



## CORPORATE PROFILE

### January 2010

### AMHN, Inc. (OTC BB: AMHN)

Sector: Services  
Industry: Marketing Services

AMHN, Inc.  
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## SELECT FINANCIALS

Fiscal Year End: Dec. 31

Current Price (1/13/10): \$1.37

52-Week Trading Range: \$0.17- \$1.55

Shares Outstanding: 15.7 million

Market Cap: \$21.6 million

Float: 6.3 million

Insider Ownership: 58%

**AMHN, Inc. (OTCBB: AMHN)** owns America's Minority Health Network, Inc. AMHN is a place-based provider of digital video education for medical practices who primarily service minorities. America's Minority Health Network provides a digital platform to increase African-American health education awareness that can increase the longevity and well-being of African-American men and women, while providing relevant advertising of related products. America's Minority Health Network has created a viable solution to meet the needs of physicians who are constantly searching for ways to better inform their patients and for advertisers that are searching for ad space to communicate regarding specific products of interest to African-Americans. For more information please visit: [www.amhntv.com](http://www.amhntv.com).

### Company Overview

- AMHN is the first out-of-home digital signage network company to specifically focus on the niche African American medical market.
- AMHN broadcasts via broadband Internet to doctor's offices using a digital platform to provide a much needed service to an underserved community.
- AMHN provides advertisers a way to reach the African-American community with informative messages and targeted campaigns.
- Currently, AMHN's programming is broadcast to 100 doctor's waiting rooms, where more than 100,000 viewers each month watch our patient education.
- Additional resources will enable AMHN to expand more quickly toward Phase I threshold of 1,000 physician offices, a consumer reach of more than 1,000,000 monthly viewers (a level comparable to most cable networks).
- AMHN provides targeted programming that is recognized as a meaningful solution to the lack of proper healthcare education in the African American community.
- The out-of-home digital signage network space is quickly being recognized as an innovative, cost effective advertising alternative to traditional television and print media.

### AMHN Targeted Audience

- AMHN programming is broadcast via broadband on 32" flat-screen, high-def monitors in medical practices across the US.
- Programming is produced by Saddle Ranch Productions, Inc. and is being carefully overseen by the AMHN Medical Advisory Board to insure relevancy and accuracy.
- AMHN Advertisers reach a targeted audience
- Minority targeted advertising is one of the fastest growing media advertising segment.



### Growth Strategy

- The Company is currently targeting a rollout strategy to service 1,000 locations by the end of 2010.
- AMHN has developed a two tier advertising sales methodology by designing a strategy that uses both a brand pitch and an ad agency pitch.
- Leverage the running list of subscribers to attract brand and agencies' advertising dollars.
- By concentrating on the top 10 African-American advertising agencies and the top advertisers in the market, the company are able to achieve an advertising sales timeframe of eight-to-twelve weeks.

# America's Minority Health Network (AMHN)

## Out-of-Home (OOH) Video Advertising Strategy



- Growth in the OOH category is outpacing growth of general advertising.
  - OOH has increased at more than twice the rate of advertising media as a whole over the past 2 years.
  - Researchers estimate one out of every four marketing dollars spent by 2012 will be spent on out-of-home media.
- Digital networks allow for creativity in targeted advertising
- Digital technology has greatly increased its appeal and effectiveness.
  - Operating over digital and broadband networks allowing flexible and specific target audience programming
- OOH's more effective media mix enhances marketing impact.
- Proven results

## Mutually Beneficial Business

### Medical Practice

- Captive and responsive audience .
- AMHN Network enhances the waiting room experience.

### Benefits to Patients

- Educates in an engaging and informative manner.
- Encourage patients to ask questions about their minority specific illnesses and issues.
- Patients better understand standards of care,
  - Results: More effective communication with their healthcare provider resulting in a positive response of quality of care.

### Benefits to Sponsors and Advertisers

- AMHN network offers a valuable opportunity to present products in a controlled environment outside of the home, free from distractions
- Network provides a credible environment where consumer purpose, programming content and advertiser message meet and interact.
- Advertiser's message carries an implied recommendation of the viewer's personal doctor or healthcare provider.

## Advertising Model

### Frequency of Program Exposure

- Each advertisement runs once per hour per spot purchased.
- Every hour has 22 available commercial spots along with 22 billboard ads (12 minutes of advertising).

### Point of Care

- Advertising targeted specifically to patients at a time when they are waiting for healthcare and generally more willing to listen, comprehend and consider healthcare issues and health related products.
- Patients' increased awareness and interest translates into more in-depth conversations with doctors.

### Captive Targeted Audience

- AMHN provides a captive, targeted audience comprised of predominantly African-Americans.
- Advertisers are able to generate highly effective ads due to the niche specific audience demographic.

### Perceived Recommendations

- All advertising on AMHN network will be rigorously scrutinized the company's medical advisory board prior to being presented to the patient.

## Management Team

**Robert Cambridge, Chief Executive Officer**—Mr. Cambridge has served as Vice President of Marketing and Distribution for Ablaze Global Entertainment, a multi-platform media consulting firm, and Manager of New Business Development and Urban Partnerships of Premiere Radio Networks, a division of Clear Channel Communications, where he was responsible for selling all radio broadcast properties including Rush Limbaugh, Dr. Laura and Steve Harvey Radio. Previously, he served as Vice President of Marketing for Tribune Entertainment, a division of the Tribune Company of Chicago, where he was responsible for forming a target marketing division to reach the niche market of African-American television.

**Donald R. Mastropietro, Chief Financial Officer, Vice President Finance, Treasurer** - Mr. Mastropietro has provided financial accounting solutions for private and public companies since 1972. Proficient in all areas of financial reporting and analysis of proposed mergers and acquisitions, he has served as President of Back Office Consultants, Inc., Vice President of Finance, Chief Financial Officer and Treasurer of Medical Media Television, Inc., and Corporate Secretary of Intelliworxx, Inc.

**Sky Kelley, Vice President, Ad Sales** – Ms. Kelley is the former Director of Ad Sales for Care Media Holdings where she sold advertising for KidCARE Medical TV Network, Women's HealthCARE TV Network, and PetCARE TV Network. Ms. Kelley began her career in the Wealth Management division of Morgan Keegan and served at Banc of America Securities as a Commercial Mortgage-Backed Securities Analyst. She worked in London, England as a global Equities Sales-Trader on the international desk covering clients in the U.S. and Asia.