

“BUSINESS PLAN”
\$375K
INVESTMENT REQUEST

Dear “Investor”,

“We” (SuperStunts International Productions), propose an ‘investment’ of \$375,000.00, into a “Business Plan” that has most, if not more, of the “principle” guaranteed, as a “return on the investment”, (with ‘profits’ that could be substantial, for years to come).

- (1) First, -‘We’ can “guarantee” \$375K, by securing the first \$375K back, on ‘the gross’ revenue returned on the ‘live’ Pay-Per-View production/broadcast to “Producers”, set for December 2004.

Item: ‘Our’ “initial deal” with Spring Communications, was that ‘they’ would ‘front’ the funding necessary to finance the production, at \$375K. (See-‘Budget’). And then, ‘they’ would ‘re-coup’ their investment first, and then ‘split’ (50/50) the profits with “the creator”/producer of the production, (“Super Joe” Reed, the only other ‘partner’).

- (2) Second – ‘We’ will “finish” (post-produce) 2, 1-hour ‘commercial’ T.V. specials. Ready for ‘sales’ (licensing) to ‘major networks’, in ‘Prime Time.’

...Which “I” will ‘put-up’ (in part) as “collateral”. (Over ‘the sales’ [licensing] of 2-specials, I’ll commit to “covering the balance”, plus a profit, for ‘the investment.’) [\$150K minimum, each, from ‘the sales’/licensing of the 2-specials.]

- (3) Third – With a ‘separate revenue stream’ coming from ‘the sales’ of videos/DVDs, ‘we’ can further ‘guarantee’ “a return on investment.” [Your price for a ‘new’/historical/dramatic/action-packed video release in “the motorcycle world” is: \$24.95.]

Easy math: A top selling video/DVD released by Seth Enslow (who does not ‘own’ a single, “legitimate” “World Record”) sold 70,000 units over 2.25 years. =\$490,000.00!
@ 70,000

X \$7.00 wholesale (avg.) (through sub-distributors)
\$490,000.00

“I”, believe ‘we’ can sell ‘at least’ 15,000 units, @ \$7.00 wholesale; (in ‘our’ first year) especially with ‘sales’ promoted on ‘our’ “Live”, Pay-Per-View T.V. Special, in May. (Seth never had such exposure/promotion on T.V., for ‘their’ video/DVD release.) That’s \$105,000.00 from each DVD/video release. “We” plan to release at least 4 = \$315,000.00.

[See-“Support Letter” from Spring Communications. ‘We’ will ‘air’ 150,000-to-250,000 separate/individual T.V. ‘spots’ (commercials), to promote ‘our’ P.P.V.. ‘We’ will promote the videos/DVDs seen in these ‘commercials’ (www.superstunts.com) on “the website” see in these ‘commercials’ (www.superstunts.us), and, on the ‘Live’ telecast (P.P.V.) for 3-hours of the ‘live’ telecast, “repeats”, and, “reruns” on commercial/cable/syndicated T.V., internationally.]

(4) Fourth – ‘We’ will actually perform 30(+) stunts over the 1-8 days ‘leading up’ to, and including (and ‘beyond’), ‘the event’ date (Fall 2003). [‘We’ will “own” 100% of these stunts performed.] So, ‘We’ will have a lot more ‘material’ to work with, (more than the 4-stunts ‘we’ plan to broadcast ‘live’, in the P.P.V.). So, we’ll have more “World Records, “that ‘no one’ has seen”, to post-produce for ‘sales’ on P.P.V. (“taped”) specials, and, additional ‘commercial’ T.V. programs. (Stunts, that “Hollywood” and “the T.V. Networks” have ‘heard about’, but have not seen. “They”, will have to pay to ‘see’ them.) [Another 10 DVD/Video releases!]

- “I” have the “sales” and industry ‘representatives for sales’ (agents), ‘in place’. See-“Production Concept”.
- “I” have been “working my whole life” for this opportunity, [‘Live’ T.V. broadcast(s), “commercial T.V.” network airings, and, a “series” of video releases, that have “no equal”, the world over.]
- “I” ‘contribute’ my “life’s work”, as “the most important element to this “formula”. (‘Anyone’, can produce an ‘action-oriented’ T.V. special. ‘No one’ can produce what ‘I’ have. And... ‘I’ am “the only daredevil/stuntman in history”, who “owns” his own [material] work.) More “original” world record stunts, than anyone in history, including ‘Evel’.

A couple of points [“facts”] related to this “business plan”:

- Estimates on the P.P.V. revenue are ‘solid’. Only one motorcycle oriented event is broadcast each year, as a “live” P.P.V. event. The “Supercross Finals”, from Las Vegas, NV (Last broadcast: (Last broadcast May 5, 2002).
- Offered in only 10 million (of 50 million ‘available’) ‘homes’, through cable & satellite providers, the program generated a .1% ‘buy-rate’: =\$200,000.00 P.P.V. home purchases.
10,000 Retail purchase price
x \$20.00 purchases
\$200,000

-“We” know we will register more ‘purchases’, simply by virtue of our “penetration”. “We” will be offered on/in (between) 40,000,000 and 45,000,000 (million) ‘available homes’. (‘Our’ P.P.V. distributor handles more P.P.V. events, than any other distributor in the U.S. See-P.P.V. Co. Resume). Plus, ‘we’ will include “Superbikers” motorcycle racing. A much more ‘radical’ form of m/c racing. Combining all popular elements of all forms of m/c racing.

- There has never been, and never will be, another T.V. special, like this. In other words... “no competition”! “Not since the days of “Evel” Knievel has there been such a (stunt/motorcycle racing) T.V. Special.”

“Our” “Business Plan” is ‘solid’. With “guarantees” and “returns” (through multiple ‘revenue streams’) that will assure it’s “success”.

Read on...