

Exhibit B

*VP Mktg -
Lea Ferraris -
Warner Lambert -
5/12 - W.L.
4/12 - J. Weaver*

MICHELLE'S PHONE SCRIPT:

VOICE MAIL:

HI, THIS IS (NAME) CALLING FROM (COMPANY NAME), A NEW YORK BASED COMPANY.

THE REASON FOR MY CALL IS THAT UPON LEARNING OF YOUR REPUTATION, BACKGROUND AND EXPERIENCE, YOUR CREDENTIALS ARE ACTUALLY OF GREAT INTEREST TO OUR MANAGEMENT TEAM HERE AT (COMPANY NAME).

THIS IS A LUCRATIVE CEO POSITION I'M CALLING IN REFERENCE TO; THE POSITION ALSO ENTAILS GUARANTEED EQUITY STAKE IN THE CORPORATION, AND THERE ARE A LOT OF INTERESTING THINGS WE'RE WORKING ON, SO PLEASE GIVE ME A CALL BACK AT YOUR EARLIEST CONVENIENCE TO DISCUSS THE DETAILS REGARDING THIS OPPORTUNITY..

YOU CAN REACH ME AT (COMPANY PHONE NUMBER), (EXT.) TO FURTHER DISCUSS THE DETAILS REGARDING THIS OPPORTUNITY.

AGAIN, MY NAME IS ___ AND I'M LOOKING FORWARD TO YOUR CALL.

CONVERSATION:

(IF A CALL-BACK) HI ___, THANKS FOR CALLING ME BACK.

(IF CONTACT BEFORE VOICE MAIL): FIRST GIVE BRIEF OVERVIEW OF MESSAGE ABOVE AND THEN FLOW INTO THIS SECTION:

AT THIS POINT, LET ME GIVE YOU A BRIEF SYNOPSIS OF OUR CORPORATION—

WE'RE A PRIVATELY HELD COMPANY WHOSE CORE BUSINESS FOR THE PAST 14 YEARS HAS BEEN IN PRODUCT DISTRIBUTION AND SALES OF VARIOUS PRODUCTS TO NICHE MARKETS NATIONWIDE.

THIS SPECIFIC POSITION THAT I'M CONTACTING YOU ABOUT DEALS WITH THE PROSPECT OF RETAINING A CHIEF EXECUTIVE OFFICER FOR THE COMPLETE "UMBRELLA" OF (COMPANY NAME) WHICH INCLUDES OUR NEW BUSINESS MODEL AND OUR NEW FOCUS THAT BUILDS UPON OUR CORE COMPETENCIES.

ESSENTIALLY, WE HAVE AN INVESTOR GROUP WITHIN OUR CORPORATION (SEPARATE FORM OUR CORE BUSINESS) THAT HAS HAD MUCH SUCCESS IN INVESTMENTS, PRIMARILY IN THE HIGH-TECH ARENA. WITH THE LARGE AMOUNT OF FUNDS ACCRUED FROM BOTH THIS AREA AND OUR CORE BUSINESS, WE ARE NOW LOOKING FOR OUR CORPORATION'S MODEL TO FOCUS ON A BROADER PERSPECTIVE.

WE ARE NOW LOOKING TO CAPITALIZE ON OUR RELATIONSHIPS, EXPERIENCE, AND EXPERTISE THE PACKAGED GOOD INDUSTRY, COUPLED WITH OUR INTEREST AND EXPERIENCE IN THE INVESTMENT ARENA. OUR FOCUS IS NOW HONING IN ON THE PURCHASING OF "ORPHAN BRANDS" SO TO SPEAK, —I DON'T KNOW IF YOU'RE FAMILIAR WITH THE ORPHAN BRAND CONCEPT OR NOT—(BASICALLY THEY ARE ESTABLISHED, WELL-RECOGNIZED BRANDS THAT HAVE BECOME NON-CORE BUSINESSES TO THEIR CORPORATE PARENTS, YET HAVE STRONG BRAND EQUITIES AND, IF VALUED CORRECTLY, COULD HAVE GREAT LONG-TERM GROWTH POTENTIAL). UP TO NOW, WE HAVEN'T HAD AN INDIVIDUAL ON STAFF TO SOLELY FOCUS ON RESEARCHING AND ANALYZING VARIOUS ORPHAN BRANDS, SO ONCE WE RETAIN THIS CEO, HE OR SHE WOULD HIRE SOMEONE BENEATH THEM TO SOLELY FOCUS ON THIS AREA.

*secured salary
equity
of over
20 million
dollars*

*Chicago
Time
100 million
Rovis*

*High Tech
10000
Acc Dir
Sales
Consumer
Finance
Tech & Mktg*

SO, AS YOU CAN SEE, WE'RE VERY ENTREPRENEURIAL IN NATURE, AND REALLY NEED SOMEONE WHO HAS A CORPORATE BACKGROUND BUT ALSO HAS THE ABILITY TO THINK "OUT-OF-THE-BOX" AND SPEARHEAD THIS INVESTMENT GROUP AND CORE BUSINESS TO MAKE IT AS PROFITABLE AS IT COULD BE.

ALSO, BEING THAT WE ARE SO ENTREPRENEURIAL, AND RECOGNIZING THAT ANY INDIVIDUAL WE CONTACT WOULD NOT, BY ANY MEANS, WANT TO WALK OUT BLINDLY FROM HIS OR HER CURRENT POSITION, AN EXTREMELY LUCRATIVE PACKAGE HAS BEEN PUT TOGETHER, WHICH WOULD ENTAIL AN EQUITY STAKE IN THE CORPORATION AS WELL AS A FOUR YEAR GUARANTEED SALARY COMMITMENT ON HIS BEHALF.

AT THIS POINT, WITH THIS BRAND ACQUISITION MOVING SO QUICKLY, WE ARE REALLY PRESSED FOR TIME IN FINDING THE "RIGHT" INDIVIDUAL, AND FRANKLY, BEING THAT OUR COMPANY IS PRIVATE AND EXTREMELY PROFITABLE, THE EXECUTIVES FEEL THAT AFTER ALL THE DUE DILIGENCE IS DONE AND THE RIGHT INDIVIDUAL IS FOUND, THE FINANCIALS SHOULD BE GOTTEN OUT OF THE WAY SO THAT THE INDIVIDUAL CAN REALLY BE VESTED IN TRYING TO MAKE THESE NEW BUSINESS VENTURES HAPPEN.

IF THIS SOUNDS AT ALL INTERESTING TO YOU, I'D LIKE TO SET UP A TIME FOR A QUICK, INFORMAL CALL FROM MARK BRAUMSTEIN, WHO IS THE PRESIDENT OF OUR COMPANY, NOW FOCUSING PRIMARILY ON THE INVESTMENT ARENA, TO GIVE YOU ALL THE NITTY-GRITTY DETAILS REGARDING THIS. IT WOULD ONLY BE TEN MINUTES OR SO OF YOUR TIME, AND IF YOU LIKE WHAT YOU HEAR AND HE LIKES WHAT HE HEARS, YOU CAN MOVE FORWARD WITH THIS.

WHAT THEY MIGHT ASK/SAY:

- 1) WHERE DID YOU GET MY NAME FROM?
 - WELL, BEING THAT I'M IN THE HUMAN RESOURCES DEPT HERE, YOUR NAME WAS ACTUALLY PASSED DOWN TO ME, BUT I'LL DEFINITELY LOOK INTO THAT FOR YOU— CHANCES ARE, IF YOU'RE PART OF A TRADE ORGANIZATION OR SOMETHING ALONG THOSE LINES, PROBABLY THAT'S WHERE IT CAME FROM.
- 2) HOW LONG HAVE YOU BEEN LOOKING FOR SOMEONE?
 - WE'VE BEEN LOOKING FOR ABOUT 8 MONTHS NOW, AND BEING THAT TIME IS SO MUCH OF THE ESSENCE BECAUSE OF THIS INTERNET ASPECT OF THINGS, WE ACTUALLY HAVE BOTH THE EXECUTIVE RECRUITING FIRMS AND IN-HOUSE HR CONDUCTING THIS SEARCH.
- 3) THANKS FOR THE CALL, BUT I'M NOT LOOKING TO LEAVE MY JOB
 - WELL, THIS REALLY IS AN INTRIGUING OPPORTUNITY, AND WOULD ONLY TAKE A BIT OF YOUR TIME, SO I WOULD SUGGEST THAT YOU JUST LISTEN TO WHAT GERRY HAS TO SAY. IF NOTHING ELSE, HE'S A GOOD BUSINESS CONTACT TO MAKE.
- 4) IS RELOCATION NECESSARY?
 - ACTUALLY, BEING THAT TIME IS SO MUCH OF THE ESSENCE, OUR PRESIDENT IS REALLY FOCUSING ON FINDING THE RIGHT INDIVIDUAL, AND RELOCATION IS NOT NECESSARY. OF COURSE, THERE WOULD BE A CORPORATE APT. ON NEW YORK CITY AND SOME TRAVELING BACK AND FORTH, BUT IN THIS DAY AND AGE OF TECHNOLOGY AND TELECONFERENCING, RELOCATION IS NOT A NECESSITY.

Hi my name is Monika and I'm calling from (Co.). Our management team is actively searching for a CEO and, based on your credentials, background and experience we would like to speak with you. (We are currently seeking someone for the CEO position for our corporation.) It is a multi million dollar position and also entails a multi million-dollar equity stake in the corporation itself. This is a prime opportunity at the helm of a very diverse group of businesses.

As I already mentioned we are currently seeking someone for the CEO position in our company and considering the position and the package we are offering the board thought that it would be best to handle this ourselves and it is also a little more personal.

(CO. name) is an entrepreneurial company whose core business for the past 16 years has been involved with marketing, distribution and sales of consumer products to niche markets nationwide. It is a privately held billion-dollar corporation. However we also have a second arm to the business that started a few years back dubbed the "Investors Group". Basically this is a hybrid/fusion of venture capitalists that pump money into good ideas and see them through. Some of the divisions include a pre-production advertising tool, multimedia toy co. (sillysaurus a positive entertainment for children) and finally some real estate ventures. One being in the greater Miami area the Performing Arts center but there are real estate ventures in New York as well. Everything is doing very well at the moment.

We are also considering extending a third arm of the business, which would involve brand acquisitions, which is currently on the back burner. This would focus on orphan brands which are already established but just not recognized or they have become non-core / essential to their corporate parents. Nonetheless if these orphan brands are valued correctly they could have great long-term growth potential and we could also look at other brands that are out there that have growth and profit opportunities. No resources have been dedicated to this yet because we are waiting for a CEO to come on board.

So as you see we are incredibly entrepreneurial in nature and we really need someone who can think out of the box, and can somehow lead this group of businesses forward into the coming years.

The specific position itself that I am contacting you about deals with the prospect of retaining a chief executive officer for the Umbrella/parent Company, which would include all arms of the business.

Now that you have a little background let us talk business. We really need to find the right individual, so we have put together a multi million-dollar package. It includes an equity stake in the corporation as well as a 4 year guaranteed salary commitment of \$8 million over 4 years = 2 million a year. There is also an equity package, which is valued more than the salary package although it changes daily based on investee companies. If and when the right person signs with the company the money is then put in an escrow account. So even if he/she decides to leave the money is theirs.

Frankly we are pressed for time and the board knew they had to be super aggressive in structuring a package in order to find the right individual. Also the executives feel after due diligence is done on both parts and right individual is found all financials should be out of the way so we can really concentrate on making new ventures happen.

If this sounds at all interesting to you I would like to set up a quick informal phone call with one of our board members (probably our CFO) who would be able to give you more of the fundamentals and details. It would only take if 10 minutes of your time and at your convenience of course. If you are at all interested in what you here and they like what they here we can move ahead from there. (Looking forward to hearing from you please call me back and once again my name is Monika.)