



To all VapeTV Advertisers.

We're launching a new segment on VapeTV Live called The VapeTV News Feed which is a vendor news feed on three fronts.

The first stage of it is to provide VapeTV Live hosts with more information about our advertiser's product and news of future product so that they can better inform the viewership of those products when asked and make recommendations when called upon. This is a scenario that happens very often within the chat and in PMs between hosts and viewers and between the viewers themselves. In order to get our advertisers product into the hands of more customers and to raise the level of excitement about what they have coming, using the hosts as a mouthpiece is an advantageous situation for vendors to exploit.

The second stage is that beginning once a month on a Friday we will have a new show on VapeTV Live called The VapeTV News Feed in which the "news" from our advertisers about existing and future exclusive product will be discussed and an interview with one of our advertisers will take place Live via a Skype video call with both Vendor and Host talking about their site, history of vaping and their "News". Every advertising vendor will make an appearance over time, one per show. This is an opportunity for each vendor to gain more exposure to the viewership and to put a name and face to them. This kind of interaction and exposure between vendor and customer is a valued and very profitable one and this kind of show will pay off in more sales for every advertiser here at VapeTV. As an addition, the Live show will also be recorded and the audio will play as a show on RadioVapeTV for later and repeat listening to the ever growing audience there.

The third stage, once proven successful, is for The VapeTV News Feed to become a VapeTV.com member subscription email, at member's election to receive, so they too can be informed of news from our Advertisers concerning existing and future exclusive product.

In order that the information and content of the "News Feed" not be merely a "vendor stock update" which customers can receive by already having an account with our

advertisers, Advertiser submitted content needs to be the product that they sell that is unique to their site so as to drive traffic there for that reason. Be it a new juice flavour that no one else sells, a unique design atomizer/cartomizer, a modification/evolution of an existing MOD or a new MOD, the submitted information should be exclusive to that vendor. By doing it this way, all vendors will receive more unique traffic to their sites based on excitement to try these new things which opens the doors to those customers seeing the other products that are on offer and all advertisers benefit across the board.

The design of such a show/newsletter is entirely driven by the quality of what is submitted so we encourage all our advertisers to take advantage of this opportunity and submit their content.

Details on how to submit will follow in the weeks to come.

VapeTV reserves the right to not publicise any content from any vendor submitted. Submission of content does not guarantee inclusion in the News Feed.

Regards and as always, Thank You for your support.

VapeTV.