



August 4, 2011

Commissioner Julian Tackett
Kentucky High School Athletic Association
2280 Executive Drive
Lexington, KY 40505

Commissioner Tackett,

We've had a terrific year serving as your partner for online video, digital television and mobile media streaming evidenced by over 600,000 video views and over 1.4 million photo views. There are only a few things I can recall in my career that have created as much positive excitement as KHSAA using our technology.

Attached please find the iHigh.com, Inc./KHSAA Rights Fee Calculation sheet for the year concluded on June 30, 2011. We've made tremendous progress creating awareness of the advertising potential with the KHSAA product. We delivered \$41,700 in gross revenue for the year past, and I am pleased to report that for the year ahead of us, we've already sold \$61,500, so considering we have many months to go, we expect to get into the revenue sharing upside above the guarantees.

If you have any questions we will be happy to provide you with more detail.

Sincerely,

A handwritten signature in black ink that reads "Tim Campbell".

Tim Campbell
President & COO
iHigh.com, Inc.

CC: Butch Cope, KHSAA
David Larson, iHigh.com
Erin Kirkpatrick, iHigh.com

iHigh.com, Inc.
KHSAA Rights Fee Calculation
 For the FY Ended June 30, 2011

iHigh.com -- KHSAA Revenue	\$ Amount
Murray State University	14,700.00
Western Kentucky University	5,500.00
Northern Kentucky University	5,000.00
Morehead State University	4,000.00
Lindsey Wilson College	2,000.00
Morehead State University	2,000.00
Raising Cane	1,000.00
Powerade	7,500.00
Total Gross KHSAA Revenue	41,700.00
Less: Sales Commission	(8,550.00)
Total Net KHSAA Revenue	\$33,150.00

iHigh.com -- KHSAA-Related Costs	\$ Amount
<u>KHSAA Rights Payments:</u>	
November 30, 2010	15,000.00
April 1, 2011	25,000.00
June 15, 2011	10,000.00
Total KHSAA Rights Payments	50,000.00
 <u>Other KHSAA-Related Costs:</u>	
First String Media Reimbursement (Inv. Dated Jun '11)	2,550.00
Other KHSAA-Related iHigh Expenses	10,557.75
Total Other KHSAA-Related Costs	13,107.75
 Total KHSAA-Related Costs	 \$63,107.75

iHigh.com / KHSAA 50% Profit Share Calculation:	
Total Net KHSAA Revenue	\$33,150.00
Less: Total KHSAA-Related Costs	(\$63,107.75)
Total iHigh.com Pre-Profit Share Net Profit	(\$29,957.75)

Note: Because there was a negative Net Profit for the 2010-2011 contract year, iHigh does not owe KHSAA any additional payment.