

the**ALL**company

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

P.O. Box 526
Swan Lake, NY 12783
(845) 292-2938
(718) 671-1455
allcompany.com

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

We are seeking \$5 million, which will include an immediate investment to bring several web portals to the Internet, and tape several TV Talk, Reality, and Game Show pilots for the lucrative television Broadcast, Cable, and Syndication market.

The All Company's proposed Internet portals utilize the "ALL" concept, which direct hits a specific topic of board interest to the general public. They include, but are not limited to the following specialized categories: shopping, home improvements, dieting, auctions, bargains, free samples, kids, teens, adults, senior citizens, health and wellness, travel, arts and crafts, things to do, help centers, business to business, general interest, specialized categories, fashion and style, places to live, sports, news, radio, TV, talk shows, soap operas, reality shows, **all** state guides, **all** state businesses, and other directly focused categories.

Our business model demonstrates that we will be able to branch out into a wide range of categories. We have over 450 Domain Names registered with the "**ALL**" brand. The Company feels that in order for e-commerce and direct marketing to succeed on the Internet, 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.

The Company recently introduced a new ecommerce site, **allgoodluck.com** as a revenue stream to grow the Company. The site is different from the Company's primary business model, and sells Good Luck items under the product name "Power of Faith." We have developed several unique products including a "**Power of Faith**" **SLOT CLOTH** to be used on Slot Machines for **GOOD LUCK**.

The **All Company** firmly believes that the market is open as never before for novel reality, talk, and game show programming. Hits such as *Oprah*, *Jerry Springer*, *Dr. Phil*, *Survivor*, *Fear Factor*, *The Apprentice*, and *American Idol* 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 in the Reality, Game Show, 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 can facilitate the success of this division.

The Company is currently shopping around to the industry an exciting new five day a week half hour Consumer show titled "We the Consumer," which will be an alternative to "Entertainment Tonight, Extra, Access Hollywood, and Inside Edition."

Two new celebrity based reality shows, "Jack of All Trades," and "Celebrity Battle of the Band," are also being shopped around, as is a new competition reality show titled, "The All American Las Vegas Review." For the daytime audience the company is pitching a show titled "Therapy."

Two new game shows are also being developed, "The Divorce Game," and "Perfect Match."

The Company believes these shows have the ability to become rating bonanzas. The Company is certain it will be a much easier sell shows if it had the funds to produce pilots.

The Company has also been receiving many treatments from people developing shows, asking us to partner with them. Our company has been at the top of the popular GOOGLE search engine under reality production and reality TV production.

The All Company believes printed publications will complement the Company's websites. 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 websites brought to market will all follow a very similar format and will be the one-stop destination for anyone interested in learning more about a specific subject

The websites will include the following features:

- ❑ Content
- ❑ Clear, Easy To Read, and User Friendly
- ❑ Direct-to-Consumer Goods and Merchandise
- ❑ Break Down of Interests
- ❑ Chats
- ❑ Message Boards
- ❑ Streaming Media and Video Clips
- ❑ Interaction
- ❑ Quizzes, Polls
- ❑ Contests and Promotions
- ❑ Exclusive Columns Written by Members
- ❑ Links to Other Sites With Similar Interests
- ❑ Network Marketing Program

Other sites such as allshoppingonline.com, and allbragainsonline.com will feature daily shopping bargain content on the Internet, with link shares to the featured merchants. The sites will serve as a perfect outlet for the online shopper.

Many of the websites will feature steaming video content as well, and print.

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**.

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

Our Business Plan can be downloaded from our websites theallcompany.com, or allcompany.com.

I am convinced this could lead to a nice public offering or acquisition down the road. I look forward to speaking with you about your participation in our exciting new Company.

Sincerely,

Bill Liblick
talkerbill@aol.com
talkerbill@allcompany.com