



Diversity International Television Network

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Diversity International Television Network

“Cultivating a mosaic of human potential so that no child or adult should be left behind.”

Industry: Media,
Education & Entertainment

Management:

Clarence B. Harris, Pres, CEO
Donald Felice, VP Operations
W. Pettiford III, VP Graphics
Maynard Eaton, VP Journalist
Lisa Faulkner, VP Media Relat
Fred Owens, CFO
A. Scotland, Dir. Cust. Srv

Board of Directors:

Dr. Talmage Guy, Chairman
W. Keith McNeely, Vice-Chair
B. Katy Leyva, Secretary
Bernard Abrams
William Bland
Michael Julian Bond
Gilbert Nieuwenhuis
Jesus Ruiz
Barbara McRae

Revenues:

2007 projected 0 M
2008 projected \$2 M
2009 projected \$13 M
2010 Projected \$30 M

Current Debt:

Founders: \$20K
Line Of Credit: \$40K

Previous Investment:

Founders \$100K
F&F seed \$125K

Financing Sought:

Immediate Need \$750,000
\$50 Million over time in debt
and equity

Use of Proceeds:

Marketing, operations,
productions, salaries,
equipment and facility leasing.

Diversity International Television Network is a multicultural educational, historical, and life-long learning channel that will provide programming similar to those of the History Channel, Discovery, and National Geographic. The average American citizen reads at a fourth grade level and one out of every six citizens is functionally illiterate. DITN is the network that will deliver to its investor's untapped profitable resources through its profit and non-profit entities model. It will also provide tangible solutions to America's educational crisis and help resolve this nation's cultural divide and racial strife. DITN has partnered with Alpha Omega Productions, a 501 (c)(3) corporation, which receives grants for documentary productions. DITN and AOP collectively establish a sustainable equilibrium by collaborating with both profit and non-profit entities to yield profitable economic and social rewards.

Unique Value Proposition:

DITN will celebrate America's cultural diversity as strength. Viewers, for the first time will receive an accurate portrayal of America's cultural history and discover the contributions of all groups that made this country great. DITN will protect assets and increase value for investors through branding and super-branding of its intellectual property. DITN has over thirty branded shows, numerous documentaries, and has made strategic alliances with over forty institutions and production companies to produce and supply content for a 24 / 7 television network at little to no cost providing additional leveraging of the market. DITN will introduce a new profitable super-thinking engaged-learning model for education creating a sense of WOW with its viewers. DITN will create early traction by creating a loyal audience by way of the Internet, pod casting and cell phone video and then progress to cable and satellite. DITN is recession-proof because education, learning and job-trend information are always in demand, especially during economic downturns. Measurements tools will be devised to measure growth and run-rate to calibrate margins and earnings growth potential in order to increase profits. Founder also has unique job-set skills.

Key Success Factors:

- DITN has nine streams of income, which allows for shifts and unexpected trends in the market and provides avenues for increased growth and revenue. Called the “dream channel” by some, it is a welcomed alternative to many contemporary dysfunctional programs. DITN will maintain its unique value propositions in the market as the first to occupy its space and remain at being the best at it. It is a strategic cost-effective time to enter the market due to new FCC High Definition requirements.
- Grass roots support, high-tech online communications, networking through institutions, and customer-based programming will help cultivate our market audience and generate high advertising and viewer subscription revenue. National interest by ethnic and cultural groups in their history, which is not available in public schools, colleges, or on Television.

Key Risk Factors

- The industry is very expensive and competitive; however, returns are high and no current network programming addresses DITN's niche. Strategic Plan includes 12 twelve major steps to reduce risk.
- Under capitalization could be a major issue; therefore, a capital team has been devised, the creation of a profit culture by all company employees, keeping cost elements low, and a stellar working environment is essential. DITN should break even after 14 months of operation and turn a profit.

Status:

- DITN has Emmy Award nominees and recipients as well as stellar management personnel having over 200 years of collective experience to provide their expertise beyond industry standards.
- A facility for operations and capital equipment lease/purchase has been located pending funding.
- Letters of Intent from strategic partnership's from diverse organizations for program content.
- Contracts with business and investment funding coaches and the National Grant Organization.
- Is postured for operation through cable, satellite, video streaming, & pod casting pending funding

Funding Structure Preferred: DITN is a LLC - Corporation issuing common shares.

Exit Strategy: Investors will participate in the revenue stream through stock ownership and dividends until such time the shareholders and board of advisors approve an acquisition or IPO.

Documents Available: Investor Memorandum, Promo DVD, Power Point, and Business Plan.

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