GO4BROKE

GAME SHOW/ REALITY HYBRID

Staycation Shopping Experiment Sponsored Budgets and Banks Bullseye Game Interface Audience Poll Zero Balance Points Naturalized Branded Entertainment Designated Market Area Casting Social Media Foreclosure Initiative Ultimate House Staging Experience Progressive Game Level Prizes 3D Virtual Tour Progress Reports Print Media Finale Showcase Winner-Take-All Bonus Automobile

Go4Broke



LOOSE

before after

MISSION

sponsored banks & budgets.

Players use

The eight week live-in experience makes its mission to bring hope to families of American crises—while supporting home owners with great design ideas across various budgets and styles. Special series content offers solutions for financial health, and how to protect your home against natural loss.

STAKES

As luck would have it, on Go4Broke, losing everything means you can win! So if you have lost your home due to exceptional crisis factors you can be a player. But taking home the grand prize, a fully trimmed designer home, happens one level at a time.

G4B players are immersed in home accessories, furnishings, and builder services of all price points (provided by game level sponsors), engaging viewers in a naturalized branded entertainment experience enriched by the collaborative giveand-take non-elimination co-op game format.

Only one player who manages to spend his or her bank most effectively (*exhausting level funds strategically*) while contributing thought and insight to the extended home design process, will end up with the budget closest to zero (or exactly at zero) – qualifying the player to be able to keep the home (and all of its trimmings).

Go4Broke means players must "get to zero!"







FIND DESIGNERS ON ELLE DECOR

DISCOVER GREAT NEIGHBORHOODS

"Get to zero!"

Nate Berkus, Season 1 Design Coach

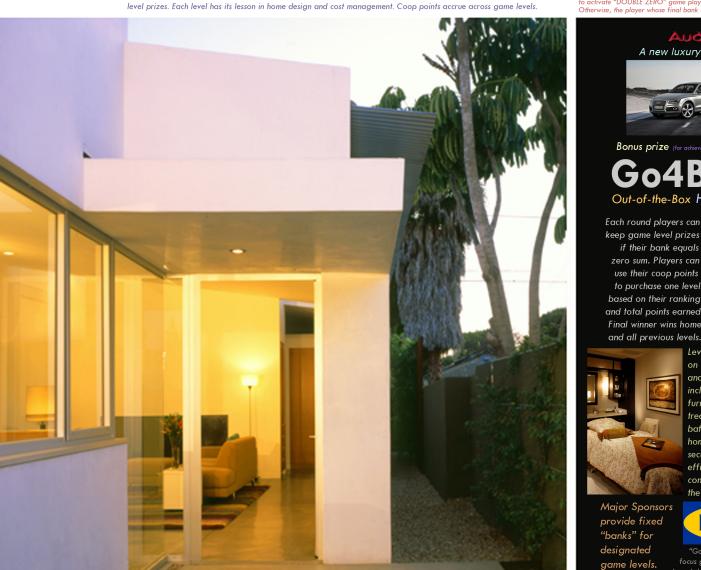


Making good of the subprime mortgage crisis, the Go-4-Broke game show format offers players Season 1 a multilevel "house staging" experience. Players outfit the house with their favorite brands using 'banks and budgets." Each player plays as an individual, but must cooperate in subgroups to earn *points. Over the eight week "staycation," whoever comes closest to allocating the total multi-bank sum wins by "going for broke."



*Points are assigned by viewers based on player skill and level goals. Players can use earned "coop" points to "zero out" their banks, with the top scoring player able to spend the remaining bank balance to buy the game

Profile manager and game level" packaging.



"May the best shopper win!"

You're about to put everything on the line You could win this house and everything in it.

It's a tight squeeze for our eight contenders, but this is a non-elim coop emulating how diversity adds creativity and value. And viewers will be voting with points, rewarding star behavior for the best decisions, using cost and style criteriawhich ultimately allows each player to earn level prizes.

Eight people in a designated geographic market will move into a bare naked house, spend eight weeks formulating the best home design plan, while vying for a chance to win the house and all of the trimmings cooperatively purchased. Banks are sponsored by brands, which collectively add up to a total budget, that is then split into levels, which are played out as a home "staging."

Players will be roughing it on floor mats, while living out of duffle bags and dopp kits, as they make it from the cold welcome where modern amenities are just a vision they must coordinate. (Non-elmin format means maximum player interaction for character arc and final story reveal.)

Home Makeover Coop Game

Level 1 Level 2 Level 3 Level 4 Level 5 Level 6 Level Level 7 Level Level 8

Retained

Bank Values

\$118.00

\$6.00

\$295.00

winner \$0.00

\$45.00

\$25.00

Look Concept Coop Assist . Cost/Value , Tech/Utility Creative Fix Style Finish , 2) Wild

Game play is tracked as players pass through layers of the bullseye If a bank is expended fully layer prizes are won. Or players can win with coop points (assigned by audience votes), which can be used to purchase level prizes (after all points have been assigned). To win the bonus prize (at the center of the bulleye), a player must have won one "zero" round to activate "DOUBLE ZERO" game play, which can instantly win the show Otherwise, the player whose final bank is closest to a "ZERO" sum wins.



Bonus prize (for

Out-of-the-Box Home Makeover

Each round players can keep game level prizes

if their bank equals zero sum. Players can use their coop points to purchase one level based on their ranking and total points earned. Final winner wins home RALPH LAUREN



Level challenges focus

on structural build outs and built-ins, surfaces including floors and walls, furniture and window treatments, kitchen and bath, computers and home entertainment,



Major Sponsors provide fixed "banks" for designated

security and energy efficiency and special considerations assigned by the offscreen design panel. Ξ

'Go4Broke emulates a hands-on focus group and continuously shifting brand showcase where winner takes all.

ers must happen into the right ation of products to "ZERG each level, which is predetermined by the featured designer's product picks." Brands inspire Americans by offering a little bit of hope on Go4Broke, a product integrated home staging game featuring the latest trends in design.

(The game is only open to people who have lost their home due to the historical subprime mortgage crisis, and catastrophic weather events.)