

## **Ken Ivy Productions Incorporated**

3157 N. 8<sup>th</sup> Street  
Milwaukee, WI 53206  
(414) 698-9398

[www.PimpinKenRadioShow.net](http://www.PimpinKenRadioShow.net)

To Whom It May Concern,

Radio advertisement has a very strong impact on listeners in the short term. Since most of Pimpin Ken listeners tune in from their college dorms, hotel rooms, homes, offices and laptops, advertising with us is a very effective way to increase sales and visits to your site and business. Statistically, radio has the lowest degree of advertising avoidance lower than television, flyers and print media. Most people who pick up the newspaper don't bother to read the advertisements and they often end up in the trashcans. This is not the case with radio and this is why the Pimpin Ken Radio Show is the home for you to effectively advertise your goods and services.

### **About Ken Ivy - aka Pimpin Ken**

Ken Ivy is the CEO of Ken Ivy Productions Incorporated. He first came on the scene in 1997 as a consultant for the HBO Special, "Pimps Up, Hoe's Down" a documentary type film in which Ken Ivy had a starring role. This documentary played repeatedly for 7 years reaching more than 200 million viewers worldwide.

The HBO special obviously made Ken Ivy a celebrity and gave birth to the name Pimpin Ken. However, Pimpin Ken is not just known for his starring role in the HBO special, but for what he also does in the entertainment industry. Ken is a hot commodity amongst hip hop artists and has been in countless videos and appeared on many albums including the likes of 50 Cent, Nelly, Outkast, Lil Jon, Juvenile, Too Short and UGK amongst others.

Ken Ivy Productions Incorporated has also produced 3 documentary type films since his early work as a consultant with HBO. "Pimpology", "Pimpology: Uncut", and "From The Ghetto Streets To The Executive Suites". Each film takes an educational approach to the street life using film to convey the valuable lessons he has learned in life. Once again, he commissioned the help of the hip hop community to use their star power to uplift and empower young people in all walks of life.

As a major factor in the international information super highway (the Internet), the Pimpin Ken Show is using the radio to examine and explain how to transform street life into corporate integrity. By targeting college and universities throughout America, our plan is to use the radio show to educate young men and women on how to be more than street hustlers and drug dealers and still make money. Ken Ivy uses his celebrity status to make appearances on national radio, television, and all print media, using his vast connections to have other celebrities appear on his show to do interviews.



## ADDENDUM TO CONTRACT

### **Seller Obligations (Ken Ivy Inc.)**

To provide purchaser with banner(s), radio commercial(s), television commercial(s), flyers, banner layout, and/or company music for radio airplay rotation on the Pimpin Ken Radio Show website. Ken Ivy Incorporated will meet these obligations upon receiving a fifty percent (50%) deposit of the list price. Once completed, a proof will be sent to the Purchaser for a final approval. Once approved and payment is received in full, this obligation will be met and will appear live on the Pimpin Ken Radio Show website. If Purchaser provides necessary information such as radio and/or television commercial and all graphic/banner layout, Seller will post information on the website upon receipt of full payment.

### **Purchaser Obligations ( )**

Purchaser shall provide seller with the thirty (30) second television commercial and the thirty (30) second radio commercial. In the event the Purchaser cannot produce commercials, Ken Ivy Productions will provide the radio commercial with voice over. The Purchaser will have to pay for all expenses for the Television Commercial such as the salary for a camera person, filming, editing, air and/or hotel accommodations. If the Purchaser does not provide the information in the specified time period, seller is not responsible for ads not appearing on time. However, the seller will still place ad upon receiving the required information.

### **Terms**

The initial terms of this agreement shall be for thirty (30) days from the date of receipt of full payment.

### **Payment Agreements**

Seller requires the Purchaser to pay a fifty percent (50%) deposit on any package that Purchaser chooses. This money must be paid upon signing of agreement. The Purchaser must provide Seller with the remaining balance upon completion of the specified agreement.

### **Breach Notice**

No breach of this agreement on the part of Ken Ivy Productions Incorporated should be deemed material, unless \_\_\_\_\_ (Purchaser) shall have given Ken Ivy Productions Incorporated notice of such breach and Ken Ivy Productions Incorporated should fail to discontinue the practice complained of (if practice of Ken Ivy Productions Incorporated is the process of the claim of breach) or otherwise cure such breach, within sixty (60) days after receipt of such notice, if such breach is reasonably capable of being fully cured within sixty (60) day period, or, if such breach is not reasonably capable of fully cured within sixty (60) day period. If Ken Ivy Productions Incorporated commences to cure such breach within such sixty (60) day period and proceeds with reasonable diligence to complete the curing of such breach.

**SELLER:**

**PURCHASER:**

\_\_\_\_\_  
Ken Ivy - CEO  
Ken Ivy Productions Incorporated  
(414) 698-9398  
[www.PimpinKenRadioShow.net](http://www.PimpinKenRadioShow.net)