

2003 Annual Report

This was a very exciting and successful year for Aerosports Marketing Group, Inc. and Ed Hamill. We signed our first Title Sponsorship with the Air Force Reserve, operating as the Air Force Reserve Above & Beyond Aerobatic Show featuring Ed Hamill. We also continued our association with the David Clark Company, Inc. Thanks in part to our sponsors, we were profitable for the first time since our start in 1999. We proved ourselves as an effective marketing solution through TV, newspaper and radio. We succeeded in providing marketing solutions and renewing these relationships for 2004. We will have several new Associate Sponsorship agreements for 2004 as well. Finally, and most importantly, we maintained and established new, positive business relationships throughout the airshow industry.

We provided a solution to the Air Force Reserve by enhancing their recruiting efforts with our airshow demonstrations and media events. This year, Ed Hamill's performance, Living the Dream, intertwined the history of aerobatics with that of the Reserve. We increased the awareness of the Reserve Program while entertaining and educating spectators all over North America. Working closely with local AFR Recruiters and inspiring others to follow their dreams, Ed's performances and own life experiences as a Traditional Reservist and F-16 Instructor Pilot proved to be the perfect fit for the Reserve's recruiting efforts. Ed has received several emails and messages from those who joined the Reserve as a direct result of his influence.

<u>Seven Airshow Venues</u> –	Phoenix, AZ, Shreveport, LA, Van Nuys, CA, St. Louis, MO, Warner-Robins, GA, Jacksonville, FL, San Antonio, TX
<u>Newspapers</u> –	7 Front Page color pictures
<u>Television</u> –	4 live air to air formation shoots and one 30 second spot during a Major League Baseball game on ESPN
<u>Air Show Attendance</u> –	Over 2 Million spectators at seven air show venues
<u>Gross Media Impressions</u> –	Over 35 Million Gross Impressions
<u>Market Value of Media</u> –	Over \$1 Million worth of marketing and advertising (some of which cannot be bought like front page newspaper covers)
<u>AFR Recruiting Booth</u> –	Averaged 5992 people visited the booth and 41 informational lead cards filled out per show.

2004 promises to be another banner year. We have a full schedule (attached), including Oshkosh, WI, Chicago Air and Water Show and Ft. Lauderdale, FL. These venues alone expect attendance of over 6 Million spectators. We also will see the release of Front Row Center 2, a coffee table book featuring Ed Hamill and his Dream Machine. Additionally, we anticipate several media events outside the airshow venue.

Finally, I would like to thank our friends and family for your awesome support. Your support has always been a crucial part of our strategic plan and vital to our future successes.

Setting goals, working hard to achieve them and never giving up...Living the Dream,

Edward G. Hamill
President

2004 Appearance Schedule

<u>Date</u>	<u>Airshow</u>	<u>Estimated Attendance</u>	<u>Military Jet Team</u>
Mar 20-21	Thunderbird Balloon & Air Classic Glendale, AZ	30,000	
Apr 3-4	MacDill Air Fest MacDill AFB, FL	250,000	Blue Angels
Apr 17-18	San Diego Air Show San Diego, CA	1,000,000	Thunderbirds
Apr 24-25	Defenders of Liberty Barksdale AFB, LA	85,000	
May 1-2	Air & Sea Show Ft Lauderdale, FL	3,000,000	Blue Angels
Jun 12-13	Hill AFB Air Show Hill AFB, UT	275,000	Thunderbirds
Jul 3-4	Fair St Louis Air Show St Louis, MO	1,000,000	
Jul 27–Aug 2	EAA Air Venture Oshkosh, WI	850,000	
Aug 21-22	Chicago Air & Water Show Chicago, IL	2,000,000	Blue Angels
Sep 11-12	Hillsboro International Air Show Hillsboro, OR	75,000	
Sep 18-19	Ft Worth Alliance Air Show Ft Worth, TX	85,000	
Oct 7-10	EAA Copperstate Regional Fly-In Casa Grande, AZ	25,000	
Oct 16-17	Wings Over Houston Houston, TX	500,000	Thunderbirds
Nov 13-14	Aviation Nation Air Show Nellis AFB, NV (March)	200,000	Thunderbirds