

## Rocks vs. Results

To most cameras, rocks are rocks, holes are holes — but not with Resource Intelligence. We add believability. We capture the promise of the company and the passion of its people.



*Celebrating the on-time, on-budget completion of construction.*

The message is critical. Site videos must project the promise of the mine. Mining is complicated. And the video has to be compliant. We know mining and journalism, and how to communicate. Our knowledgeable teams research all aspects of your mine before we hit the

ground. The video may incorporate studio footage, charts, and endorsements. We aim to have the investors involved in the story and be left with a feeling that they should buy stock in the company.

**Seeing is believing.** Watch the SilverCrest video. We have been told it is the best mining video ever produced — at any price: <http://shareknow.net/companies/1871>.

**Distribution is critical.** Family photo albums are wonderful... to the family. Resource Intelligence tells the online world your story, and it is included in the price.

**Timeless.** Site videos are created to be changed, updated and modified easily. And inexpensively.

### Pricing

**Average cost \$30,000.** Includes research, script, direction, equipment. And distribution. Served on our server to your website for 12 months. Travel and accommodations are the responsibilities of the client.

### Distribution

Story on resourceINTELLIGENCE.net and in Resource Intelligence's RI Analytics Profile for 12 months. Current audience 70,000 per month+. Posted to over 400 websites globally. Potential audience 1,000,000. 125,000 newsletter subscribers.



*Still from the SilverCrest mines video.*



*Still from the SilverCrest mines video.*

## 3-D Animation

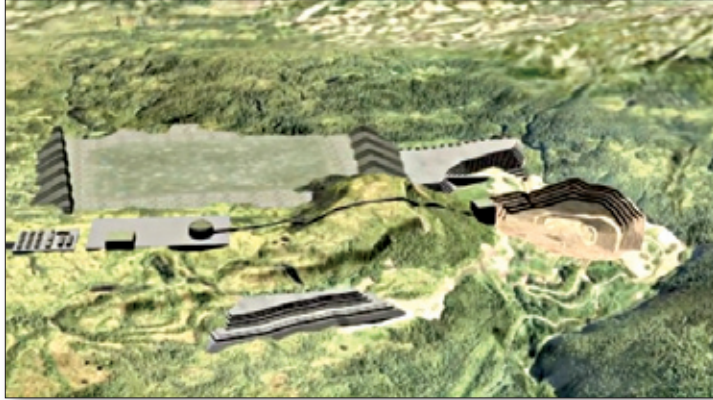
The capex costs for mines are in the millions. Ferrying even a few analysts into remote sites is both expensive and time consuming. Our 3-D animations clearly demonstrate to investors the opportunity, allow them to visualize the completed project and clear any misconceptions they may have. The voice-over is professionally scripted in consultation with the client, or the CEO can narrate.

Studio interviews may be incorporated, as well as existing images including video footage. We strongly recommend timetables and charts of costs and cash flows.

**Adaptability.** Permitting is time consuming and expensive. 3-D animations can be created or modified to address aboriginal issues/groups, environmental groups and governments. We script for the audience. Pricing: average cost is \$17,500.

### Distribution

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*Investors see where, when and how their \$640,000,000 will be returned .*



*Fly thousands to your site and see the completed project*

## feature

## benefit

### The story

Believability. Trust. Motivation. Site videos are almost worthless if they are driven by a personality other than the CEO and his team. Investors are buying the management and their plans to convert brown fields into green cash. Investors are intelligent, particularly analysts and fund managers. Compelling reasons to believe the management and to buy the shares is essential.

### Distribution

Included in the price and constantly growing.

### Costs

Our 3D animations and site videos are very competitively priced.

### In-house vs freelance

In-house professionals create, direct and edit Resource Intelligence videos. (Versus sales crews that hire freelance equipment, cameramen, directors and editors.) Turnaround time is faster.