

Charting a New Future



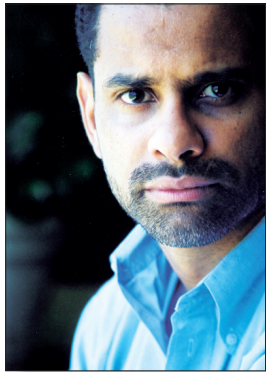
MOTIVATIONAL EDUCATIONAL ENTERTAINMENT

2010 ANNUAL REPORT

Including Financial & Supplementary Data

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From The President

Navigating Through Change, Charting a New Future

It's hard to believe that we celebrated 20 years in business this past June.

Since MEE's founding in 1990, we've seen tremendous changes in our nation, from the way business is done to the way we share ideas and exchange information. Similarly, over the 20 years, MEE has grown from a spark of an idea that I had while attending University of Pennsylvania's Wharton School of Business to a bustling full-service agency with an award-winning team of researchers, writers, designers and media producers serving dozens of agencies and organizations nationwide and abroad.

Even against the backdrop of the economic turbulence of the last 18 months, we have made significant accomplishments in all areas of the business: audience research, workshops and technical assistance; cutting-edge multimedia design; and social marketing campaigns. We've succeeded in staying afloat and are squarely focused on charting the course for our future success.

Bottom line, we focused on what we could control: cutting costs, thinking smarter and sharpening our expertise in understanding the lifestyle, habits and behaviors of hard-to-reach populations and communicating with them with integrity and ingenuity.

In 2010, MEE achieved a significant milestone in our strategic marketing efforts. We are now listed on the U.S. General Services Administration (GSA) Schedule, the contracting vehicle of choice for federal procurement officers. This simplified way to market our services to the federal government promises to catalyze changes in our reach and momentum.

As we extend our national footprint in the federal arena, MEE also continues its work on communications and public health projects in key urban markets. Because of our outstanding work in this arena, MEE will be working with the Illinois Violence Prevention Authority (IVPA) to replicate two of our most successful community engagement models in 2011, as part of the Governor's Neighborhood Recovery Initiative (NRI), a comprehensive effort to reduce youth violence and increase adult engagement and leadership in the Chicago area.

MEE has leveraged its two decades of knowledge to produce great campaigns for a variety of clients. At the same time, in an effort to stay relevant to the audiences we study and serve, we are expanding our use of Web-based applications and leveraging the power and exponential reach of social media networks.

This annual report highlights some of our research-based, market-driven solutions to the issues facing today's urban and low-income populations living in at-risk environments. I invite you to read and see for yourself the many ways MEE is reaching and influencing hard-to-reach urban and ethnic audiences.

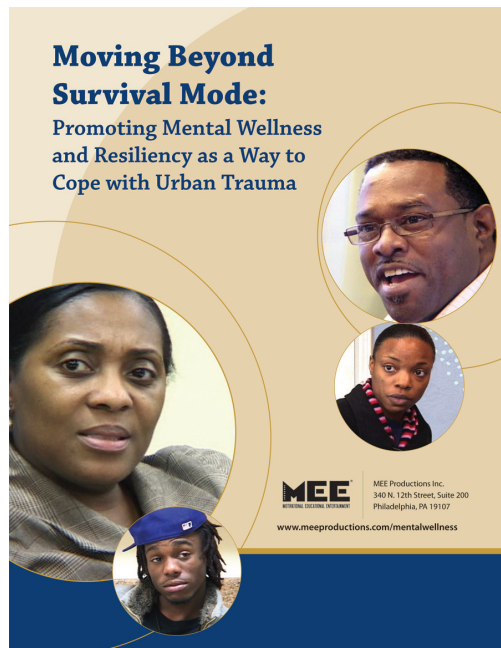
Peace,
Ivan J. Juzang
Founder/President

MEE in Action	2010	2011
Marketing/Social Marketing	United Way "Philly Counts!" Black Male Outreach and Awareness Campaign for the U.S. Census	Neighborhood Recovery Initiative (NRI) with Illinois Violence Prevention Authority (IVPA) DC CARES Suicide Prevention Campaign (DC-DMH)
Media/Materials Development	Rochester (NY) STD Prevention Educational DVD	Rochester (NY) STD Prevention Educational DVD UNC Chapel Hill HIV Prevention Radio Campaign St. Francis Medical Center
Audience Research	DC CARES Suicide Prevention Campaign UNC Chapel Hill HIV Prevention Campaign Focus Groups The California Endowment Allied Health Project St. Francis Medical Center	Children's Futures Community Assessment William Penn Foundation Media Audit-Images of Black Males
Workshops/Technical Assistance	California Project LEAN Training (Obesity Prevention) African American Healthy Marriage Initiative Johnson & Johnson Community Health Care Program Baltimore City Health Department, Adolescent & Reproductive Health Services Little Rock Central High School National Historic Site (DOI/NPS) Illinois Department of Human Services' Cultural Competency Prevention Workshop (Mental Wellness) Planned Parenthood of Northern Texas Columbia University's Dart Center for Journalism and Trauma Conference MEE's <i>Moving Beyond Survival Mode</i> Documentary Screenings: Circle of Care Network (Philadelphia) DHS, Court and Community Services (Philadelphia) St. Thomas AEC Health Fair (Philadelphia) Mt. Carmel Baptist Church Health Fair (Philadelphia) People of Color Conference (Delaware)	PA National Education Network Annual Conference (Obesity Prevention) US Institute of Medicine Workshop on Social and Economic Costs of Violence National Assembly on School-Based Health Care (NASBHC) Convention Institute for Healthcare Improvement Forum MEE's <i>Moving Beyond Survival Mode</i> Documentary Screenings: Central Texas African American Family Support Conference ActionAIDS Philadelphia National Center for Victims of Crime 2011 National Conference ACCESS-Initiative (Urbana, IL)



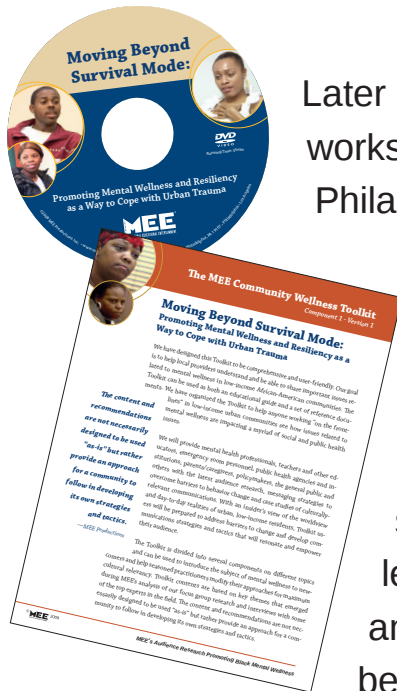
2010 Projects: Navigating Through Change

Promoting Mental Wellness in the African American Community



In May 2010 (Mental Health Awareness Month), MEE released its research report, *"Moving Beyond Survival Mode: Promoting Mental Wellness and Resiliency as a Way to Cope with Urban Trauma"* with a preview screening of the video documentary and a press conference with top staff from Philadelphia's Department of Behavioral Health. Based on 14 focus groups and several expert interviews, the report offers sobering insights on the stresses and trauma of unrelenting poverty and violence; what it's like to live in "survival mode;" and the major barriers that inhibit access to community mental health services.





Later in 2010, MEE conducted four workshops with service providers in Philadelphia and Chicago and organized additional screenings of the documentary to targeted audiences in the Mid-Atlantic region. MEE convened high-level executives at specific service providers, selected members of the media and Community Network members to attend these events and participate in panel discussions with key experts and members of MEE's project team.

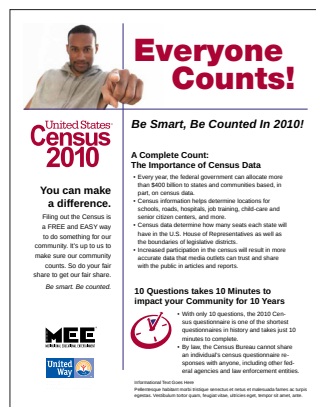
MEE then turned its focus on solutions and developed a customized Community Wellness Toolkit and Website to share information with the community about key protective factors that can leverage the inherent resiliency of youth and immediately support young people in deal-



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ing with the complex emotional issues they face. The Toolkit and Website help mental health providers across the country—or anyone working “on the frontlines” in low-income urban communities—offer the culturally-relevant services that underserved communities need most. These tools can help increase the engagement of community-based organizations in helping to decrease stigmas, so that people will be more likely to seek out services.

Community Mobilization Model for the United Way's "Philly Counts!" Census Outreach



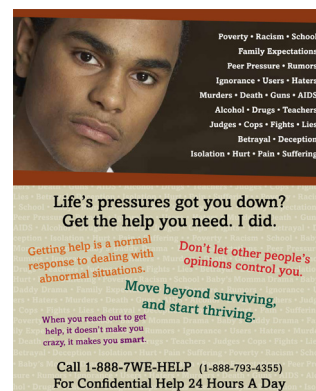
MEE expanded the implementation of its peer-to-peer community outreach model, Community Action Team (CATs), to support the United Way of Southeastern Pennsylvania as part of the "Philly Counts!" Black Male Outreach and Awareness Campaign. The goal was to encourage black males (ages 18-40) to participate in the 2010 US Census in greater numbers.

MEE leveraged its expertise in reaching urban youth to develop and distribute culturally-relevant materials in the campaign's targeted neighborhoods. Over a six-week period, MEE recruited 70 Black males (ages 16-19) in North and West Philadelphia, from distressed schools, community-based and faith-based organizations working with young Black males, and referrals from individuals who attended MEE's informal gatherings, called

Chat and Chews. The community outreach model included training for six Adult CATs Coordinators and one Lead Coordinator to serve as role models and guides for the younger males.

MEE mobilized these Community Action Team members and provided training on engaging residents and peers in dialogue about the importance of returning completed US Census forms. As part of the training, CATs members participated in a two-hour interactive session that used role-play to address peer apathy and cynicism. Young men who successfully completed training were organized in street teams to distribute brochures and pamphlets and engage in conversations with peers to explain the role of the census and the importance of being counted.

Audience Research and Creative Development for DC Cares Suicide Prevention Campaign



MEE conducted audience research with African American and Latina youth, living in low-income neighborhoods in Washington, DC, to identify and understand the issues they are dealing with related to mental health, especially in the areas of trauma, depression, stress and being the victim of violence, as part of the DC CARES Suicide Prevention Campaign.

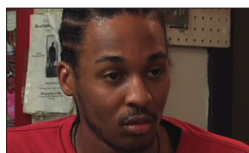
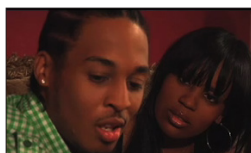
The focus groups were conducted over a two-month period in 2010 and helped identify teen stressors, coping behaviors for the stress in their lives and warning signs of emotional issues. The focus group findings will be used to develop an advertising campaign aimed at raising awareness of suicide prevention programs and provide insight to service providers on ways to enhance the availability

and delivery of suicide prevention services.

In 2011, MEE will develop key messages focused on prevention, to help young people navigate complex issues, increase suicide prevention behaviors and offer techniques for youth to use to support peers dealing with issues related to mental wellness. MEE's multimedia team will develop print materials, radio and social media tools and mass transit advertising, along with imagery and messages that will resonate with today's youth.

The overall goal of the campaign is to provide a better understanding of how young people are dealing with their feelings about the issues they are facing and help improve their access to crisis support services.

Educational DVD Production for NIH STD Intervention Trial (Rochester, NY)



In 2010, MEE conducted focus groups and expert interviews to develop messages and a culturally relevant DVD for a trial STD intervention funded by a National Institutes of Health (NIH) research grant and conducted by researchers at an STD clinic in Rochester, NY. Patients at the clinic were to watch either the treatment video on sexual health or the control group video, which deals with general health issues. MEE produced both videos.

The sexual health DVD, which addresses attitudes, behaviors and preventive measures, is being used as an intervention in the clinic, with the goal of decreasing transmission of STDs. Both videos are designed to be authentic, informative and engaging for a low-income adult audience that is

predominately, but not exclusively African American. The sexual health video "Be the Change" uses real-life issues surrounding relationships, sex and safer sex. Messages educate viewers about the dangers of concurrent partners, on the proper use of condoms and how to negotiate condom use with a partner.

The general health DVD offers tips on healthy living (including diet and exercise) and compelling reasons to take a proactive stand to reduce the negative consequences of an unhealthy lifestyle. The "story" in the general health DVD "Take Control of Your Health!" is told by a rotating group of characters who share, in a fun, upbeat way, simple things that people can do to "bump up" their health quotient.

University of North Carolina HIV Prevention Campaign



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In 2010, MEE collaborated with a research team at the University of North Carolina at Chapel Hill, Division of Infectious Diseases to identify and understand the attitudes, perceptions and behaviors of African Americans (ages 18-34) engaged in concurrent sexual relationships.

A National Institutes of Health/National Center on Minority Health Disparities research study indicated that concurrent partners can dramatically increase the transmission of HIV within a particular community, compared to serial monogamy. The study represented a critical first step in the development and more definitive testing of a multi-component mass communication HIV prevention program for African

Americans in the rural Southeast and throughout the nation.

Having completed audience research in Eastern North Carolina, in 2011, MEE will leverage its expertise in understanding and communicating to African American communities to help construct preventive messages and communication strategies to help reduce concurrency and the risk of transmission of HIV among African Americans in several targeted communities. The goal of the pilot campaign is to demonstrate the efficacy and capability of a mass communication campaign in the rural Southeast (focusing primarily on Eastern North Carolina) to decrease the participation of African Americans in concurrent sexual relationships.

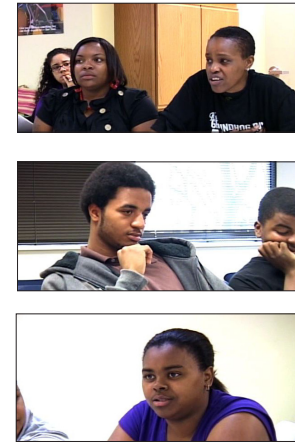
The California Endowment Allied Health Career Project



MEE conducted extensive focus groups and expert interviews in the Los Angeles area as part of a planning, research and analysis process for The California Endowment's (TCE) Allied Health Careers initiative. MEE presented a comprehensive research report and action plan that aligns with TCE's program objectives, grantmaking and advocacy work.

In 2010, MEE presented its findings in a report to the program officers. With the appropriate funding, MEE's ready-for-implementation recommendations could help increase the number of underrepresented and minority Californians who pursue careers in the allied health field.

Additional Audience Research for Children's Futures

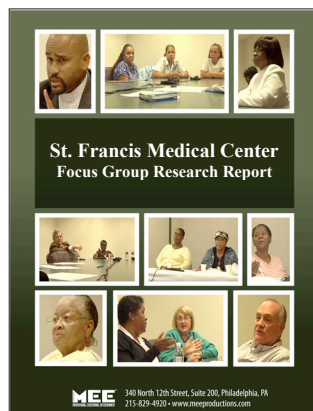


MEE conducted focus groups with existing and potential clients of Children's Futures, a non-profit organization focused on improving health and development outcomes for children and their families in Trenton, NJ. Many low-income Trenton parents lack a network of positive social relationships with people and institutions that could help them and their family in times of specific need. Children's Futures wanted to understand what barriers prevent these networks from developing.

Talking with African-American, single parents between 18 and 35, MEE explored topic areas that can contribute to creating a healthy environment for newborns and young children in Tren-

ton. They included child health and wellness, education, teen pregnancy, prenatal care, child development and domestic violence. Data from the focus groups provided Children's Futures with the perspectives of Trenton parents on personal, family and community needs. It also provided a better understanding of how to improve access to support services, both from the perspective of those who were already accessing these services and from those who were not.

St. Francis Medical Center Audience Research Report



MEE conducted audience research to assess the perceptions and attitudes about the image, reputation and quality of healthcare services for Trenton, NJ-based St. Francis Medical Center. A pillar institution and one of the city's largest employers, St. Francis contacted MEE to identify ways to strengthen its image and to identify the potential effects of expanding its services in the region.

Focus groups were conducted with Trenton community leaders, pastors, St. Francis employees, current and former patients, and a

cross-section of Trenton residents, including those who could be impacted by changes in the health-care industry in Trenton.

MEE presented its comprehensive research report, and a video featuring selected, compelling focus group responses to St. Francis' staff and Board of Directors. The presentation provided context and recommendations for St. Francis to develop culturally-relevant, user-friendly and effective messages, materials and communications strategies to reach its various target audiences.



2011 Projects: Charting A New Future

MEE Leverages Two General Services Administration (GSA) Contracts

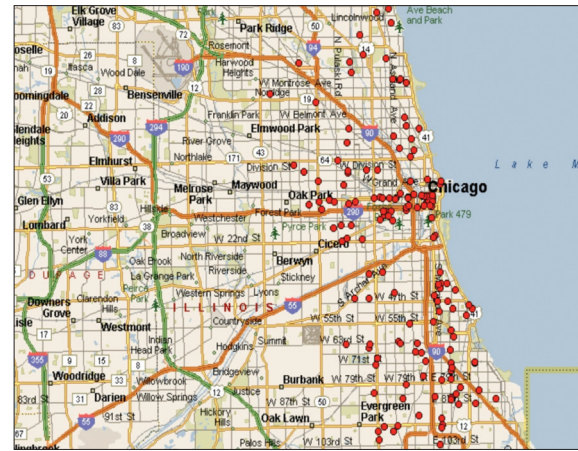


After a rigorous application process, MEE was awarded two U.S. General Services Administration (GSA) small business contracts, allowing MEE to leverage an approach to purchasing which is favored by most federal buyers.

MEE is pleased to make our firm's unique professional services available through the GSA AIMS Program. Our long history of successful collaborations with government entities such as the CDC, NIH, Department of Education and Department of Interior, makes this award a win-win situation for everyone involved.

Securing a GSA Schedule Contract is an important vote of confidence in MEE from the U.S. government, enabling us to increase our leverage in winning government accounts and further our overall position in the government market. MEE is committed to expanding and strengthening its government channel, recognizing this segment of the market as a key factor for achieving long-term sustainability and growth. We have initiated a series of marketing activities to capitalize on this new opportunity and will continue to actively market MEE to potential procurers of our cutting-edge communications and marketing services.

Community Engagement Programs for the Illinois Violence Prevention Authority



In 2010, MEE was selected by the Illinois Violence Prevention Authority (IVPA) to replicate two of its most successful community mobilization models as part of the Governor's Neighborhood Recovery Initiative (NRI), a comprehensive community effort to reduce youth violence and increase adult engagement and leadership in Chicago-area neighborhoods. MEE conducted two workshops for service providers in Chicago in December 2009 and August 2010, following the release of *Moving Beyond Survival Mode: Promoting Mental Wellness and Resiliency as a Way to Cope with Urban Trauma*. The report offered sobering insights into the daily realities of today's urban youth and revealed that mental and emotional issues impact behaviors in many areas, including substance abuse, interpersonal violence and sexual health. One of the key findings is that the top sources of stress were poverty and a lack of jobs. With our work with NRI, we will be able to address those stressors, while we also support implementation of strategies that increase positive coping behav-

iors among our youth and surround them with protective factors that include a stronger safety net of community adults.

Starting in 2011 and over the next two years, MEE is training 23 community-based agencies in the Chicago area to implement our Mentoring-Plus-Jobs (M+J) and Parent Leadership in Action Network (PLAN) models. Other NRI program components include: school-based counseling; expanding Safety Net Works, an existing youth-development program; and a re-entry program for ex-offenders.

NRI's work is based on feedback from the Governor's Anti-Violence Commission and focuses on rebuilding Illinois' most vulnerable neighborhoods and offering multiple strategies to protect young people and build their self-esteem and leadership capacity. MEE's willingness to share our models and our train-the-trainer approach will transfer our two decades of insights about creating awareness

and influencing the behaviors of urban populations to help reduce the risk factors and promote the protective factors associated with violence.

Sharing what we know with agencies and community-based organizations in Chicago transfers important peer-to-peer education skills and job opportunities to residents of neighborhoods where they're needed most. The Mentoring-Plus-Jobs component—developed from evidence-based approaches that we have used successfully with at-risk populations across the country—will provide part-time jobs (doing community outreach) plus mentoring and social/emotional skills development and support for approximately 2,000 youth (ages 15-21) from Chicago-area neighborhoods with the highest rates of poverty, violent crime, domestic distress and youth disconnected from their schools or community. PLAN – the parents' component – will provide more than 1,000 adults with opportunities for leadership in the community and jobs as peer educators.

William Penn Foundation Media Audit: Creating and Promoting Positive Black Male Media Images



MEE was selected by Philadelphia's William Penn Foundation to conduct a six-month audit and analysis project to assess current media images of African American males between ages 15-30 in Philadelphia and to explore ways in which those media images can be enhanced to give a more balanced and positive portrayal.

In 2011, MEE will report on the urban context within which these media images are disseminated, both locally and nationally. We have reviewed published journal articles and other local media studies and will augment this information with our own analysis of media imag-

es in news coverage and popular media. We will share information gained in three focus groups, two expert interviews and an online survey with Philadelphians, about how what people have heard and seen in the media affect their views and perceptions about Black males.

Working with the foundation, MEE will execute a series of community dissemination activities, that will include our findings along with recommendations for African Americans to create their own media vehicles and disseminate positive images of African American males in the public sphere.

University of North Carolina HIV Prevention Campaign



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MEE will continue its collaboration with The University of North Carolina at Chapel Hill, Division of Infectious Diseases, on a research project funded by the National Institutes of Health/National Center on Minority Health Disparities. MEE will develop hard-hitting radio ads raising awareness of the HIV transmission risks associated with sexual concurrency. These will be the centerpiece of a campaign targeting African American men and women, ages 18-34, in Eastern North Carolina.

MEE will lead the media development and placement for the proj-

ect's media-campaign intervention. Our innovative radio campaign will use storytelling techniques that are similar to the serial *novelas* popularized in Spanish-language media. The scenarios will present authentic representations of risk behaviors in relationships—highlighting the risks of sexual concurrency, while also emphasizing the benefits of healthy monogamous relationships. Social media tools will also be used to support the campaign.

Promoting Contraception through Social Media



MEE has been hired by the National Campaign to Prevent Teen and Unplanned Pregnancy (NCPTP) to develop a social media campaign designed to educate and raise the awareness of young African American and Hispanic women regarding long-acting, reversible contraceptive (LARC) options. One of the primary features of the social media campaign will be a series of video clips featuring women of color, ages

18–25 years-old, talking about their experiences with various types of birth control.

MEE will develop a video channel through YouTube and a “fan” page on Facebook that will serve as clearinghouses for culturally-relevant video, audio and textual content related to LARCs while also providing a gateway to the NCPTP Website, www.BedSider.org.

Production of Creative Materials for DC CARES Suicide Prevention Campaign



In kicking off the second year of the suicide prevention campaign for the Washington DC Department of Mental Health, MEE's Creative Team has developed two potential campaign slogans based on key themes uncovered in 2010's audience research. Based on these slogans, the team will create print materials and radio ads that will be disseminated in Washington DC once the campaign officially launches later this year. All of the messages and materials will be focus-group tested with the target audience (primarily teens and youth) in DC before they are finalized. MEE will also create print

materials customized to reflect the demographic profile in various DC wards. Other campaign supports include pages for a Website, based on the campaign “look-and-feel,” for consistency and branding, along with two pages for Facebook, to leverage the primacy of social media use among today's generation. In addition to radio ads targeting youth, MEE will also create ads targeting parents and other community adults, increasing awareness of ways to support adolescents who are struggling to navigate the challenges of their teen years.

MEE Leverages Business Development and Technology Expertise to Launch NStar Entertainment



As a national leader in insight-informed research, marketing and delivery of services to urban America, MEE has begun to recalibrate our offerings to reflect the ever-changing world. There is no place that this revolution is more obvious than in our work in media and entertainment. MEE has long been a provider of services to the entertainment industry, from the days of doing market research for the launch of *Judge Judy* and *Third Rock From the Sun* to the over 70 motion pictures we provided advertising services to— such as *Friday*, *Panther*, *Menace II Society* and *Barbershop*.

We took a significant step in our growth by launching Khepri Entertainment in 2009, intended to be the preeminent provider of research-informed content targeting urban youth. MEE partnered with legendary film producer Preston Holmes (*Malcolm X*, *Tupac Resurrection*, *Do the Right Thing*), film distribution and marketing expert Russell Schwartz (New Line Cinema, Focus Features and Gramercy Pictures) and Dwight Williams (*Krush Groove*, *New Jack City*, *Hustle & Flow*) to form Khepri Studios, an entertainment group with the mission of developing, marketing and distributing theatrical content to the urban marketplace.

Since that time, we have made significant progress towards becoming an innovative urban-content marketing and distribution enterprise. In 2010, based on our own “community search” for a brand name with both street credibility and long-term resonance, we renamed this venture NStar Entertainment (referencing the North Star). NStar represents the intersection of

entertainment, media, technology and social responsibility, using a unique managed social media and community mobilization strategy to become the top distribution brand for entertainment targeting the urban marketplace. We built an NStar Website that has been a critical tool for communicating the company's value proposition to potential investors, and keeping strategic partners in the loop as the venture nears its official launch. Also last year, after months of negotiations with the Shakur family and their legal representation, Preston Holmes and MEE successfully secured the rights to a feature film penned by the late Tupac Shakur, whose albums have sold more than 75 million copies worldwide. The feature-length screenplay, *Live 2 Tell*, was written by Shakur during his 1995 incarceration in upstate New York. It tells the story of a teenage drug lord and his efforts to right his wrongs and leave a life of crime.

In 2011, MEE President Ivan Juzang will continue to leverage his start-up and strategic financing expertise to help secure an initial \$25 million in production co-financing to fund the launch of NStar's next-generation business model for making and distributing urban films. A full-scale campaign focusing on the acquisition of the Tupac screenplay will also be a key strategy in raising additional funding for the enterprise. This year, MEE will launch the PR campaign as an introductory splash for NStar with the film industry and its urban consumers. Our initial focus will be African Americans in the Top 25 urban markets, with a related target of urban Hispanic American audiences.

MEE will also continue leveraging its expertise in understanding the lifestyles and behavior of the urban market in order to keep the brand strategy

for its film distribution business fresh and relevant. We are committed to using our successful research-informed approaches in every aspect of developing this enterprise, for maximum profitability. Key to this undertaking is to always determine, define and design all of NStar's aspects based on MEE's market research methods, tried and proven over two decades.

As part of expanding its creative footprint, MEE (in partnership with Insight Capitalists) will continue to build out the NStar brand, including the creation of NStar Life, an online/grassroots mobilization property that will be a vehicle for urban consumers to exchange ideas and information. The NStar Life Website will serve as an organizing vehicle for leveraging the power of grassroots mobilization, using the latest social media technologies. We will be able to deliver real-time information to and interact with our audience, with capabilities of podcasting, video streaming and interactive marketing activities. We will also incorporate other social media tools as the enterprise advances.

The NStar Life Website will also give organizations and businesses direct access to the urban audience (business-to-consumer marketing). In 2011, MEE is piloting a replication model (from recruiting

through training and activation) for street teams that will be NStar's on-the-ground presence in the top 25 urban communities. This will allow MEE's successful strategies and tactics to be implemented consistently and effectively across the country. Overall, MEE will continue to use its proprietary, proven research methods and community mobilization expertise to help NStar Entertainment become the premier entity in acquiring, co-financing, producing and distributing urban-themed films.



www.meeproductions.com/nstar

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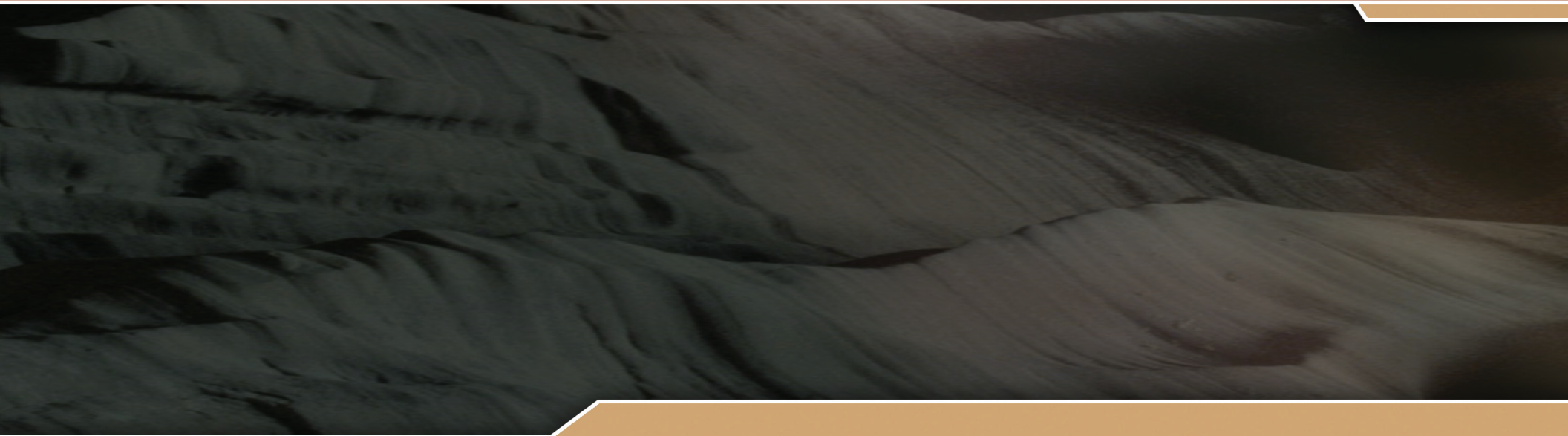


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