

ITEM 1

A - Email from Ian Johnson responding to Pablo De Luca of GNetwork360's request dated 1 June 2010 - Out Now sends the text description and title for the 2010 Out Now seminar.

From: Pablo De Luca :: Gnetwork360 <pablo@gnetwork360.com>
Subject: HI THERE IAN!
Date: June 1, 2010 6:58:13 AM GMT+02:00
To: Ian Johnson OUT NOW <Ian.Johnson@OutNowConsulting.com>
Reply-To: Pablo De Luca :: Gnetwork360 <pablo@gnetwork360.com>

HI IAN,

PLEASE, WE NEED AS SOON AS POSSIBLE THE FOLLOWING INFORMATION FROM YOU:

- (1) TITLE OF YOUR PRESENTATION
- (2) SUBTITLE
- (3) BRIEF DESCRIPTION OF THE PRESENTATION

THANKS IN ADVANCE !!!

PABLO & GUSTAVO
GNETWORK360

From: Ian Johnson OUT NOW <Ian.Johnson@OutNowConsulting.com>
Subject: Re: HI THERE IAN!
Date: June 1, 2010 9:57:35 AM GMT+02:00
To: Pablo De Luca :: Gnetwork360 <pablo@gnetwork360.com>
Cc: Ian Johnson OUT NOW <Ian.Johnson@OutNowConsulting.com>

Bio is attached.

(1) Out Now: Latin America - A New LGBT Market Opens For Business

More than 500 million people live in Latin America. Until now, LGBT people were ignored by most businesses. That situation is now set to change - and change fast.

This Out Now session will place the region into the broader global context of developments in LGBT marketing, and show how some Latin American countries are set to be amongst the most significant centers of gay and lesbian market growth for the rest of this decade.

Out Now Global is the world's LGBT marketing agency, and their CEO - Ian Johnson - is pleased to present this seminar, including an exclusive preview of the findings from the *Out Now GNetwork360 LGBT Market Study*. This new research study is the first LGBT market research of the region. It is underway in seven countries: Argentina, Brazil, Chile, Ecuador, Mexico, Peru and Uruguay.

The data that results from this research represents an invaluable tool for marketers to understand the many diverse issues and needs of LGBT people - right across the Latin American region.

Out Now has for two decades been relied upon by the world's leading brands to better understand and meet the needs of their LGBT customers. Clients include IBM, Toyota, Citibank, Lufthansa, Delta Air Lines, German National Tourist Office, TUI and Hilton Hotels.

Out Now will also be announcing at the GNetwork360 conference a major new initiative in the region to benefit the hotels sector and its continuing development of LGBT travel market opportunities.

Bio, pic and logos are attached.

With best wishes,
Ian.

IAN JOHNSON
Founder and CEO



<http://www.OutNowConsulting.com>

Gay marketing. Solved.

ITEM 1 B - Text from GNetwork360 written in August 2011 shows GNetwork360's copying of Out Now's original 2010 text, but removing all references to Out Now and replacing with their own names.

Latin America - A New LGBT Market Opens For Business

More than 500 million people live in Latin America. Until now, LGBT people were often 'invisible' within these societies, and ignored by most businesses. That situation is now set to change - and change fast.

This GNETWORK360 session will place the region into the broader global context of developments in LGBT marketing, and show how some Latin American countries are set to be amongst the most significant centers of gay and lesbian market growth for the rest of this decade.

GNETWORK360 is the Latin American LGBT marketing agency, and their directors - Pablo De Luca & Gustavo Noguera - are pleased to present this seminar, including an exclusive preview of the findings from the *GNetwork360 Latin American LGBT Market Study*. This new research study is the first LGBT market research of the region. It has been done in nine countries: Argentina, Brazil, Chile, Ecuador, Mexico, Colombia, Venezuela, Peru and Uruguay.

The data that results from this research represents an invaluable tool for marketers to understand the many diverse issues and needs of LGBT people - right across the Latin American region.

GNETWORK360 has for the last 6 years been relied upon by leading brands to better understand and meet the needs of their LGBT customers. Clients include Delta Air Lines, Hertz, LAN Air Lines, Aerolíneas Argentinas, Axel Hotels.

AMBIE: 25.0°C Fri 16 Sep 17:11 lan Johnson

CONFERENCES

http://expovallartagbt.com/site/index.php?option=com_content&view=article&id=61&Itemid=59&lang=en

ABN-PrivaatCC ABN Priv ABN Bus ABN FBL: Values GrandPlace AdWords Y!Search Apple (417) Yahoo! News (3,370) GayMarketNews Times SMH Jumble South Park ABC

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Latin America - A New LGBT Market Opens For Business

Presented by: Pablo de Luca and Gustavo Noguera (Argentina)

GNETWORK360, LGBT market research and strategies.

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LATIN AMERICA LGBT
A New LGBT Market Opens For Business

Pablo de Luca & Gustavo Noguera
GNETWORK360, LGBT market research and strategies

22 NOV

INTERNATIONAL EXPO & BUSINESS LGBT
PUERTO VALLARTA 2011

PABLO DE LUCA | President and Co-Founder of the Chamber of Commerce Gay & Lesbian Argentina (CCGLAR) (Argentina), Director of **GNETWORK360**, LGBT marketing agency in Latin America and Gnetwork360 Organizer, International Conference on LGBT Marketing and Tourism. He is also editor of GMAPS360 Buenos Aires | Miami | Mar del Plata. The LGBT media company with the largest national circulation.

Gustavo Noguera | Vice President and Co-Founder of the Chamber of Commerce Gay & Lesbian Argentina (CCGLAR) (Argentina), Director of **GNETWORK360**, LGBT marketing agency in Latin America and Gnetwork360 Organizer, International Conference on Marketing and Tourism Gay and Lesbian editor GMAPS360 Buenos Aires | Miami | Mar del Plata. The LGBT media company with the largest national circulation.