

EXHIBIT D

Examples of Media and Techniques for Marketing Plan

POLAR ICE shall implement a marketing plan for the Facility (the "Marketing Plan"), to maximize the use and financial success of the Facility. On or before the Commencement Date and annually thereafter, POLAR ICE will submit to the City's contact person its proposed Marketing Plan for the forthcoming year.

Following is an overview of some of the media and techniques that will be employed:

1. PRINT

- A. Newspapers
- B. Magazines
- C. Programs
- D. Directories
- E. Yearbooks
- F. Business-to-Business Fliers & Ads

2. DIRECT MAIL

Strategically timed, direct mailings to demographically-appropriate targeted audiences are an effective method of marketing the facility.

3. INTERNAL

- A. Posters
- B. Birthday Party Hand-outs
- C. Off-site Hand-outs
- D. On-site signage – exterior banners
- E. Facility Mascot

4. RADIO

As a "sister" Polar Ice-operated facility with the Toyota Sports Center in El Segundo, radio can be used effectively as reach and frequency can be maximized without geographical limitations. Production costs and broadcast "buys" can be shared between the two facilities.

5. CABLE TV

Similar to radio, TV commercial production costs can be shared between the two facilities. Targeted cable zones and broadcast networks will be utilized.

6. LOS ANGELES KINGS

The partnership with the Los Angeles Kings provides many exciting promotional opportunities that otherwise might not be available or accessible. These include:

- In-game announcements during Kings' home games
- Jumbotron video messages
- Program and Media Guide advertisements
- Direct Mailing to Season-ticket holders
- Radio "drops" – on air promotional messages
- TV spots during Kings games
- On-site player appearances
- Ticket give-aways through the Fan Development Department

A detailed program of Kings' provisions – practices, player appearances, etc. – will be provided 30 days prior to the start of each NHL season (which usually begins the first week of October).