

From the minds behind

THE
TWILIGHT
ZONE

TZ 5.0
Tiny Twilight Zones

a webisode series of fantasy,
suspense, sci-fi and horror

A Classic Entertainment Brand...

- “The Twilight Zone” (5 seasons, 1959-64) is one of the best known and most beloved brands in television history
- Ground-breaking TV series is famous for story twists that have delighted and terrified a loyal fan-base of hundreds of millions, spanning 50+ years
- Black & white episodes are still in syndication; also viewed on CBS.com by thousands of viewers every day

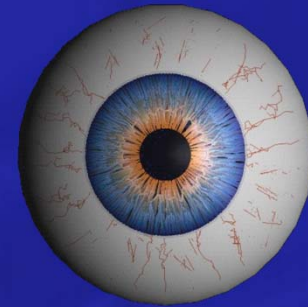
TZ5.0

... Reinvented for the 21st Century

- 5-minute, full-color HD webisodes will capture essence of original series with shorter stories and higher production values
- Features key elements of the legendary TV series – including original theme music, iconic graphics and stunning plot twists
- All-new, never-told-before stories are set in our modern world, which will attract both older and newer audiences to the franchise

Target Audiences, Old and New

- The Loyal “Twilight Zone” Lover:
 - Baby Boomers and older adults, age 40 and up
 - Knows classic “Twilight Zone” episodes by heart
 - Excited about seeing a favorite series re-envisioned
- The “TZ5.0” Lover:
 - Generation X and later, teens up to age 40
 - Loves TZ-style suspense, thrills and plot twists
 - Loves short, entertaining webisodes that are viewable online from anywhere
 - Appeal of TZ5.0 will heighten interest in seeing the original series



Getting The Word Out on **TZ5.0**

- CBS.com and affiliated websites - links, banner ads
- Social Networking on Twitter, FaceBook, MySpace - pages updated regularly
- Thriller genre websites, blogs, fansites - posts, comments, episode analysis
- TZ5.0 downloadables - computer wallpaper, avatars and emoticons
- Mobile phone apps and content, including complete TZ5.0 episodes

Ads, Partnerships & Promotions

- Product Integration
 - Product placement
 - Sponsoring brands – become the “Official PC/Cell Phone/Beverage/Airline/Car of TZ5.0”
 - Customized stories featuring brands from key advertisers – “The Prius that falls in love with its owner...”
- Spot Advertising
 - Bookend ads for each episode
 - In-scene advertising on magazine covers, billboards, in elevators, etc.
- Promotional Idea – “A Zone Of Your Own”
 - Let viewers create their own TZ5.0 episodes using approved logos and graphics they download from CBS.com or the TZ5.0 FaceBook page
 - Top 20 viewer-created episodes can be chosen for exhibition on CBS.com
 - A webcast awards show can be broadcast that bestows recognition for viewer-created content – “Scariest Story”, “Best Animal Performer”, etc.
 - Best of the Best can be included as extras with TZ5.0 episodes on DVD

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Sample Episodes

- **Secret Code Word** – For 10-year-old Sebastian, having a secret code word that his father makes him recite daily is silly. Dad says if he can't ever pick up his son from school in person, whoever he sends must be able to tell Sebastian the code word before the boy is allowed to enter the car of a stranger. One day, Sebastian learns that having a secret code word is the best idea his “silly” father ever had...when it saves him from being abducted by aliens!
- **Exile to Hell** - In a futuristic courtroom, computers decide verdicts and the convicted are sent into exile to a horrible place that can be seen everyday in the night sky. The viewer is lead to believe throughout the story that the “hell in the sky” is the cold, barren forbidding moon – but it turns out to be the now uninhabitable Planet Earth!
- **It's a Wonderful Dog's Life** – Phil Millbrook hates his life and wishes he could change places with his family's lovable pooch, who seems to have a great existence. One day, Phil's wish comes true, but he soon finds out that his dog's life isn't so wonderful after all.
- **Best Friends Forever** - Jennifer and Lisa were best friends... once. When Lisa kills herself, Jennifer does everything she can to maintain her grip on reality and let go of the past. For Lisa though, best friends are truly forever— and if Lisa's ghost can no longer be BFF's in Jennifer's world, she'll gladly help Jennifer travel to hers.

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Production Dream Team

- **David J. Eagle** – Emmy Award winning producer/director – credits include BABYLON 5, SLIDERS, TV Movies, After School Specials, Reality and Docs.
- **James M. Cross** – Veteran music video and TV producer – credits include MTV, PBS, Discovery Channel, NBC and Turner Pictures.
- **George Clayton Johnson** – Original Twilight Zone series writer. Credits in TV and Motion Pictures include OCEAN'S 11, LOGAN'S RUN, and numerous TV series episodes.
- **J. Michael Straczynski** – Creator of BABYLON 5 and JEREMIAH; writer of THE CHANGELING and soon-to-come FORBIDDEN PLANET remake; also one of the writer-producers of the 2nd CBS T-Zone series in the 1980's.
- **Carol Sterling** – Widow of series creator Rod Serling and Executor of his estate. Ms. Serling will act as Executive Producer.



That's the signpost up ahead,
Your next stop is...

17.5.0