

# Exhibit 9

Frishberg  
Expansion Plan Combining Biz Radio and RIA  
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## **Expansion Plan to combine Biz Radio and RIA.**

### **Part One - Rationale:**

The opportunity is right now, and it has come due to the convergence of several things:

There has been a period of ten years of poor economic and market performance. People haven't been making much money – and they're not happy with the results of their investments. The biggest profit maker for us is obviously the RIA.

Other smaller RIA's can't grow to potential. For the most part, they're good hard working people, but they can't market themselves, and the truth is they don't really know how to manage assets in a difficult environment. In the experience of most of these folks, buying mutual funds and sitting on them has been the only strategy, but that hasn't worked in ten years. As they enter the business, prospective customers can't choose one over another because none seem to stand out from the crowd, and most are doing poorly.

### **What has developed:**

Investors are trying to simplify their thinking and come up with something that works. What has affected us so positively is that most folks will substitute real due diligence with fame. If you're famous and everyone knows you, then they are eager to put their money in your hands, particularly if you've done well, and they can see and hear those results being broadcast on radio and TV.

Today, the mainstream media is the means by which 'the herd' of investors communicates with each other. They know they're losing money on their own, due diligence is too much work or too difficult, and so they'd just as soon admit that some famous person or persons must have the right answers – that they know absolutely everything. And whoever you are, if Maria Bartaromo thinks you're cool, you must be cool.

That's what's happening here. The more exposure and national attention we get, the easier it is to raise money here in Houston. Everything I'm doing going forward is simply duplicating our Houston and Dallas experience. We want to extend that experience everywhere.

We've developed a formula of making ourselves well-known, particularly by getting a lot of free publicity by means of our TV exposure (and all of the people on Biz Radio are on TV all the time), and that attracts capital.

Media are not profitable – in today’s world it’s almost impossible for radio and TV stations to make enough profit on third-party advertising. That’s because it just doesn’t work... people don’t believe the advertising. There are a lot of excuses about fragmentation and so on, but the truth is that the programs still work, people still like the programming, but the commercials don’t work. If I do an ad for a dentist or a hearing aid company, it doesn’t really work that well. But if I do a commercial telling them to come to an investment strategy session I’m going to do, they show up in droves. They trust that this is the thing I really know about, so they come. It’s easy for us to attract business like that.

The big media companies aren’t making money by selling advertising, so now NBC Universal is being sold by General Electric. So now GE can get into selling airplane engines, and making water purification plants in Saudi Arabia. NewsCorp lost six billion dollars last year. And that problem is really structural... the idea of advertising losing its impact started before the recession. The old model is not going to come back, even when the economy gets better.

The result of all this is that the owners of radio towers and dial positions are getting desperate. And now, because of our popularity, they’re coming to us here at Biz Radio with real deals. We’re getting to take over stations for considerably less than the debt service was two or three years ago. A lot of others have tried to duplicate our model, but they really haven’t done it that well. Typically, it ends up being a bunch of insurance guys giving out their phone numbers. They make a few bucks at first, it tapers off, and then they fail. And many of them come to us.

Now the reason we’re doing well is the fact that we have a Registered Investment Advisor that grows very rapidly, and that’s where the profit is. Biz Radio is going to be profitable at the beginning of this next year, and the more stations we take on, the more profitable it becomes. But the radio serves to feed the asset management business, and although the radio can make a little money and pay for itself, the big money is in the asset management (and the education) businesses.

There are numerous ways of communicating information, like the internet, but having the ‘big-city, branded’ radio and TV exposure – the national exposure – is what makes people trust you and believe you, and that’s why we attract capital so well. Over the past couple of years we’ve attracted almost a billion dollars, which has gone into bond portfolios, real estate, our own stock and bond portfolio – and that’s where the big profit is.

Again, we distinguish ourselves with the fame. Anyone can go buy a camera and put a movie up on U-Tube, but unless your movie features the big stars of Hollywood, you’re not making money. And just because you know how to make a radio show doesn’t mean

you're going to make money, unless you have the branding that the big time national exposure gets you.

What we have is a community of very recognizable Wall Street media personalities, small and select, who appear regularly on Biz Radio, confirming each other's fame. Note that, just like on MTV, when you do this very carefully (and not excessively), you can create new personalities, like Karl Eggerss and Dave Dyer. Biz Radio is uniquely experienced in accomplishing this creation of new and profitable personalities in the same way that MTV or Disney does it.

Our assets include Al Kaleta, who is a wonderfully experienced executive, very good at management. We have Global America and Ron Crider with the knowledge of the radio industry and a great reputation, as well as being highly competent on the technical side. We've demonstrated success in attracting capital. Our RIA, since the beginning of 2009 has seen very rapid growth. In this city, we've done about 80 million dollars worth of new capital. In Dallas, we have one guy, and he's now doing about ten million dollars per quarter, and he's right on track to duplicate the Houston successes. Before Houston, we did it in San Antonio and got it up to around 80 million under management. We charge fees anywhere from 50 to 100 percent higher than the rest of the market, because of our media exposure and consequent brand acceptance.

Underway for our national expansion are branded products that either exist or are under development. Examples are the Rutledge Global Hedge Fund, the Laffer/Frishberg Hedge Fund (which mirrors the way Arthur Laffer manages his Wachovia portfolio). There's also a Laffer/Frishberg Exchange Traded Fund under development. We have the Jim Trippon China Region Fund (Jim Trippon is Baron's number one manager of Chinese assets.)

Of course we also have a very successful investing and trading academy which is very profitable, and feeds off of Biz Radio. That local Online Trading Academy was acquired at five times the pre-cash flow in a leveraged buy-out, because the business was basically created by Biz Radio - which by the way, made it the most successful Online Trading Academy franchise in the country. Since we acquired it, we've developed and have begun testing a new entry level course and the response has been very good. The course now extends to serve beyond the ten percent of our audience typically interested in day trading, to the rest of the audience who's interested in general market knowledge and an understanding of the new global economy. This turns the marketing and intake process for our schools from an expense into a profit because people will pay to take these general courses for \$700, and we already have people signing up for them.

## **Part Two - A totally scalable idea.**

What we have developed is a totally scalable U.S. operation which can be expanded to all other U.S. markets. Because these available radio stations are so eager for us to take them over, it's easy for us to acquire them. The radio stations in Colorado, for instance, were profitable on the first day that we took them over. We got them at a great price and put people on who were willing to pay for the time.

Other cities present opportunities for development and acquisition. Chicago's ready, and we have people willing to pay to be on there. We've made a deal in Seattle (for half of last year's value) which should start in January and we expect it to be profitable from day one - we no longer have to do these things at a deficit. LA and San Francisco are well managed and readily available.

The Chinese-American community is also developing courses with us and we are just beginning to create that synergy. There's no one doing this the way we are, and although some are trying, they can't match the level of artistry and the amount of learning that we've done over the last several years. It would be difficult for anyone to come along and duplicate what we've accomplished. We have this fortuitous combination of moving parts that have all just come together. We've got the best of the Wall Street people like Frank Cappiello, John Deshauer, and Elaine Garzarelli, - there's myself, Jon Najarian, Jack Bouroudjian, and John Rutledge. We have Loral Langemeier and our own Karl Eggers. But we also have needs.

What we really need is more personnel and capital. Right now we're progressing slowly because we need a real marketing department with a real writer, a real graphic artist, and an art director so we can get stuff out quickly and efficiently. We need a wholesaler or recruiter who can set up the RIA in other cities and in our company offices. In short, we need that central marketing and creative department. We also need an events coordinator with assistants, and we need additional syndication sales people.

We also need some additional satellite equipment, about \$100,000 - plus another \$200,000 to move to larger and less expensive quarters. We need a Polycom and an IT setup in each city. We need additional software such as Advent, and the resources to accomplish the training of those subsidiary RIA's. We have to be able to register and organize the ETF's, and the exempt pooled products such as the hedge funds. We're doing all of this but it's going slowly, as we currently only have a small select group of qualified individuals. We need to hire another layer of people.

### **Part Three -The Bottom Line:**

The convergence of very available outlets – including an audience that is very responsive to us, bring together the ability for us (at a very low expense) to expand our Registered Investment Advisor as well as the radio network nationally. The way this is done is through the creation of a holding company. That company will own the RIA firm, the radio network, and it will own our educational facilities. All of these will remain as separate companies which comply with their own regulators, but the holding company will own all of it.

Let's look at the numbers: We'll take the exact numbers that we've done right here in Houston over the last year or two. Then take the projections of what's going to happen with Biz Radio (including the Better Deal Mall as well as the other advertisers). Next, we're growing the Online Trading Academy - and every time we take on a new city, the radio becomes more profitable. More importantly, we start pulling in assets in the RIA, and that's the most profitable part.

By the end of the third year, we'll have an annual profit of nearly 60 million dollars.