and how these technologies will impact our daily lives for years to come. Located in the Grand Lobby of the Las Vegas Convention Center, the Computer Outlook booth will feature a seating area to watch the interviews taking place November 17 - 19.

Interview Schedule:

Monday, November 17 at 4:30 p.m. PST

Steven Cherry, IEEE Spectrum Senior Associate Editor

Interview topic: The Wireless Last Mile

Tuesday, November 18 at 11:15 a.m. PST

Bruce Schneier, Founder and CTO, Counterpane Internet Security

Gary McGraw, CTO, Cigital

Paul Kocher, President, Cryptography Research

Interview topic: Where Hardware Security Meets Software Security: Weak Points and Real Attacks

Tuesday, November 18 at 12:45 p.m. PST

Steven Cass, IEEE Spectrum Associate Editor

Interview Topic: Carbon Nanotubes

Wednesday, November 19 at 2:30 p.m. PST

Robin Murphy, Director, Center for Robot-Assisted Search and Rescue

Howie Choset, Associate Professor, Carnegie Mellon's Robotics Institute

Interview topic: Robots for the Real World

Howie Choset will demonstrate the serpentine robot he is developing that has been used recently in search and rescue missions. Panelists will be on hand after the interviews for comments and questions. For more information on IEEE Spectrum, IEEE Security & Privacy and the IEEE Computer Society-sponsored panelist interviews on Computer Outlook prior to COMDEX next week, contact Katie Bestenlehner at 212-896-1269 or kbest@kcsa.com. Onsite, you can reach Lisa Dean-Kluger at 917-887-8504 for more information. For information on the Computer Outlook contact John directly at 702-471-7200 or john@computeroutlookrts.com. Please visit their web site: www.computeroutlookrts.com.



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COMMENTS AND ENDORSEMENTS FROM COMPUTER INDUSTRY PROFESSIONALS

I wanted to extend my sincere thanks for all of your support during our NetWorld+Interop 2003 event in Las Vegas. Thanks to you, we were able to effectively promote the event to your regional listeners and media colleagues while fostering goodwill among our exhibitors"

Mike Millikin

Senior Vice President COMDEX Worldwide

"Thank you for inviting Baytek to be guests on your Computer Outlook radio talk show. The show allowed us to market to the Las Vegas area as well to our existing customers and potential customers around the Nation via the live internet streaming. "

David Kreitel

Director of Business Development, Baytek

"While attending Networld + Interop 2003 this past April, we had the pleasure to meet you and your radio show team. We immediately connected with you and realized quickly that Computer Outlook was a viable forum for the BNSF's technology services story"

Susan Morrow, APR

President, Morrow & Associates, Inc

"Your professionalism is beyond reproach. You really understand your audience and guests, making everyone who appears on your show feel comfortable"

Joel M. Rector

Director of Business Development

"NETGEAR works with a lot of representatives from the media, but very few that are as enthusiastic and professional such as you. Your ability to understand technical concepts and help NETGEAR communicate them in a way that your audience would understand was invaluable to our efforts to educate the mass market about networking.

Doug Hagan

Senior Manager, Public Relations

"I have to say, for such a highly technical show and message, you had a real knack for boiling the subject matter into easily understood messages without losing any of the core hard hitting content of how this technology will touch the lives and influence the end users. "

Peter Benedict

Director of Global Communications

"Doing the show and working with John and the producer of the show was a great experience, which I enjoyed, as did my co-workers at Smart Computing. They were true professionals, and we look forward to joining them on the show on a monthly basis to promote our titles as well as providing some insight from our editorial staff."]

Marcy Gunn

Marketing Representative

"I wanted to thank you for a great program, and let you know that I very much enjoyed participating in your show. I'm also a listener to your show. The quality of conversation and content discussed, as well as excellent guests and commentary provided, together make for a valuable listening experience for the technical audience"

David M. Barach

Executive VP, Business Development



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**COMPUTER
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"Radio Talk Show"
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