



TV Talk and Reality Production...Over 400 "ALL" Domain Names...Special Interest Publications...Novelty Merchandise...

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I would like to introduce you to **The All Company**, an exciting new media Company. The goal of the Company is to enter into television talk and reality based production, own leading communities on the World Wide Web, bring to market special interest publications, and sell novelty merchandise.

The **All Company** firmly believes that the market is open as never before for novel talk show and reality-based programming. Hits such as Ricki Lake, Oprah, Jerry Springer, The View, Sally, Survivor, Temptation Island, Fear Factor, the Great Race, and Real Word have primed the appetite of the Television viewing audience for increasingly more edgy and controversial programming. The **All Company's** Production team is finely tuned in to the demands of the audience and is currently developing several compelling and provocative programs that are sure to be fan favorites in the Reality and Talk Show genres, which boast average daily viewers of over 35 million Americans according to Nielson ratings. The **All Company** is the beneficiary of numerous industry relationships derived from highly acclaimed successes that will facilitate the success of this division.

The Television Production Division will be led by Emmy award winning Producer Rose Mary Henri, and will target the Talk Show and Reality Television segments of the television syndication, cable, and network industry. Ms. Henri's extensive pre-existing industry relationships and multiple successes in the field will allow the Company to immediately delve into this highly lucrative industry with instant credibility. Moreover, Ms. Henri and her team already developed several provocative treatments for the Company. Therefore, upon capitalization the Company will immediately enter this market poised for profitably.

Our proposed Internet portals include, but are not limited to talk shows, soap operas, reality shows, kids, teens, senior citizens, health and wellness, travel, arts and crafts, things to do, scandals, shopping, auctions, bargains, help centers, business to business, fashion and style, places to live, sports, news, radio, TV, **all** state guides, and **all** state business.

Unlike companies like salon.com, ivillage.com, and thestreet.com, our business model demonstrates that we will be able to branch out into a wide range of categories. We have over 400 Domain Names registered with the **ALL** brand. The Company feels that in order for e-commerce to succeed you need quality content, and that is one of the goals of the Company.

Many people online become frustrated with the Internet, and have no real place to go to link their interests together. Search engines do not work. The "**ALL**" concept will change that. If your interests are talk shows, you will just have to go to one place on the World Wide Web. The same will be for each proposed site. The sites will be simple, user friendly, and have great profit potential.

There currently is no printed publication catering to huge Talk Show and Reality based market. The Company plans to introduce a Talk and Reality publication for the consumer market, as well as other Special Interest Publications. The Talk/Reality publication will contain news, gossip, exclusive interviews, follow-ups, viewer feedback, and recaps. It will also serve as a perfect marriage for the web site.

The initial three websites (alltalkshows.com, allsoapoperas.com, and allrealityshows.com) will all follow a very similar format and will be the one-stop destination for anyone interested in learning more about their favorite shows or the industry.

The websites will include the following features:

- ❑ Talk Show/Reality Show/Soap Opera related merchandise
- ❑ Direct-to-Consumer Goods
- ❑ TV Companion (Quizzes, Polls, and Promotions)
- ❑ Contests and Promotions
- ❑ Chats
- ❑ Message Boards
- ❑ Video Clips
- ❑ Guest Updates and Chats
- ❑ Links
- ❑ Direct Show Interaction
- ❑ Network Marketing Program for members

We are going after the very market that advertisers and merchants want to reach. These are the people who shop from catalogs, QVC, Home Shopping, and the Internet is a natural for them. Our store (mall) can be very profitable, as well as revenue received from advertising and selling our membership list to marketers. Our members will also participate in a network-marketing program. The sites would also be a perfect fit for online auctions. The other domain names registered can each be successful web communities, and have a sister publication. The Company's business model also calls co-venturing or franchising out its domain name and publication formula.

Besides my background in newspaper publishing, I have received a wide range of publicity for my talk show appearances. I was featured on the front page of The Wall Street Journal, as well as every other major media outlet. Check out **www.talkerbill.com**. Rose Mary Henri is respected and regarded as an authority on talk. She served as Executive Producer for Sally Jessy Raphael. She was the head of the cable network NewsTalk, executive producer for Lifetime Television, Jackie Mason, and many other popular television talk shows. Her insight and contacts will be a valuable asset to the company. She will be a natural to grow the talk shows site into a Live Content Network. Keith Klein, Senior Vice President of MSA Advertising Agency is utilizing his company's Internet division for the benefit of the Company. Web Applets.com is working on our chat, message boards, and Java for member areas

We are currently putting together a respectable management team, and have signed with Zeichner Ellman & Krause for legal representation.

Enclosed is the business plan for **theallcompany**. Our Information can also be downloaded from our websites theallcompany.com, or allcompany.com.

I look forward to speaking with you about your participation in our exciting new Company.

Sincerely,

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