



COMPANY PROFILE

AMP Merchandising was founded in 1996 by Canadian music icon, Sarah McLachlan and Nettwerk Management President, Dan Fraser. The company was designed to effectively service the intricate needs of the tour merchandising business, elevate the quality of artist branded products, and maximize revenue opportunities in an ever-changing music industry.

AMP was launched as a solution to the merchandising and vending needs of Lilith Fair, the groundbreaking festival tour founded by Sarah McLachlan that featured such artists as Fiona Apple, Paula Cole, Sheryl Crow, Jewel, Erykah Badu, Tracy Chapman, and Bonnie Raitt. Lilith Fair toured for three consecutive years and, during this time, AMP achieved the status as one of North America's leading merchandising organizations.

Today, AMP remains a highly innovative artist and brand services company that has developed a unique approach to the design, production, and distribution of licensed consumer products. AMP has received international recognition as a leading special event-merchandising firm and continues to conduct activities with a number of prominent organizations, performing artists, sports teams, and international events. AMP's mission in all partnerships is to maximize revenue and profitability for all partners by increasing distribution, providing a positive consumer experience, excellent customer service, and high quality branded products at reasonable market prices.

PRODUCTS AND SERVICES

DESIGN – AMP's highly respected design department provides clients with unique, innovative graphics to connect the artist brand with the latest in fashion trends.

MANUFACTURING – AMP is a vertically integrated organization with a highly skilled production team that is adept in a wide range of garment printing techniques, technologies, and equipment.

LICENSING – A leader in the licensed merchandise community, AMP's services include sub-licensing management to achieve increased product categories, maximum distribution, and brand exposure.

WHOLESALE-TO-RETAIL

AMP utilizes a variety of methods to market artist or branded products to major and independent retailers at wholesale prices. Gaining retail distribution creates an important revenue stream and significantly broadens brand awareness.

E-COMMERCE – AMP manages a robust e-commerce platform, selling merchandise online for over 100 entities including recording artists, sports teams, TV shows, events, and corporate clients. AMP consistently looks to engage in the best possible e-commerce management practices in an effort to maximize online revenue and profitability for all stakeholders. Some of these initiatives include:

- a) Ensure the necessary links exist linking the stores from all of the relevant artist, team or branded web and social networking sites.
- b) Enhance search engine optimization.
- c) Utilize analytics to better understand the consumer in a manner that can enhance



conversion rates.

- d) Create affiliate revenue streams in related areas such as digital downloads or venue/event tickets.

FULFILLMENT AND CUSTOMER SERVICE – AMP has contracted FFP Global Solutions out of Sacramento, CA, one of North America's leading fulfillment and call center companies. As a result, AMP is able to field consumer calls 24/7, 365 days a year. Through FFP, Sacramento will be AMP's primary fulfillment location for e-commerce and retail distribution, with secondary fulfillment centers in Vancouver and London.

LOGISTICS – The logistics department provides clients with a full range of services, including freight forwarding, door-to-door tracking, and customs/brokerage services.

CONSULTING – AMP offers complete tour merchandise management, including forecasting, budgeting, projections, rolling inventory management, replenishment, accounting, and reporting.

VENDING – For clients in need of a touring merchandise manager, AMP offers a number of professional vendors who offer qualified merchandise experience, provide retail materials, credit card and debit equipment, and daily show settlements.

ACCOUNTING – AMP works with clients to create transparent budgets and provides detailed settlements to maintain an up-to-date financial status, before, during, and after a tour.

BRAND BUILDING – Based on the philosophy that merchandising is one of the most impactful brand building tools, AMP responds to a marketplace obsessed with fashion, quality, and integrity by offering a wide range of services that extend beyond ordinary brand operating systems. Brand building through merchandising encompasses all aspects the business, distribution channels, and every touch point. AMP understands the need for our client's approval in all facets relating to the brand or artist and we ensure our efforts are a seamless extension of our clients branding exercises.

GLOBAL CAPABILITIES – Beyond AMP's internal capabilities, AMP has significantly strengthened its overall and global capabilities through the implementation of various strategic partnerships, including our main one with London based Slipstream. These two entities come with some of the same core competencies as AMP combined with the same expertise and integrity with which AMP operates. These relationships allow for a seamless global solution for artists and brands alike, not to mention the potential economies of scale of dealing with one collective entity.

KEYS TO SUCCESS

- AMP takes the time to understand our clients, with specific attention to their brand identity and target market. We then apply this knowledge to every level of the merchandise program designed for each client.
- We leverage tour, retail, and on-line business segments to deliver a coherent package of products that reinforce a consistent brand identity.
- We embrace a complex, multi-faceted approach to an ever-evolving industry and an increasingly demanding consumer marketplace by offering high quality products at reasonable market prices.
- We believe in and execute a vigorous attention to detail, accountability, and integrity.



EXPERIENCE

Concert Tour Merchandising

- Lilith Fair
- Sarah McLachlan
- Hedley
- Avril Lavigne
- Barenaked Ladies
- John Mayer
- Ben Harper
- Dido
- Billy Talent
- Sum 41
- Bob Dylan
- Coldplay

AMP has become extremely proficient and knowledgeable of the intricacies of tour merch management and the positive impact this business facet has on the overall revenue and profitability of a tour. This skill set is derived from years of experience with a large portfolio of clients including the last 5 years where AMP managed Avril Lavigne's tour merchandising business. This undertaking covered 3 album cycles encompassing 23 tours through North America, South America, Europe, Australia, South Africa, South East Asia, Japan, and China that collectively drew 2.5 million fans.

Event Merchandising

- 2006 & 2009 World Junior Hockey Championship Tournament (IIHF)
- 2006 & 2007 Steve Nash Charity Classic
- 2007 Women's World Hockey Championship Tournament (IIHF)
- 2007 MasterCard Memorial Cup Tournament (CHL)
- 2007 Grey Cup (CFL Football Championship Game)
- 2007 Vanier Cup (CIS Football Championship Game)
- 2008 CIS Final Eight (CIS Basketball Championship Tournament)
- 2009 World Police and Fire Games

Sports Team Merchandising

- BC Lions (CFL – Football)
- Vancouver Giants (CHL – Hockey)
- Vancouver Whitecaps (USL-1 – Soccer)
- Vancouver Canadians (PCL – Baseball)

E-commerce

- Hedley
- Avril Lavigne
- Barenaked Ladies
- Billy Talent
- Cradle Of Filth
- SUM 41



- BC Lions
- 2009 World Police & Fire Games

AMP presently sells merchandise for over 100 different entities including sports teams, recording artist, events, TV Shows and corporate clients.

Examples of these stores include:

- Artist Store – Hedley:

<http://www.werkshop.com/hedleystore/home.action>

- Event Store – World Police & Fire Games:

<http://www.werkshop.com/2009wpfg/home.action>

- Sports Team Store – BC Lions:

<http://www.werkshop.com/bclions/home.action>