

EXHIBIT

B

LARRY SITS, PLASMA
TAX CREDIT

VO

*chyroncg [A] **A** \\
Chesterfield \\\ L3 2 LINE
00228312

LARRY

THE EIGHT-thousand dollar
TAX CREDIT IS ABOUT TO EXPIRE
FOR FIRST-TIME HOME BUYERS.

YOU HAVE UNTIL FRIDAY
NIGHT TO SIGN A DEAL.

VO

SOME REAL ESTATE
COMPANIES ARE EXTENDING
THEIR HOURS, EXPECTING A MAD
DASH OF CUSTOMERS.

"MCBRIDE AND SON" IN
CHESTERFIELD WILL KEEP ITS
DOORS OPEN UNTIL MIDNIGHT
FRIDAY.

BETWEEN NOW AND THEN -
MCBRIDE EXPECTS TO SIGN AS
MANY AS 60 CONTRACTS.

THE COMPANY SAYS THERE
ARE OTHER INCENTIVES FOR
HOME BUYERS.

SOT

*chyroncg [A] **A** \ John
Eilermann, Jr. \ McBride & Son
Companies L3 2 LINE 00228302

RUNS: 11

OC: GREAT VALUE

CONTVO

LARRY

SOT

042810 Home Credit McCormac
tc 2:29 - 2:40 John Eilermann, Jr. /
McBride & Son Companies

"Interest rates are going to be the
biggest factor. We have historically
low interest rates where you can be
at five, five and a quarter percent
interest rates compared to the
normal 9, 10, 11% - great value."

VO

LARRY

HOME BUYERS WHO DO TAKE
ADVANTAGE OF THE TAX CREDIT
ARE REQUIRED TO CLOSE ON
THEIR HOMES BY JUNE 30TH.

P NAGUS McBRIE TEASE 5 B02 - 1 [KMOV]ARCHIVE.2011.OCT

5/23/2013 12:11:34, Brian Thouvenot

TAKE PKG

*chyroncg [A] - # Chris Nagus#
Investigative Reporter# Contact
me at# CNagus@KMOV.com =>
[00343787 (L3-NAME/EMAIL)]

21-36

RUNS=:36

OUTCUE=(STANDARD)

PKG

(***)CHRIS(***)

IMAGINE YOUR HOME IS ONLY 6
YEARS OLD AND YOU'RE ALREADY
DEALING WITH SOME COSTLY
REPAIRS.

(***)VO(***)

INVESTIGATES

Aired October 25,
2011

THAT'S EXACTLY WHAT SOME
HOMEOWNERS ARE FACING IN A
METRO EAST NEIGHBORHOOD.
ONE OF THOSE HOME OWNERS
SAID HE TRIED TO GET HELP FROM
A WELL KNOWN ST LOUIS AREA
BUILDER, BUT GOT NOWHERE.
SO HE DECIDED TO CALL US.

(12:01) i'm not asking for anything
just to have my home built the way i
paid for it.

(***)CHRIS(***)

WE HAVE BEEN WORKING ON THIS
STORY FOR A COUPLE OF WEEKS,
AND THERE'S A BIG DIFFERENCE
FROM HOW THIS STARTED TO HOW
IT ALL ENDED.

TONIGHT THE BUILDER IS COMING
THROUGH FOR SEVERAL
HOMEOWNERS, I'LL SHOW YOU
WHAT'S BEING DONE TO MAKE A
BAD SITUATION BETTER.
CHRIS NAGUS, NEWS 4.

TZ 1 nagus mcbride A28 - 1 [KMOV]ARCHIVE.2011.OCT

5/23/2013 12:11:16, Brian Thouvenot

WIPE TO SOT

*chyroncg [A] - # Coming Up#
News 4 Investigates => [00344015
(L3 TEASE "A" WITH TAB)]

RUNS=:10

OUTCUE=TONIGHT THEY'RE
GETTING IT

SOT

"it appears to me corners were cut
yes." residents of the same
neighborhood dealing with the same
problem. they wanted action so they
called news 4 for help - and tonight
they're getting it.

P MCBRIDGE B02 - 1 [KMOV]ARCHIVE.2011.OCT

5/23/2013 12:11:06, Brian Thouvenot

TAKE PKG

*chyroncg [A] - # Chris Nagus#
Investigative Reporter# Contact
me at# CNagus@KMOV.com =>
[00336676 (L3 NAME/EMAIL)]

00-11

*chyroncg [A] - # Mike Marty#
Homeowner => [00343884 (L3 2
LINE)]

56-1:05

*chyroncg [A] - # Chris Nagus#
Investigative Reporter# Contact
me at# CNagus@KMOV.com =>
[00336677 (L3 NAME/EMAIL)]

2:03-2:28

RUNS=2:28

OUTCUE=(STANDARD)

PKG

(**CHRIS**)

IMAGINE YOUR HOME IS ONLY 6
YEARS OLD AND IT'S ALREADY
FACING SOME MAJOR PROBLEMS.
A GROUP OF HOMEOWNERS THEY
TRIED GETTING SATISFACTION
FROM THE BUILDER - BUT
COULDN'T - SO THEY CALLED ME
FOR HELP.

(**PKG**)

(12:01) i'm not asking for anything,
just to have my home built the way i
paid for it.

SCOTT KONIECZKA
AND HIS NEIGHBORS

(17:25) the water's coming down
through the roof.

(2:53) the master bedroom had water
pooring down out of the ceiling.

ALL THREE HAVE PROBLEMS WITH
THEIR ROOFS IN THE PLUM HILL
SUBDIVISION IN ST. CLAIR COUNTY.

AND WANT MCBRIDE AND SON TO
FIX IT.

(6:18) they told us it wasn't there
responsibility since it passed
inspection.

P MCBRIDGE B02 - 2 [KMOV]ARCHIVE.2011.OCT5/23/2013 12:11:06, Brian Thouvenot

THEY SAY PORTIONS OF THEIR ROOFS WERE CONSTRUCTED WITHOUT THE PROPER WATER BARRIER.

ACCORDING TO THE ST CLAIR COUNTY BUILDING INSPECTOR WATER BARRIERS WERE REQUIRED WHEN THE HOMES WERE BUILT.

IN A STATMENT MCBRIDE SAID THEY ALWAYS BUILD TO CODE, AND AT THE TIME THESE HOMES WERE CONSTRUCTED FELT WAS AN OPTION.

(17:56) we weren't given the option to purchase tar paper it wasn't like it was made clear to us if you don't have tar paper you might have options.

AFTER WATER CAME THROUGH THE CEILING AT STEVE BARRETTS HOME HE CALLED HIS OWN CONTRACTOR.

(3:37) one whole back corner of the roof on the backside had not been applied to code those are the words given to us by the foreman.

ACCORDING TO THE ST CLAIR COUNTY BUILDING INSPECTOR HOMES ARE INSPECTED DURING THE CONSTRUCTION PROCESS, BUT THEY CAN'T BE ON SIGHT TO WATCH EVERY NAIL AND EVERY SHINGLE AS THE HOME IS BUILT. THEY HAD WARRANTIES, BUT THOSE ARE NOW EXPIRED. WHEN SCOTT KONIECZKA CALLED

P MCBRIDGE B02 - 3 [KMOV]ARCHIVE.2011.OCT

5/23/2013 12:11:06, Brian Thouvenot

ME HE SAID HE WAS GETTING
NOWHERE WITH MCBRIDE.

(7:34) if it wasn't up to code i still
hold them responsible.

SO I CALLED MCBRIDE.
THE CEO INSISTED THEY WOULD
MAKE THE SITUATION RIGHT.

(***NATS NAILS AND HAMMERS****)

AND HE WAS RIGHT, ALMOST
IMMEDIATELY MCBRIDE SENT A
CREW TO KONIECKA'S HOME TO
REPLACE THE PORTION OF THE
ROOF THAT WASN'T INSTALLED
PROPERLY.

I WAS ALSO TOLD MCBRIDE WILL
WORK WITH MARTY AND BARRETT
TO RESOLVE THEIR ROOFING
PROBLEMS.

(***CHRIS***)

MCBRIDE POINTS OUT THESE
HOMEOWNERS BOUGHT VANTAGE
HOMES, A COMPANY THAT WAS
AFFILIATED WITH MCBRIDE BUT
NO LONGER EXISTS.

I WANT TO STRESS MCBRIDE SAYS
THEY ALWAYS BUILD TO CODE -
AND THAT IN THE CASE OF SCOTT
KONIECZKA WATER BARRIER WAS
ORDERED WHEN HIS HOME WAS
BUILT.

BUT SINCE THERE WAS EVIDENCE
THAT A SMALL PORTION OF THE
ROOF WAS BUILT IMPROPERLY,
THEY ARE FIXING IT ALONG WITH
ANY RELATED DAMAGE.

CHRIS NAGUS, NEWS 4.

HOME PRICES D02 - 1 [KMOV]ARCHIVE.2012.JUL

5/23/2013 12:19:14, Brian Thouvenot

2 SHOT

*Price complaint
Aired July 27, 2012*

ANDRE

IF YOU OWN A HOME, YOU
KNOW.. THE VALUE ISN'T WHAT IT
USED TO BE.

THERE ARE PLENTY OF
REASONS .. BUT SOME OWNERS
COMPLAINED TO NEWS FOUR -
THEY BLAME THEIR
HOMEBUILDER.

CLAIRE

SO NEWS FOUR'S MAGGIE
CRANE LOOKED INTO THEIR
SITUATION... AND FOUND OUT...
SOME *SUBDIVISIONS ARE
CHANGING THE RULES IN ORDER
TO SELL HOUSES.*

TAKE PKG

T/

P HOME DISPUTE 10 D03 - 1 [KMOV]ARCHIVE.2012.J.JL

5/23/2013 12:19:17, Brian Thouvenot

*chyroncg [A] - # Rick Lamborn#
Homeowner => [00414746 (L3 2
LINE)]

11-15

*chyroncg [A] - # High Ridge, MO#
Jefferson County => [00414750
(L3 2 LINE)]

21-26

*chyroncg [A] - # Kyle Clark#
Homeowner => [00414747 (L3 2
LINE)]

46-54

*chyroncg [T] - # McBride & Son#
#"...have done nothing illegal nor
improper. Changes in indentures
are common in practice and
totally within our rights." =>
[00414749 (FS PUSHBACK
STATEMENT)]

59-1:08

RUNS=1:19

OUTCUE=(STANDARD)

Kyle Clark/Resident 18:42 - 18:44
The biggest concern is the value of
my home.

HOME PRICES HAVE BEEN
TAKING A HIT EVER SINCE THE
ECONOMY TANKED.

BUT HOMEOWNERS IN
HARTER FARMS BELIEVE... THEIR
BUILDER IS BLAME.

Rick Lamborn/Resident 05:11
We were all promised based on this
sales literature,
05:17 - 05:22
that this is what the development is
going to be like, and then it's
changed dramatically.

IT'S CALLED AN INDENTURE
OF TRUST.

IT ESTABLISHES SUBDIVISION
RULES... INCLUDING THE SIZE
HOUSES MUST BE.

BUT McBRIDE SLASHED THE
SIZE RESTRICTIONS BY
25-PERCENT... SIMPLY BY
CHANGING THE RULES.

Rick Lamborn/Resident 09:33 - 09:36
You're expecting one thing - it's
almost like a bait and switch.

BUT HERE'S THE CATCH: IT'S
PERFECTLY LEGAL.
SO LONG AS THE BUILDER

P HOME DISPUTE 10 D03 - 2 [KMOV]ARCHIVE.2012.JUL

5/23/2013 12:19:17, Brian Thouvenot

OWNS ONE LOT IN THE
SUBDIVISION... THEY CAN CHANGE
THE RULES AT WILL.

HOMEOWNERS SAY THAT
CLAUSE IS BURIED 30 PAGES
DEEP... AND ONLY AVAILABLE
UPON REQUEST.

THEY TELL ME... THEY WISH
THEY WOULD HAVE DONE THEIR
HOMEWORK.

Kyle Clark/Resident 17:46 - 17:58
If somebody would have come to you
and said... oh you just bought a
beautiful new home, it's nice and big
but 17:51 people are building
smaller homes that are worth less
and that's going to affect your home
value and cause the value of your
new home to drop, I never would
have bought a house in this
subdivision.

McBRIDE'S CEO SENT ME A
STATEMENT, IN PART READING...
John F. Eilermann Jr., CEO and
Chairman of McBride & Son
Companies

**"McBride & Son... have done
nothing illegal nor improper.
Changes in indentures are common
in practice and totally within our
rights."**

THE COMPANY ALSO POINTS
OUT THAT IT TOOK OVER THE
SUBDIVISION WHEN THE PREVIOUS
BUILDER WENT BELLY UP.

THE LESSON HERE...

Rick Lamborn/Resident 07:46 - 07:49
I feel foolish for not reading the

P HOME DISPUTE 10 D03 - 3 [KMOV]ARCHIVE.2012.J.JL

5/23/2013 12:19:17, Brian Thouvenot

entire indenture.

KNOW BEFORE YOU SIGN.
MAGGIE CRANE... NEWS 4.

I PAGE SOUND WALLS A23 - 1 [KMOV]ARCHIVE.2013.MAY

5/23/2013 12:17:07, Brian Thouvenot

SITTING MONITOR
MONITOR=ROAD CONSTRUCTION
SHARON

Sound wall issue

Aired May 14, 2013

SITTING MONITOR
(SHARON)

HOMEOWNERS IN A NEW ST.
CHARLES COUNTY DEVELOPMENT
SAY THEY WERE PROMISED A
SOUND WALL WOULD BE BUILT TO
KEEP THE NOISE OF A NEW
HIGHWAY OUT OF THEIR
NEIGHBORHOOD.

(JASMINE)

TONIGHT THEY SAY THEY
WERE BEEN MISLEAD.

EMILY RAU TALKED TO
HOMEOWNERS IN COTTLEVILLE
WHO MAY NOW BE OUT OF LUCK,

P PAGE SOUND WALLS A24 - 1 [KMOV]ARCHIVE.2013.MAY

5/23/2013 12:17:10, Brian Thouvenot

TAKE PKG

RUNS=1:05

OC: the exact same thing

EDITOR NOTES:

EMILY WILL FEED

*chyroncg [A] - # Fran Nowling#
Cottleville Resident => [00494248
(L3 2 LINE)]

10-15

*chyroncg [A] - # Tom Evers#
Modot => [00494249 (L3 2 LINE)]

21-29

*chyroncg [T] - # Page Avenue
Extension# # All McBride & Son
purchasers in Columbus Pointe
were clearly notified of the Page
Avenue Extension. McBride
absolutely made no
representations. => [00494213
(FS PUSHBACK STATEMENT)]

*chyroncg [T] - # Page Avenue
Extension# # ... regarding a sound
wall. => [00494214 (FS
PUSHBACK STATEMENT)]

TAKE PUSHBACK

36-45

TAKE PKG

FRAN NOWLING RESIDENT

"It was very vocal that there would
be a sound wall."

FRAN NOWLING AND HER
HUSBAND BUILT A HOME IN
COLUMBUS POINTE IN
COTTLEVILLE JUST A COUPLE OF
YEARS AGO...

"Building here we knew there
was going to be a highway but the
info we were given when we moved
in was deceiving."

MODOT SAYS SOUND
ABATEMENT OF ANY KIND HAS
*NEVER BEEN PART OF THE PLAN.
TOM EVERS - MODOT

"We never told a developer or
municipality that a sound wall was
going to be built through here that
was never conveyed to them."

NOWLING AND SEVERAL
OTHER HOMEOWNERS TELL ME
MCBRIDE AND SONS SAID JUST
THE OPPOSITE..

THE COMPANY DENIES IT-- IN
A STATEMENT MCBRIDE SAYS..
"ALL PURCHASERS IN COLUMBUS
POINTE WERE CLEARLY NOTIFIED..
AND THAT MCBRIDE MADE NO
RESPRESENTATIONS REGARDING
A SOUND WALL."

"when my concerns were for the
eyesore of the soundwall they
explained that they would make it
lined with trees that they would
make it pretty."

THERE ARE NO TREES..NO
SOUNDWALL..BUT THERE WILL BE
A FOUR LANE HIGHWAY IN THIER
BACK YARDS.

P PAGE SOUND WALLS A24 - 2 [KMOV]ARCHIVE.2013.MAY

5/23/2013 12:17:10, Brian Thouvenot

i feel like we were deceived by
mcbride and they should take that
responsibility, especially since there
were several homeowners that were
told the exact same thing."

T PAGE SOUND WALLS A25 - 1 [KMOV]ARCHIVE.2013.MAY

5/23/2013 12:17:12, Brian Thouvenot

LIVE

EMILY

*chyroncg [A] - # Emily Rau# St.
Charles, MO# Contact Me At#
erau@KMOV.com => [004942:10
(L3 NAME/EMAIL)]

LIVE

(EMILY)

THIS ISSUE HAS A LOT OF
PEOPLE TALKING-- ON THE CITY
OF COTTLEVILLE'S FACEBOOK
PAGE SEVERAL HOMEOWNERS
SAY THE SAME THING-- THAT
THEY WERE PROMISED A
SOUNDWALL.

THE CITY SAYS IT CAN'T
FORCE MODOT TO PUT THEM
UP...SOME PEOPLE TELL ME THEY
ARE NOW APPEALING TO CITY
OFFICIALS TO PITCH IN AND PAY
FOR SOUND WALLS.

LIVE IN ST CHARLES COUNTY,
EMILY RAU, NEWS FOUR.

2-9-12

MCBRIDE AND SONS E03 - 1 [KMOV]ARCHIVE.2012.FEB

5/23/2013 12:42:58, Megan Hannigan

*chyroncg [B] - # Program info =>

[00061162 (BP GENERIC)]

*chyroncg [C] - # Contact =>

[00061161 (BP GENERIC)]

*chyroncg [A] - # BLANK PAGE =>

[00045634 (BLANK PAGE)]

1SHOT/main

MATT

5SHOT

*chyroncg [A] - # New Home

Stimulus Program => [00061141
(SEGMENT TITLE)]

*chyroncg [A] - # Segment

Sponsored By STL Union#

Homebuilding Partnership =>

[00061142 (L3 SPONSOR 2 LINE)]

INFOLIST

*chyroncg [A] - # Home Stimulus

Program# Neighborhoods Built by
Your # Neighbors is Union Trades
sponsored => [00061151 (INFO
LIST SHORT 2 LINES)]

INFOLIST

*chyroncg [A] - # Home Stimulus

Program# Contributions will range
from# \$2,000 to \$10,000 on a new
home => [00061147 (INFO LIST
SHORT 2 LINES)]

FSCG program info

FSCG contact

1SHOT/main

MATT

A FIRST-OF-ITS-KIND STIMULUS
PROGRAM, TO ENCOURAGE NEW
HOME OWNERSHIP, IS HAPPENING
RIGHT HERE IN ST. LOUIS!

5SHOT

HERE TO TELL US MORE-- **JOHN
EILERMANN, JUNIOR** FROM
MCBRIDE AND SON, **JOHN FISCHER**
FROM FISCHER FRICHTEL, **AL
BOND** WITH THE CARPENTERS
DISTRICT COUNCIL AND **DAVID
ZIMMERMANN** FROM THE SHEET
METAL WORKERS.

LIST

--The *Neighborhoods Built by your
Neighbors* program is a Union
Trades sponsored stimulus program
--All residential Union trades
participating.

LIST

--Contributions will range from
\$2K-\$10K on a new home.

FSCG

--The program runs during the month
of February.--Program certificates are distributed
on a first come first serve basis--Program is good for Missouri
communities--Program ends Feb 29th or when
certificates are gone

FSCG

FOR MORE INFORMATION ON THIS
GREAT, HOMEGROWN PROGRAM,
GO ONLINE TO STL UNION
BUILDERS DOT COM.

10-17-12

MCBRIDE HOMES B03 - 1 [KMOV]ARCHIVE.2012.OCT

5/23/2013 12:41:22, Megan Hannigan

*chyroncg [B] - # home 1 =>
[00069632 (BP GENERIC)]

*chyroncg [C] - # home 2 =>
[00069633 (BP GENERIC)]

*chyroncg [A] - # BLANK PAGE =>
[00045634 (BLANK PAGE)]

1-SHOT/MAINSET

MATT

4-SHOT

1-SHOT/MAINSET

MATT

IF YOU'RE IN THE MARKET FOR A
NEW HOME, OCTOBER IS THE
MONTH TO BUY...THIS MONTH
ONLY YOU CAN SAVE BIG WHEN
YOU BUY A MCBRIDE AND SON
HOME!

4-SHOT

HERE TO TELL US MORE ABOUT
THEIR "EMPLOYEE PRICING SALE"
ARE JOHN F. EILERMAN JR., THE
CEO AND CHAIRMAN OF THE
BOARD AT MCBRIDE & SON
HOMES, ALONG WITH SALES
MANAGER KATIE NEUMANN AND
PROJECT MANAGER NICK LIUZZA.
GOOD MORNING!

*chyroncg [A] - # Employee Pricing
=> [00069576 (SEGMENT TITLE)]

*chyroncg [A] - # John F.
Eilermann Jr# CEO, McBride &
Son Homes => [00069580 (L3
NAME 2 LINES)]

*chyroncg [A] - # Katie Neumann#
Sales Manager, McBride & Son
Homes => [00069578 (L3 NAME 2
LINES)]

*chyroncg [A] - # Nick Liuzza#
McBride & Son Project Manager
=> [00069579 (L3 NAME 2 LINES)]

*chyroncg [A] - # Segment
Sponsored By McBride & Son
Homes => [00069575 (L3
SPONSOR 1 LINE)]

FSCGx4-MCBRIDE HOMES

*chyroncg [B] - # home 3 =>
[00069634 (BP GENERIC)]

*chyroncg [C] - # home 4 =>
[00069637 (BP GENERIC)]

What are the benefits of being an "employee owned company?"

-many advantages---employees take
pride in the product, also effects
bottom line

-When it's your own money at stake,
employees find creative ways to
craft efficiencies, reduce waste, and
produce best practices; be it in the
back office or in the field.

-synergy created by collectively
"winning" month in and month out
creates a great environment for
passion and teamwork.

Being an employee has its perks... (to Katie & Nick) FSCGx4

-employee owners are offered
tremendous deals on a McBride
home

-many employee owners have taken
advantage of the offer.

MCBRIDE HOMES B03 - 2 [KMOV]ARCHIVE.2012.OCT

5/23/2013 12:41:22, Megan Hannigan

What makes McBride Homes so great? (to Katie & Nick)

First time ever, McBride & Son Homes are offering employee pricing to everyone

-During October, we're giving everyone the chance to purchase a McBride home paying only what our employees pay.

-The price listed for the sale is same price as a McBride employee pays. Period.

-No negotiating, no hidden costs, no kidding.

-With 50 communities in metro St. Louis, mortgage rates at all-time lows, and bottom line pricing, there has never been a better time to buy a new McBride Home.

FSCG contact

*chyroncg [B] - # McBride

Employee Pricing => [00069640
(BP GENERIC)]

FSCG

THANKS! EMPLOYEE PRICING
LASTS THROUGH THE END OF
OCTOBER! FOR MORE
INFORMATION ON MCBRIDE AND
SON HOMES' EMPLOYEE PRICING
YOU CAN VISIT MCBRIDE HOMES
DOT COM.