

THE ALL COMPANY

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Business Description: *The All Company is a next generation, new media organization dedicated to becoming a leader in Online Content/Commerce with the "ALL" domain web portal brand, enter into Television Talk, Reality and Game Show, Production, Publications, and Merchandising arenas. 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 Internet Allen Eckers

VP Production John Racyn, Jr

Executive Editor Derek Alger

Marketing/Advertising

Jason Clute

Timothy Lempke

Corporate Synergies

John Stenger

Strategic Communications

Ira Seidenfrau

Industry: Internet, Media, TV
Production, Print, Merchandising

Law Firm: Zeichner Ellman &
Krause

Amount of Financing Sought:
\$5 million

Use of Funds: *To operate the Company, which will include the hiring of key staff to implement the business plan, the design and launching of the "ALL" branded websites, the taping of Talk, Reality and Game show pilots for syndication, cable, and network television, Monies raised will also include entrance into Print, and merchandising.*

Summary of Business Strategy: *The All Company will launch many "ALL" domain web portals on the Internet, enter into TV Talk, Reality and Game Show based production 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 a variety of general interest. The Company's business model will allow it 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 over 450 "ALL" Domain Names.*

Products/Services: *The Company objective is to own leading Internet communities 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 will produce talk, reality, and game show based programming for syndication, cable, and network television. 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: Advertising Sales, E-Commerce, Data Mining, Direct to Consumer Streamed Programming, Television Program Production, Magazine Sales, Production/Publishing Content Syndication, Network Marketing, Bulk Discount Sales.*

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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 launch the "ALL" Branded web portals which will be of interest to the general public. This stage will include the company's entering into TV production.*

In the second phase, we will expand our e-commerce revenue models. We will expand our internal production company to create additional original Talk, Reality, and Game Show oriented programming.

This phase will also mark the beginning of our diversified All network strategy. We will begin to leverage the over 450 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. Many 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 ALL Company will rely on the World Wide Web, Broadcast and cable television, and publication sales as its primary means of distribution.*

Competition: *Other diverse Internet/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
