

MEDIA KIT



Honolulu Star-Bulletin photo by Craig T. Kojima

Television
Podcasting
Radio
Print
Multimedia
Greater Good Inc.

Change the World

with Greater Good Inc

Greater Good Inc. provides professional and personal advice to listeners around the world, using knowledge and first-hand experiences of successful business leaders. Greater Good Inc.'s mission is to develop and mentor a new generation of socially responsible business leaders by promoting social entrepreneurship.

EDUCATE

"I think people can glean a little idea and take that and put into practice in their own lives."



Don Soderquist

Chief Operating Officer and Sr VP of Walmart, Inc (retired)

TECHNOLOGY

"I like the fact that if I'm listening to an interview and I don't have time to listen through your whole program, I know I can go pick it up through many other outlets and it's available."



Clint Arnoldus

President and CEO of Central Pacific Bank

RESOURCE

"This is better than going on the internet or borrowing a book from a library and reading. You get to listen very clearly what someone is saying and then hopefully try to employ that aspect."



Mayor Mufi Hannemann

Mayor of the City and County of Honolulu

VALUE

"There are valuable stories that can help others be better. I hope that as you put these things together, more people will see the value of what you're doing to help them and to help Hawaii."



Senator Daniel Akaka

U.S. Senator

Podcasting
Greater Good Inc.

Radio Print Television
Multi**media**

Our Listeners are **Powerful**

70%
of Greater Good Radio
listeners own their business
and are top level executives.

"... I downloaded everything and listened to every interview."



Mike May

President and CEO of Hawaiian Electric Company (HECO)

"If you look at some of my mentors like Walter Dods and Jeff Watanabe they came on this show. Of course I downloaded on to my iPod their shows, and I quite enjoyed it"



David Cole

CEO of Maui Land and Pineapple Company, Inc

**Based on 2006 SIFE Survey*

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Do **Well** and Do **Good**

80%

of people surveyed expressed
that they would prefer to work
with or do business with a company
who gives back to the community.

**Based on 2006 SIFE Survey*

"Leverage your business to make a difference in other people's lives."



Duane Kurisu

Owner of Kurisu and Fergus, AIO Group and San Francisco Giants

"I think your show is so important because it promotes this stewardship message to the business community. The saying for those that much is given much is expected really comes through loud and clear in your message. I really liked the MW Commercial Real Estate interview. I really like the idea and I'm working on introducing this type of program in our company."



Joe Higgins

Founder and CEO of Gotta Go Wireless

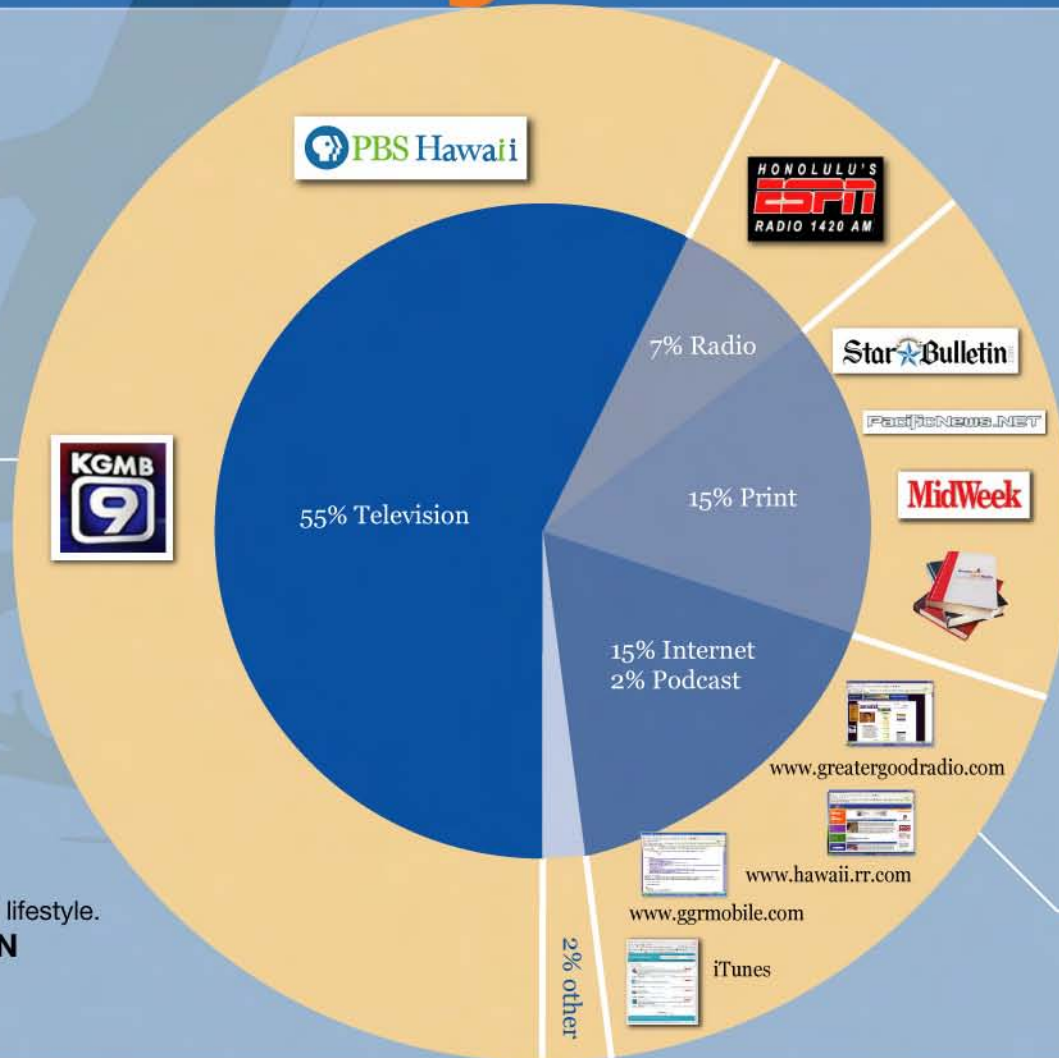
"I listened to the show each week and I began to see that I would like to be part of the "greater good" in our community. I have 3 vending machines two of my locations are excited about the concept. They chose the Susan G. Komen Breast Cancer Foundation. I made contact with the Foundation and of course they are excited about this project."

Michael Stephens, Honolulu, HI

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We Do It Like They Want It



Information is now accessed based on lifestyle.
**People decide HOW and WHEN
information is accessed.**

**Based on 2006 SIFE Survey*

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100% Media Coverage

PRINT



Advertising space with Star Bulletin featuring interviewees and sponsors.

PacificNews.net runs a bi-monthly article

PacificNews.NET



Books will be compiled including stories and advice from interviewees

MidWeek

Advertising space with MidWeek featuring interviewees and sponsors.

SPECIAL EVENTS



Small mentoring groups, conferences and seminars annually to involve seasoned business leaders and upcoming business people.

Greater Good Inc.

Podcasting Radio Print Television
Multi media

100% Media Coverage

When you need to reach out to business and the community worldwide, you can rely on Greater Good Inc. as the most comprehensive resource. You can take advantage of our cost-effective and comprehensive network to maximize your exposure through Print, Internet, Radio, Television, and Special Events.

RADIO



One-hour radio show airs on Radio 1420 AM



TELEVISION



PBS Hawaii will run
1-minute community minute
messages during primetime



Greater Good TV is a 30-minute
show run weekly on KGMB9.

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INTERNET



www.gretergoodradio.com
visited by 84 countries



Oceanic Time Warner



Hawaii Community Foundation



Hawaii Business
Research Library
(HBRL)



www.ggrmobile.com



Apple iTunes



Yahoo Podcast Directory



Google.com



Oceanic Time Warner home page
www.hawaii.rr.com
a monthly online column

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Radio
Print Television
Multimedia

Greater Good Goes Mobile



3GTV



Podcast and Video

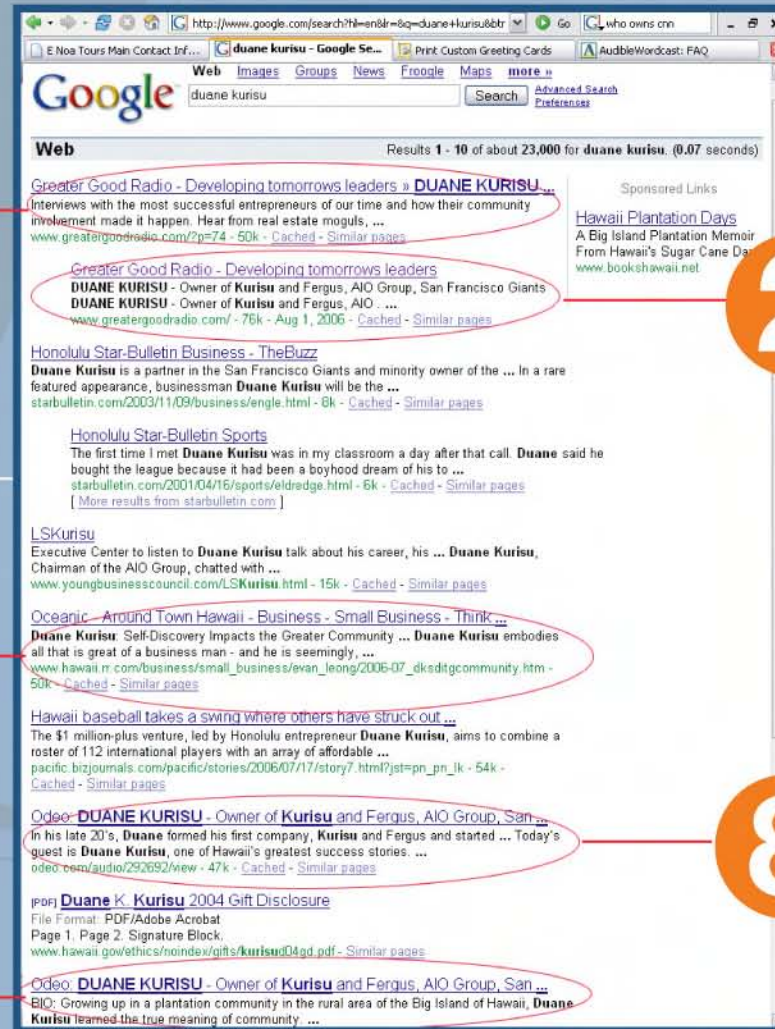


Mobile Web

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Radio Print Television
Multi media

When You Search You Find Us



People Love

Greater Good Inc.

Important people are talking about Greater Good Radio

"I think that you're doing something to give back to the community. I think that we have to have a giving spirit and listen to your message that Hawaii and the community and what you have on the subject here is just a really good focus."



Duncan MacNaughton

Founder and CEO of The MacNaughton Group

"A place like Hawaii can't afford NOT to have a Greater Good Radio. We are a small, totally interconnected ecosystem which needs to understand our interdependence and reliance on one another. Evan and Kari...Congratulations on your work to remind and inspire us of how special Hawaii really is."



Jeff N. Watanabe

Partner Watanabe Ing & Komeiji, Non Executive Chairman of Hawaiian Electric Industries

"I think to hear how others have done it is good. Anytime you can hear others especially in your community tell you how they have done it or how they haven't done it or what strengths and weaknesses they have; always, always helpful. You can never stop learning."



Walter Dods

Retired CEO of First Hawaiian Bank

Our reach is worldwide

"I didn't actually find the show through any Hawaii means. It was through a friend in Portland who was a fan of the show that got me to listen. From that first introduction on I was hooked. I've since downloaded every show, journal and aftershow"



Darren T. Kimura

CEO and Chairman of Energy Industries Holdings, Inc.

"I bought an Apple iPod last month with the sole intent of finding some business and leadership oriented podcasts with a local Hawaiian island style. I found your site and I am hooked. The "social entrepreneur" nexus is great."

Stu Merrill, Executive Officer of the U.S. Coast Guard

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People Love

Greater Good Inc.

Our listeners are loyal

"I've listened to your show for probably at least a year or so I think you have a great show, especially for business people. I think your show, especially if you're into business, is just fascinating, very interesting. I don't know that there's anything out there like it."



Ritchie Mudd

President and CEO of RSI Roofing, Inc

Our content is available on demand

"Just wanted you to know that I've had a lot of people over the past weeks say they listened to our show and enjoyed it greatly. You definitely have a following out there!"



Congressman Ed Case

U.S. House of Representative

"From my very first visit, I found myself navigating through the site with ease. Of course this is all secondary to informative and useful content, which I find Greater Good Radio delivering show after show. Greater Good Radio is definitely on top of my "favorites" list."

Anthony Chong, Former CEO of iNets, Corp

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People Love

Greater Good Inc.

Our interviewees are our best supporters

"I think listening to Greater Good Radio is great because you've got so many different guests with so many different points of view and I think it's wonderful how you ask questions and just try to get secrets of their success."



Steven Ai
President and CEO of City Mill Enterprises

"Greater Good Radio is one of the best ways to learn about what's happening in the community in terms of social entrepreneurship and it's a good listen."



Representative Brian Schatz
Hawaii State Senator and CEO of Helping Hands Hawaii

"The people and the guests you've had on are the top of the community here. There's so much to learn".



Jeff Chung
President and GM of KBFD TV and KBS America

"I think there's a lot of good life tips that occur. I think there's a lot to be learned, a lot to be gleaned. I would guess that listeners would be out there with a pen and paper taking notes I think it's worth listening."



General Steven Hummer
Deputy Commander of Marine Forces Pacific

"I was impressed when you showed me the list of successful people being interviewed. I would love to listen to that."



Danny Lui
Co-Founder of Legend Computers (now Lenovo)

Sponsors Love

Greater Good Inc.



CENTRAL PACIFIC BANK loves Greater Good Inc.

“It was a pretty easy decision!”

"Well, Evan came to see me in my office and the first thing that hit me before I even knew about the program was that Evan was a person that really believed in his cause. He had a lot of passion for it. He had put a lot of effort into it and that he had a unique approach that he was taking in developing this radio program and it was not only to give people advice maybe on how to make their companies more successful, but also how they can personally just be more satisfied in their life and indeed do things for the greater good as the name of your own program is and so it had an immediate appeal there but then as I got into some of the details and I saw that it's actually much more than a radio program, that you've tied into all the technology that's available today and applied it to this effort and so it's available through many media outlets, not just the radio, and that appealed to me for the reasons I've mentioned, but also from a business perspective because you've been very, very innovative in what you've done and I think you've captured every possible way of getting word of this program and the interviews out into the community and the community beyond Hawaii even and so it kind of fit our criteria in that it's doing good for the community. It's been so good for us, but at the same time it's getting our name out there as a sponsor of something very positive that we think is doing a lot of good in the business world and in the community. So it was a pretty easy decision once I had a chance to really hear about it and you should be complimented about what you've done in the early stages with this program because you're obviously hitting a nerve in what you're doing. Just look at your guest list and look at how your business is growing. I think it's very exciting. And you know what it shows to me is that core foundation is there in society even though you might read a lot of things about negative developments that seem to be pecking away at the foundation of society. The core is there and it is strong and like I say, you just see it because it helps people respond to your program."



Clint Arnoldus

President and CEO of Central Pacific Bank

"I think that people sponsoring programs like this that do a public good is very valuable to the community. And I think one of the other things that companies in town who have assets to contribute need to focus a little more than I think is the case right now on where they put those assets. This is something really worthwhile so I think they [sponsor] should be applauded for focusing on something that; I don't know how many listeners there are and I don't know how much of a benefit they're getting but this sounds like a contribution that they're making that's more for the good of the community than for any benefit they are going to get from it."



Gary Slovin

Managing Partner of Goodsill Anderson Quinn & Stifel, LLP

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Addendum

When you need to reach out to business and the community worldwide, you can rely on Greater Good Inc. as the most comprehensive resource. You can take advantage of our cost-effective and comprehensive network to maximize your exposure through Print, Internet, Radio, Television, and Special Events.

Radio

- * One-hour radio show airs on AM 1420, Saturday at 8 a.m. weekly featuring interviewees who have made their way up to the top of companies by keeping in mind that contributing to the community was integral.

Print

- * Star Bulletin is a daily published local newspaper with 100,000 copies distributed statewide. Greater Good Inc. utilizes it to feature interviewees and show sponsors.
- * PacificNews.net is a bi-monthly magazine with 30,000 copies distributed throughout Hawaii and the Pacific Rim. Greater Good Inc. features high-tech companies and business leaders who are implementing innovative techniques in their business practices.
- * Books are targeted to launch at the end of 2006 which will summarize common ideas and

philosophies of successful business people that have helped them climb to the top of their companies or succeed in businesses they have started.

Internet

- * www.greatergoodradio.com is the online resource with permanent accessible archive of business knowledge. In addition to radio shows that are played on AM 1420, online surfers will be able to hear exclusive stories by the interviewee that was recorded for 30-minutes in addition to the radio show. In addition, transcripts are also available at the site for those who need or choose this option.
- * www.hawaii.rr.com Oceanic Time Warner's website that features News Around Town. Greater Good Inc. features a business leader who is impacting the company greatly through their contributions of time or through their company.
- * Through RSS, Greater Good Radio is able to syndicate it's archive of recordings to other websites such as to the Small Business Development Center of Hawaii, Hawaii Community Foundation, Chamber of Commerce and many others.

Television

- * PBS Hawaii will run 1-minute community messages from Greater Good TV. The minute messages will focus on inspiring others to get involved in community organizations through monetary contributions or time and effort.
- * Greater Good TV is a 30-minute show that features a successful business leader who shares his life stories of his path to becoming successful. Greater Good TV also highlights the community contributions each business leader has been involved in and the important part it has played in his success in business and community.

Special Events

- * As part of it's marketing package, Greater Good Inc. sponsors gatherings, conferences and seminars to bring together successful industry leaders and business people. The events allow people to match names with faces, strengthen business relationships and the ability for business people who are currently developing themselves and companies to have the ability to learn first-hand from Greater Good Inc. leaders.