

THE ALL COMPANY

Bill Liblick

PO Box 526, Swan Lake, NY 12783

Phone: 845-292-2938

Email: talkerbill@aol.com

Web Address: www.theallcompany.com

www.alltalkshows.com/website

www.allsoapoperas.com/website

www.allrealityshows.com/website

Business Description: The **All Company** is a next generation, new media organization dedicated to becoming a leader in Television Talk and Reality Production, Online Content/Commerce, Publications, and Merchandising arenas in the pre-convergence era. The **All Company** will ultimately create a vast network of interrelated media and commerce properties in each of the aforementioned industries, which will rapidly produce a plethora of cross marketing channels which will spur the growth of the rest of the Company's conceived holdings, positioning the company as a 21st century multi-industry, post-convergence powerhouse.

Management:

CEO Bill Liblick

COO Robert Reiss

VP Production Rose Mary Henri

Executive Editor Derek Alger

Marketing/Advertising Director

Timothy Lempke

Strategic Communications

Ira Seidenfrau

Industry: Media, TV Production
Internet, Print, Merchandising

Law Firm: Zeichner Ellman &
Krause

Amount of Financing Sought:
\$5 million

Current Investors

Private Investors

Use of Funds: To operate the Company, which will include the hiring of key staff to implement the business plan, including the taping of Talk and Reality pilots for syndication, cable, and network television, the design and launching of the Talk Show, Soap Opera, and Reality TV sites. Monies raised will also include entrance into Print, and merchandising.

Summary of Business Strategy: The **All Company** will enter into TV Talk Show and Reality Show based production, launch many web portals on the Internet, and participate in the lucrative fields of print and merchandising. Utilizing the vast experience of its Board of Directors and Management Team, the Company's TV production and printed publications division will both complement the Company's Internet initiative, and generate additional substantial revenues, both in the interim and throughout the life of the **All Company**. The first web sites will be devoted to talk shows, soap operas, and reality based TV. The Company's business model will allow them to eventually own many Internet sites utilizing the "ALL" concept. Advertisers, direct marketers, and merchants will have a direct link to the audience they want to reach. There will be continual growth as the All Company branches out in to other categories with its over 400 "ALL" Domain Names.

Products/Services: The Company's objective is to produce talk and reality based programming for syndication, cable, and network television. The Company will also own leading Internet communities for talk shows, soap operas, reality based programming, and other sites of interest to the public combining the "ALL" concept. These portals include, but are not limited to, arts and crafts, fashion and style, home improvements, business to business, business to consumer, health and wellness, kids, teens, senior citizens, travel, learning, shopping, auctions, bargains, technology, news, gossip, scandals, sports, help wanted, real estate, cuisine, subscriptions, prescriptions, the media, radio, TV, an Internet Radio Station, help centers, State Guides, and State Business. The Company's business model provides additional growth with printed publications, live content, and selling its own merchandise.

Revenue Model: The **All Company** revenue streams will include: Television Program Production, Advertising Sales, Magazine Sales, Production/Publishing Content Syndication, Network Marketing, Data Mining, Direct To Consumer Streamed Programming, E-Commerce, Bulk Discount Sales.

THE ALL COMPANY

Growth Strategy: *The All Company's growth strategy is currently set as a three-stage initiative that will culminate within five years. The first stage will include hiring additional key management, filling out the Board of Directors, and securing the vital partnerships required to enter into TV production and launch our three initial web properties. This stage will include the launching of alltalkshows.com, allsoapoperas.com, and allrealityshows.com, which will be the first three websites launched within the All Network.*

In the second phase, we will expand our internal production company to create additional original Talk Show, 'Reality TV', and Documentary oriented programming, and launch a new website designed for the early stages of Internet Television convergence and broadband users. We will expand our e-commerce revenue models. Finally, we will examine the feasibility of severing the partnership with our D2CSP content and fulfillment partner in order to launch the direct-to-consumer operation.

This phase will also mark the beginning of our diversified All network strategy. We will begin to leverage the over 400 domain names currently owned by the All Company in order to establish the vast branded network of company owned Internet properties beginning with "All." We will ensure stability during this period of exponential growth by maintaining a steadfast commitment to introducing sites with the most compelling niche content and largest audiences first; in this way the company will increase its appeal, stickiness, and revenue streams in a profitable manner.

*In the third phase we will direct our attention towards vertically integrating the various remaining operations that were previously outsourced to strategic partners, and terminating our syndication agreements so we will be able to broadcast our own original programming via our branded web properties. We also believe that our Network of domain names will have become valuable, revenue generating enterprises that will ultimately position the company for an initial public offering or acquisition. **Importantly, we will offer third parties the ability to own their own franchise in the AllCompany network by acquiring a site or sub-site under the "All" name.** For example, we could franchise out all of the websites related to All _____ Business, such as AllNewYorkBusiness, AllCaliforniaBusiness, and AllFloridaBusiness. Similarly, we could franchise out all websites related to All _____ Guide, such as AllGeorgiaGuide, AllTexasGuide, and AllFloridaGuide.*

Target Markets: *Although The All Company will be operating in several distinct industries, our primary consumer target market profile is uniquely homogenous. Generally defined as men and women between the ages of 16 and 65, our target consumer market can be further classified as those people in this demographic that have Internet access, have household incomes in the range of \$25,000 to \$100,000, and are viewers of Talk Shows, Soap Operas, Reality-based Programming, and Home Shopping programming. Our target market is also comprised of avid catalog shoppers and coupon clippers; each of the aforementioned characteristics of our target market will collectively yield numerous revenue generating opportunities for The Company.*

Distribution Channels: *The Company will rely on Broadcast and cable television, the World Wide Web, and publication sales as its primary means of distribution.*

Competition: *Other diverse media companies*

Outlook: *The Company will be in a unique position to be acquired by a media company that is interested in its suite of Internet companies, TV programs, and publications. The Company will be geared towards an attractive initial public offering. The management plans to move aggressively with its business plan.*

Financial Summary:

YEAR 1 = \$4,328,004.00 YEAR 2 = \$ 12,541,000.00
