



NEXT ONE INTERACTIVE, INC.  
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[www.MaupinTour.com](http://www.MaupinTour.com)  
[www.ResortAndResidenceRealEstate.com](http://www.ResortAndResidenceRealEstate.com)

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## NXOI

SYMBOL:	NXOI.OB
CURRENT PRICE: (08.24.2010)	\$0.62
SHARES OUTSTANDING:	35.95 M
MARKET CAP:	20.85 M
52-WEEK HIGH:	\$2.07
52-WEEK LOW:	\$0.41
AVG. VOL. (50 DAYS):	48,509

## HIGHLIGHTS

- In August 2009, acquired Resort and Residence TV.
- On November 6, 2009 RRTV was launched with current reach of around 28 million households and expected to touch around 90 million households.
- The Company has secured its real estate broker license in order to exploit the commission revenue opportunity
- The Company has established relationships and letters of intent and contracts with the leading cable/satellite distributors including Comcast, DirecTV, Time Warner, Cox, Charter, Insight, Verizon Fios, ATT-Uverse as well as Capital Broadcasting among others

# COMPANY PROFILE: Next 1 Interactive Inc. (NXOI)

## A NEW GENERATION IN MEDIA

Next One Interactive is poised to emerge as a high margin new generation media company, representing the convergence of TV, Mobile devices and the Internet by providing multiple platform dynamics for interactivity on TV and Video On Demand. A first mover in interactive television and VOD, Next One launched its network into 18 million homes nationwide on November 6, 2009 and has been expanding ever since. The company utilizes major distributors: Comcast, Direct TV, Time Warner, Cox, Capital Broadcasting and Verizon FIOS. The company is targeting 90 million households, which would give the company's TV Network – R&R TV- close to the same reach as the Travel Channel, which recently sold 65% of its interest to the Scripps Network for \$975 million. Next One Interactive is the nation's 2nd largest Travel Program Channel and 2nd Largest Real Estate Program Channel, NOW!

The R&R network unique new business model includes:

- Interactive TV Capabilities
- First Mover in Video on Demand solutions for both Travel and Real Estate
- Utilization of Company's real estate and travel licenses
- A scaleable, profitable and portable solution for media

R&R first carriage partners are Comcast and DirecTV (the nation's #1 and #2 multiple service operators).

- DIRECTV Channel 354 - 19 Million Homes NOW!
- Comcast and VOD Searchlight channel 888 - 17 Million homes NOW!
- Capital Broadcasting Channel 45 – 7 million Homes NOW!
- R&R Radio - 9 million listeners on web radio
- On Board TV representing all advertising to over 12 million Cruisers

This unique business model creates multiple and varied income streams for the Company. Next One has a unique position of multiple revenue streams. These include traditional TV programming, interactive enhanced programming, video on demand, broadband, social networking tools, video showcases, customized video newsletters, web radio and mobile video applications, generating revenue from production, interactive applications, advertising, commissions and referral/lead generation fees.

**CLICK TO PLAY EMBEDDED VIDEO**



## COMPLETE & VERSATILE VIDEO ON DEMAND

Next One Interactive has a full line up of programming including the introduction of a television show - "Extraordinary Vacations" in which cruises, vacation trips and other travel can be booked directly via a consumer's television set, phone or on the web. As the travel businesses gain more awareness through the media platforms, it is expected that the Travel Unit's revenues will increase significantly, not only from increased tour business, but from new revenue streams generated by the network. More specifically, revenue generated from web advertising and referrals as well as TV shows, commercials and leads.

Homes TV -The REAL ESTATE VOD solution is a game changing model. The VOD solution allows the consumer to view, in high quality video, local listings and specialty properties (oceanfront properties, mountain homes, farms, senior communities etc) via their TV with just a click of the remote control. The real estate VOD solution is branded as Homes TV On Demand, and has an exclusive agreement through Comcast (the nation's largest MSO) and will be available in over 14 million households.

Why an Interactive / VOD Broadcasting network? The "Interactive market place" is undergoing a phenomenal growth curve.

- Revenues in Interactive Advertising were just over \$226 million in 2007
- Projected to be a staggering \$45.5 Billion by 2012.

Interactivity puts the "consumer in control of watching what they want when and how they want to!" Advertisers are scrambling to find viable strategies in this new interactive arena that address their need for increasing viewership.

# COMPANY PROFILE: Next 1 Interactive Inc. (NXOI)

## A HOUSEHOLD NAME

To create a "National TV Footprint" focused on Travel /Lifestyle &Real Estate arenas capitalizing on the convergence of Web, Mobile and TV.

### **Phase 1 – Winter 2009 - Complete**

Fully programmed 24/7 TV Network in 28 million households – DirecTV, Comcast and Capital Broadcasting.

### **Phase 2 – Spring 2010-Complete**

Implement "Video on Demand" for Travel & Real Estate – Launched – Comcast  
Interactive advertising solutions for T.V., Web and Mobile –Launched – RRTV.com

### **Phase 3 - Summer 2010**

Widgets for television

Deployment of media assets to create a loyal membership base

Expand Network to 60 million households and become a "Rated Network"

R&R TV is a 24/7 full time programming network. The network will air some original programs, however, those programs will only be produced with pre-committed sponsorship dollars, which will cover the cost of airtime and production. The R&R network is the company's most expensive rollout BUT is the foundation that distinguishes Next One. The ability to launch their fully interactive network into 28 million homes is uncommon in the television industry.

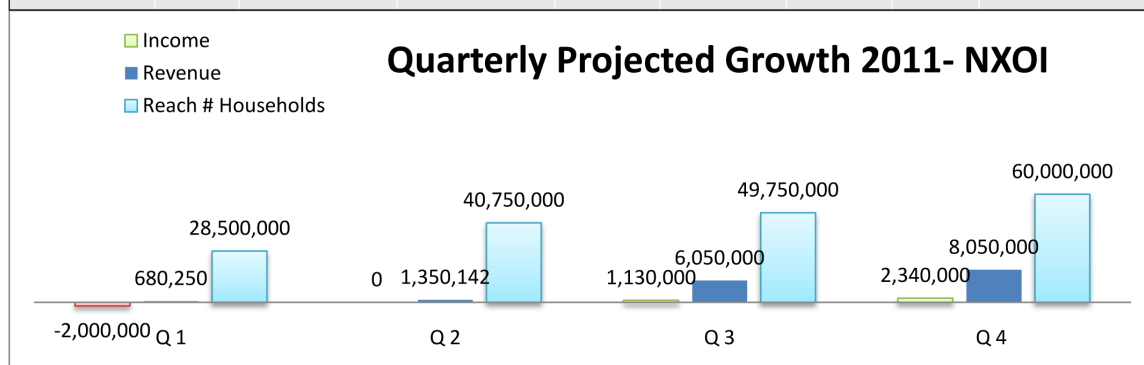
## VIDEO ON DEMAND

The R&R Vacation travel and Homes TV on Demand channels. The network will launch into 15 million households with a targeted growth to 45 million households.

The company has two name brand programs: "The Golf Show" and the "Travel Magazine". Next One purchased 40 "Golf Show" episodes with all accompanying rights and properties for \$300,000. The shows are used for short clips with tips, tricks, and destinations. They will also be used to promote the "Extraordinary Vacation Show" and the Resort and Residence Channel. Next One also purchased 160 episodes of the "Travel Magazine Show" which had an original production cost of \$16 million. The shows feature over 400 cities and areas worldwide and include over 1000 hours of travel footage which will allow for significant revenue opportunities on the R&R network, company websites, and video sales and commercial productions. As an example the company recently sold 28 minutes of travel clips to CNN for over \$250,000.

Video On Demand is rapidly becoming the future of video programming across cable/satellite, web, and mobile platforms. The company has secured a private contract with Comcast for R&R Homes TV On Demand. Additionally, the company will be launching a national real estate search program accessible through its contracts with DirecTV. The R&R Real Estate network on DirecTV will be supported by the company's websites ([www.ResortandResidenceRealEstate.com](http://www.ResortandResidenceRealEstate.com) / [www.RRTV.com](http://www.RRTV.com)).

Company Comparables	Public	Reach 2009 # Households	Projected 2010 # Households	Current Year Profit	Next / Year Projected Profit	Current Market Value	2010 Project P/E	Current Network Value/ Household ***
<i>The Travel Channel</i>	No	100,000,000	100,000,000	\$175 M	\$ 175 M	\$1.4 B	250 x	\$15.00
<b>The Weather Channel</b>	No	100,000,000	100,000,000	\$6 M	\$ 6 M	\$3.5 B	20 x	\$35.00
<i>The Outdoor Network</i>	OUTD	31,000,000	31,000,000	n/a	\$ 2 M	\$200 M	36 x	\$6.00
<b>Next One Interactive</b>	NXOI	28,500,000	60,000,000	n/a	\$ 3.4 M	\$32.9M	n/a	\$.74



## DISCLOSURE APPENDIX

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