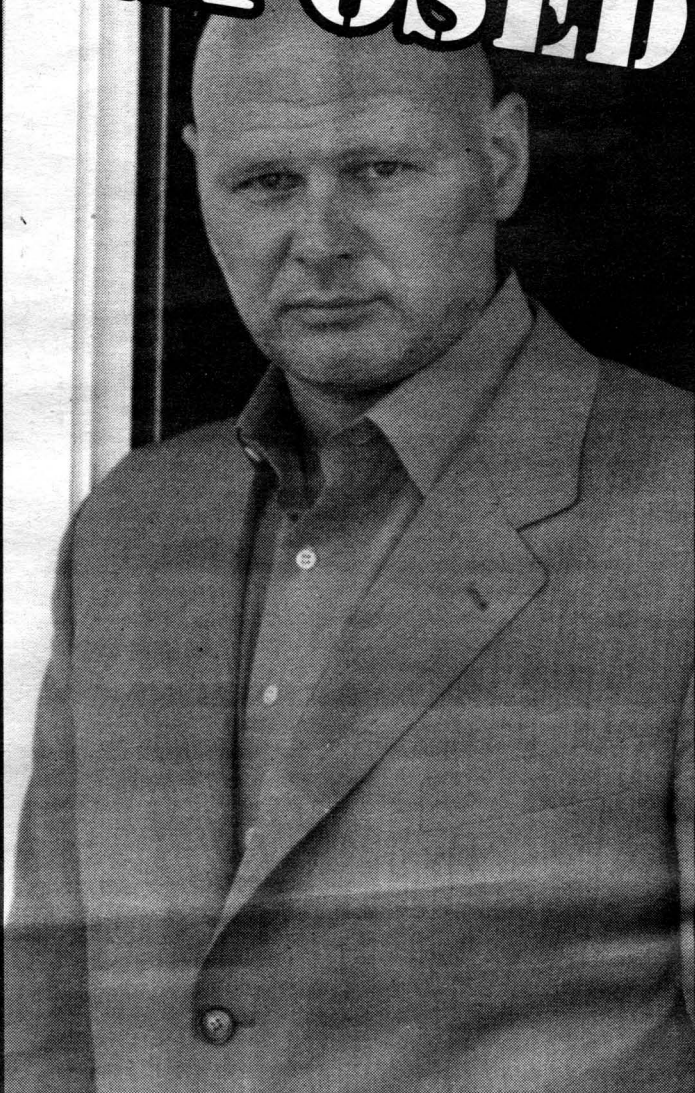


# OVER EXPOSED



**EXPOSED: BRAD J. LAMB - Condo Dealer**

**EXPOSURE: Billboards, Newspapers, Magazines, Benches, Television: Big City Broker, Commercials, Flyers.**

**EXPLORATION:** This wolf in sheep's clothing is proving that Canadians will make anyone into a celebrity. Brad has become the go to guy for real estate reality shows and news features about the real estate boom in Canada. He has become such a self-proclaimed tycoon that he actually gets his twin brother, the black sheep of the dynamic duo, to show up at events that he doesn't want to be at - reminding us of a former dictator of an oil rich country. If all real estate developers are movie stars with their faces on billboards around the city, then Brad J. Lamb is the Ben Affleck of property development.

**EXPLANATION:** As the real estate market begins to slow down, expect that ba ba Brad Lamb's over exposure will demolish with it.