



# Investor Report

## Greetings Suppliers, Franchisees, Patrons, Educators, & Others Who Aspire to Learn More About Our Brand!

Our fourth Slop Brand call for submissions, due back in Summer of 2001, bore much fruit, fed many children, & filled many gaping holes in the souls of consumers across the land & our sailors at sea.

Thanks again for your cooperation – without your submissions of Fine Art products, none of this would have happened, well actually, we'd still feature the Certified Masterworks of Adriane Herman & Brian Alan Reeves.

From those entries we produced Fine Art product catalog #4: 90,000 copies were printed by Neff Printing of Mission, KS using 4-color offset lithography on glossy paper with two staples each.



## Catalog Distribution

Copies were inserted in the following newspapers:

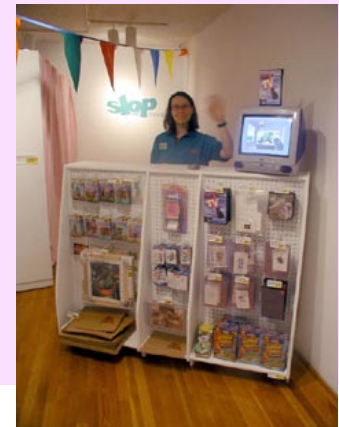
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|--|---|
| 1. <u>Riverfront Times</u> , St. Louis, MO     | 20,000 copies were distributed in the Wash. U. area on Jan 9, 2003                |
| 2. <u>Kansas City Star</u> , Kansas City, MO   | 15,000 copies were distributed one day in Jan 2003                                |
| 3. <u>Review</u> , Kansas City, MO             | 5,000 copies were distributed during the month of Feb 2003                        |
| 4. <u>Portland Press-Herald</u> , Portland, ME | 8,000 copies were distributed in Portland, Wells & Kennebunkport on March 5, 2003 |
| 5. <u>Waterloo-Cedar Falls Courier</u> , IA    | 8,000 copies were distributed on Feb 16, 2004                                     |
| 6. <u>Beverly Citizen</u> , Beverly, MA        | 5,000 copies were distributed to residents of Beverly, MA on June 10, 2004        |

Additionally: At least 20 copies were sent to all entrants & to hundreds of online requesters at [slopart.com](http://www.slopart.com)  
Missing your copy? Simulate catalog ownership at <http://www.slopart.com/catalogsimulator.html> or we'll send more: just send your address to [sendcatalogs@slopart.com](mailto:sendcatalogs@slopart.com)

The catalog and many works depicted therein went on tour in the form of Slop Brand Showroom Franchises installed at these Quality locations:

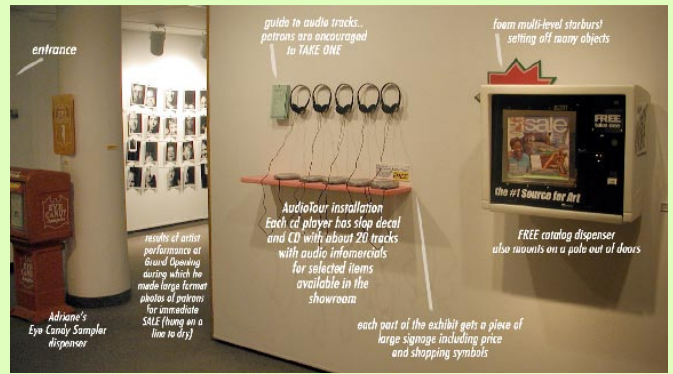
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|---|---------------------------|
| 1. Center of Contemporary Arts, Anheuser Busch Gallery, St. Louis, MO | Jan 10 - Feb 23, 2003     |
| 2. Plymouth State College, Karl Drerup Gallery, Plymouth, NH          | March 10 - April 12, 2003 |
| 3. St. Mary's College, Moreau Art Galleries, South Bend, IN           | Sept 2003                 |
| 4. University of Northern Iowa, UNI Gallery of Art, Cedar Falls, IA   | Feb 16 - March 5, 2004    |
| 5. ArtsFest Beverly, Main St., Beverly, MA                            | June 11 - 12, 2004        |

Customers attending the above franchise openings encountered uniformed Slop Acquisition Specialists Adriane Herman & Brian Reeves desperately attempting to sell the clearly priced work installed there. To varying degrees franchisees supplied qualified sales staffers to provide customer service, with the strongest sales from the Cedar Falls crew by 40%!



Each franchise was accompanied by a custom Slop Brand Audiotour program which were made available on the floor to customers in need of an aid to appreciation.

Catalogs were officially dispersed from the dispenser at prestigious venues including the Lab, San Francisco, Wellesley College Art Museum, the Insitute of Contemporary Art, Portland, ME, University of Southern Maine, Commonwealth Gallery iMadison & Dale Malner's home in Madison.



**Press Coverage:**

**A. TV coverage**

1. Fox local affiliate evening news story, KTVI, St. Louis, MO Jan 9, 2003
2. NBC affiliate KSDK's "Show-Me St. Louis" See it on the TV Simulator at <http://www.slopart.com>
3. "Tim's Travels" - 5 live spots spread over an hour with the morning guy, Fox KTVI, St. Louis, MO Jan 11, 2003

**B. Radio coverage**

1. St. Louis community radio KDHX FM 88.1 interviewed by Tony Renner, Jan 11, 2003
2. NPR affiliate KUNI interrupted classical music to interview Slop, Cedar Falls, IA Feb 16, 2004

**C. Newspaper articles**

1. Byron Kerman, "Sloping Spree", Riverfront Times, St. Louis, MO Jan 2003
2. Gina Kaufmann, "Slop Art Goes Wide", Pitch Weekly, Kansas City, MO Jan 16, 2003
3. Chris Thompson, "Attention Wall-Art Shoppers", The Portland Phoenix, Portland, ME Jan 21, 2003
4. Melody Parker, "Attention Wall-Art Shoppers", Waterloo - Cedar Falls Courier, Waterloo, IA Feb 16, 2004
5. Darcy Hampton, "Slop Art Splatters UNI Gallery of Art", The Northern Iowan, Cedar Falls, IA March 2, 2004
6. Jerry Bradley, "Art Sells, But Who's Buying?", The Southern, Carbondale, IL Sept 4, 2004

**D. Books**

1. Richard Noyce, Printmaking At the Edge,
2. David Becker, The Imprint of Place, Maine Printmaking 1805 - 2005

**TV Advertisements:**

Our 30 second advertisement\* ran 6 or 7 times late in the evening on NBC affiliate KWVL TV March 4 and 5, 2004.

The reach of our marketing machine is expanding feverishly: we've published our 5th round of wide-ranging opportunities to the manufacturing & retail community. We look forward to continuing our efforts to elevate Fine Art to the level of consumer culture.

Thanks again for your once & future contribution to our pursuit of Worldwide Slop.

yours in Fine Art manufacture & retail,  
Slop Brand Art



customers at our Cedar Falls, IA franchise delight in the notion of leadership