



SERIES TREATMENT

Rich Penn

Rich Penn Auctions Inc.



Houston King



PREMISE

Rich Penn Auctions is the nation's premiere auction house dealing in high end Americana. Through this family-run business, owner Rich Penn scours the country, meeting eclectic – and often eccentric – collectors who are looking to sell their valuable treasures for big money. Rich's auctions bring in millions of dollars from bidders all across the globe, while the stories the collectors tell and the history behind their items are priceless.



Auction Insider combines the Midwestern charm of *American Pickers*, and the high dollar transactions of Sotheby's. It delivers the inside stories of the sellers, the inside stories of the buyers and the inside stories of the items up for bid.

SETTING

Auction Insider travels the country, with Rich and crew setting up shop wherever there is Americana to be sold. One auction might take place in Dayton, the next in



Des Moines, followed by another one in Las Vegas. There's nowhere Rich won't go if the sales and the stories are there. Once the location is set, a hard working crew spends two weeks setting up shop, transforming an empty airplane hangar or a vacant warehouse into a wonderland of

American treasures. Bidders worldwide mark their calendars and beat a path to wherever the latest Rich Penn Auction Event is being held.

AUCTION EVENTS

- Des Moines, Iowa
- Dayton, Ohio
- Stone Mountain, Georgia
- Las Vegas, NV
- Clarinda, Iowa
- Kansas City, Missouri



SELLERS



- Steve “Round Guy” Pilchen
- Sherry & Rusty Addleman
- John Zimmer
- Larry & Cathy Woodruff
- Chuck Hardy
- Ed Nordland

COLLECTIONS

- Vintage Motorcycles
- Model T Fords
- John Deer Tractors
- Black Americana
- Country Store Collections
- Coca Cola Collections



TYPICAL EPISODE

Each episode of *Auction Insider* will adhere to an established format with each episode being a self-contained entity. Each episode begins with Rich Penn introducing a featured seller, meeting at his or her residence, office or storage warehouse. Viewers will get to know the seller through anecdotes and photos, and learn how they acquired their collections and why they've decided to put them on the auction block. When possible or necessary, family members and friends will also tell stories about the featured seller. From there, the episode will focus on a specific item or collection the featured seller has up for bid. Rich will guide the viewer through a brief history of the items, with graphics, videos and historic photos helping tell the stories of those items and their manufacturers.



At the midway point of the episode, the auction will get underway, with the focus on the featured seller's items. Drama escalates as competitive bidding begins and the prices soar. The tension reaches its crescendo as lesser bidders drop out and



two or more deep-pocket bidders fight to come out on top. Once the gavel strikes and the auctioneer shouts "sold," the attention turns to the winning bidder. Even with items going for tens of thousands of dollars, there's barely time for that person to catch his or her breath

as the next collectible is put up for bid. Post-auction interviews will capture the high bidder's joy and, when possible, the disappointment of the person or persons who fell just short. Each episode will also show quick hits of various other items from the auction that sold for several thousands of dollars. The episode will round

out with the featured seller reflecting on the items that were just sold, and pondering the future with a newly-acquired pocketful of cash. In synopsis:

- Introduce Featured Seller
- Learn History of Featured Items
- Auction Begins
- Bidding Wars Escalate
- Meet the High Bidder
- Featured Seller Reflects on Items



ABOUT RICH PENN AUCTIONS

Established in 2000 in Waterloo, Iowa, Rich Penn Auctions has been selling high quality Americana since the gavel first struck. Because Rich and his wife Sharon only accept collections or individual items of high quality, there's never a shortage of prospective buyers looking to come away as the high bidder. It's not



uncommon for five-hundred people to be bidding on site, by proxy or on the phone. With nearly three-thousand potential bidders from more than thirty countries, it's no wonder Rich Penn Auctions continues to pull in record results.

Rich and Sharon have been avid antique lovers their entire lives. While in college, they collected, bought and sold antiques as a way to typical college expenses. Along the way, they started collecting country store items, old advertising signs and coin-operated machines. They've spent most of their free time together going to antique shows and auctions.

The Penns have a true passion for the merchandise they take to auction, and they

started researching and studying these items long before there were auction-related books and websites to make the search process easier. Because of this, they have become experts in the auction arena and their skills and knowledge are invaluable in this marketplace. No one has studied, researched or written more about country store items than Rich and Sharon. Because of this, Rich Penn Auctions has built what many consider the industry's richest database of serious collectors, listing thousands who continually show interest in the latest Rich Penn Auction Event.

THE AUCTION INSIDERS

RICH PENN -- Before turning his attention to antiques and auctions, Rich

was a regular Don Draper. An ad-man by trade, Rich took his powers of persuasion to the Chicago offices of J. Walter Thompson, then the world's largest advertising agency. Rising quickly within the company, he rose to the ranks of account manager and eventually



Vice President. Rich planned and managed the national advertising campaigns for a who's-who list of major U.S. corporations and took home dozens of national and international awards.

But it was antiques that really fueled Rich's drive and, despite his love for advertising, he decided follow his dream and went into business for himself. Rich Penn Auctions started small, but it truly was his labor of love. Almost immediately, Rich Penn Auctions was considered the nation's most reputable auction house of country store merchandise and Americana. Rich had proven to not only be a clever ad-man, but a successful entrepreneur as well. From a Mad Man to a Man of Auction, Rich Penn certainly knows how to sell.

SHARON PENN – Rich's

wife and antiquing companion since their college days, Sharon provides the structure that keeps Rich Penn Auctions running.

Often playing bad cop to Rich's good cop, she keeps the finances in check and reels in Rich when he's spending too much. Sharon

will speak her mind and won't hold back any punches, but she has everyone's respect. Those close to the family know she's the engine that keeps Rich Penn Auctions running smoothly.



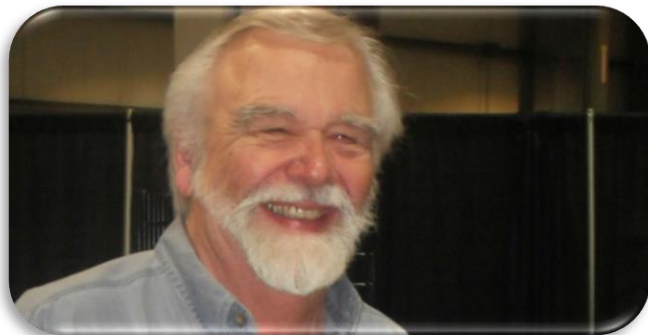
KEVIN ROWLEY –

Considered the work horse of the auction house, Kevin is a real meat and potatoes guy. Though not opposed to a practical joke or two, he's the one who keeps everybody

working hard when Rich's attention is diverted. He's not afraid to make a buck or two himself, often driving across country delivering items that might otherwise prove costly to ship. If there's a side deal to be made, Kevin's on top of it.



RON PENN – He's Rich's brother and the man who keeps the computers and electronics systems running. Quick with a joke or a pertinent story, Ron tells it like it is. Sometimes that ruffles feathers, but in the end he wants what's best for Rich Penn Auctions.



BILLY PROUTY-- Known as “Bondo Billy,” he’s the Mr. Fix-it of Rich Penn Auctions. Gifted with quick wit and a silver tongue, Billy often finds himself the center of attention. He’ll say what’s on his mind, but he’ll do it in such a way that has everybody laughing.



FRED VAN METRE – Fred says a lot, and he does it quickly. He’s Rich Penn Auction’s resident auctioneer and he’s quite skilled at the craft. Whether it’s a 100-dollar lamp or a 75-thousand dollar antique auto, Fred’s cool behind the mic, and comfortable in front of a crowd. Auction goers know his face, but it’s his golden voice that has everybody talking.



SAMANTHA -- When she collects the money, high bidders will wish they had bought more. They’ll be checking out Samantha as she checks them out at the winners table. It’s service with a very pretty smile!



JAKE ROWLEY – The young buck of the bunch, Jake is always trying to show everybody that he knows what he’s doing – often ending up in Rich’s doghouse. But his good heart and willingness to learn trumps all, and before long he’s back on the floor cracking wise, and getting Rich’s goat.



GOING ONCE...

Like any business, the key to having a successful auction is being aware of the bottom line. As long as more money is coming in than going out, the



end results are considered a win. With every Rich Penn Auction, buyers bring wads of cash and clear their credit cards to make sure they don't miss out on a hot item. Money in... money out. Money in... money out. Repeat as necessary.

GOING TWICE...

As a TV or new media program, *Auction Insider* will operate under the same premise as Rich Penn Auctions: Create high quality programming and continue to pique viewer interest with a Midwest-meets-



Hollywood style. Just as bidders flock to every Rich Penn Auctions event, viewers will turn to *Auction Insider* for entertainment and education, with each item up for bid carrying its own historical significance. Whether you're a collector of Americana or an entertainment programmer, take one look at *Auction Insider* and you'll say...

SOLD!