



# MILESTONE

A One World Company

GoodNewsPlanet.com



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# **As an INVESTOR what do you need?**

- **Make Money**
- **Work with an honest, highly respected organization**
- **See a VISION that is right for today and the FUTURE**
- **Feel GOOD that you have helped your family, the society and FUTURE GENERATIONS**



## **Milestone Broadcast Corporation (MBC) Prides itself on:**

- **Assets today and the potential worth 100's of millions of dollars and a major IPO for the WORLD**
- **Highly regarded, over 1,000 Corporations Worldwide sharing themselves with us, Est. 1985**
- **Multi-Cultural Media, products & services that inspire HOPE/Life Affirming for today & the FUTURE**
- **Life is short, our legacies live on, our investment financially and personally are what we are**

# **2015 is MBC's year**

- **Founder celebrates more than 40 Years in Communications, including more than a hundred Award Winning TV Shows on CBS & PBS**
- **30<sup>th</sup> Anniversary in MBC Business**
- **16 years on the WEB**
- **Achieving World Peace – September 21 Book & Movie Release**
- **Super-Star Concerts – Times Square/Central Park/Madison Square Garden(TBD)/Brooklyn/Silicon Valley & the World**
- **Broadway Show & World Re-Known Yoga Clothing Line & Reflexology Shoe Line both Branded Under our Trademarked Happy Face Logo**



# 2014 Peace Day Party Sizzle Reel from Times Square/NYC TV Special



<https://www.youtube.com/watch?v=HJ7SmOjBNM>

# **Marketing & Sales/Cash In Presentation**

## **Objective:**

- **Increase awareness of Milestone Broadcast Corporation (MBC, est. 1985) multi-media and multi-cultural marketing.**
- **Increase awareness of our nonprofit and our Peace Day Party.**

## **Financial Objective:**

- **To make sales to create cash in of \$12.5 Million by the end of fiscal year 2015.**



# Targeted Market Focus

50+ multi-cultural community, their children and grandchildren in America and the world.

# **Marketing and Sales Game Plan –Phase One**

- A. Conduct 50+ Research Study with quick turnaround. Partner with SeniorNet. Additional research with AARP, Harvard University, Quinnipiac.**
- B. Syndication and sales of Existing Content – Focus on Health & Wellness, Water/Environment, Food, Spiritual, Branded Content, Good News TV/Radio Series, Time Warner Programs**
- C. Movies - Edit and prepare for distribution**
- D. Public Relations/Social - 30<sup>th</sup> Anniversary/Copacabana for MBC, 16 years sharing Good News/Countries, Movies, World Peace Book, Peace Day Party**
- E. Sponsorships – JNJ, TD Bank, Allstate, Liberty Mutual, Mt. Sinai, Royal Caribbean, Delta, Samsung, Tiffany, Ritz Carlton, Resorts...**
- F. Multi-Cultural Marketing – 50+ ethnic communities**
- G. Happy Face - Licensing Yoga clothing, Reflexology shoes, Water products, Create APP & Video Game**



## CASH FLOW SUMMARY AS OF JANUARY, 2015

- Company has computed its cash flow analysis for the years 2015-2017. During the 1st six months of 2015 the company experiences negative cash of approximately \$4.6 million dollars, which is the basis of its \$5 million capital requirement.
- See Cash In Cash Out statement for a detailed statement of monthly cash flows.

|                  | 2015                | 2016       | 2017       |
|------------------|---------------------|------------|------------|
| • Beginning Cash | 5,000,000 (Invest.) | 9,200,000  | 26,200,000 |
| • Total Cash Out | 8,500,000           | 10,500,000 | 14,500,000 |
| • Total Cash In  | 12,500,000          | 27,500,000 | 55,000,000 |
| • Ending Cash    | 9,200,000           | 26,200,000 | 66,700,000 |

## **Expected Cash In MBC 2014-2015 \$12,500,000**

|  |                |
|--|----------------|
| <b>Website: Good News Planet - In English -</b>  | <b>600,000</b> |
| <b>Advertising - Home Page – Potential 6 Locations</b>   | <b>600,000</b> |
| <b>Exclusive Sponsorship/Adv. of In Language Subject</b>   | <b>480,000</b> |
| <b>Community Sites - Real Estate, Personals, Classified</b>  | <b>170,000</b> |
| <b>Retail – SHOP/SERVICES Sponsors/Adv. /Sales</b>   | <b>160,000</b> |
| <b>Social Network – Sponsorship/Adv.</b>   | <b>160,000</b> |
| <b>Partner Channels: Exclusive Web sites 4 sponsors \$150,000, i.e.<br/>JNJ Good News Care Giving Channel,</b> |                |
| <b>MBC production of Branded Content, social media, marketing</b>  | <b>600,000</b> |



# Movie

**Good News: Achieving World Peace, Woodstock Forever September 21.** In 1989 our company created the 20<sup>th</sup> Anniversary of Woodstock in Times Square and Bethel, NY along with original participants of Woodstock, including Richie Havens. This is a sensitive tribute to one of the most powerful gathering of our brothers and sisters in history for Peace, Love and Rock and Roll.

Included will be new content from MBC What's Good News & Peace for You? For 16 years we have been asking our thousands of guests these two questions. We have heard from celebrities, political leaders, everyday people from every walk of life and every professional field. The answers are powerful, sensitive, loving and filled with love and hope.

We own the content and will share it with the world in an up-lifting movie. Included also will be our Peace Day Events, music and performances from original artists that we used in our Peace Day Events and that we noted in our Good News: Achieving World Peace Book. Additional content from movies, i.e. Peace, Love and Misunderstanding with renown celebrities will be included.

6,000,000

# Multicultural Niche Marketing

**Multi-Cultural and Niche Marketing** - Our company was founded with assistance of the Chinese and we became one of the leading organization helping, IBM, Citibank, Sprint, Western Union, JWT, Y&R... to make sales from the Asian, African, European, Hispanic/Latin and Middle Eastern, Seniors, GLBT, Women, children, disabled... communities. We will pursue this business once again. Media Rep of over 500 pieces of media, including Time Warner, China and other countries. 520,000

**MBC & SeniorNet International Research 50+** Our past multi-cultural and niche research gave MBC the knowledge to sell and to do business. Our research was acclaimed as the bible for ethnic marketing by NY Times, Wall Street Journal, Harpers, the trades. SeniorNet is the leading computer training national and international organization for over 25 years. 120,000



# Product & Service Sales

**MBC Licensed Products - Happy Face Logo is trademarked by MBC. Yoga Clothing with Clare Diab, Deepak Chopra's Guru, Shoes with Laura Norman leading reflexologist in the world, Toys to be pitched to Mattel, Perfume/Cologne/Personal Products, WATER . 500,000**

**Services TBD, partnering with existing companies who want to utilize our Good News Reputation.**

# Programs & Productions

|  |         |
|--|---------|
| Daily Mon-Fri. GNP TV Show – Sponsorship                 | 690,000 |
| Daily Mon-Fri. GNP Radio Show Sponsorship                | 325,000 |
| The Water Hour- Weekly Sponsorship/Adv.100 hours created | 335,000 |
| Syndication of Content -                                 | 320,000 |

**Interviews (5,000 All rights), represents 250 million+ people.**  
**1.000 Corporations Branded on Good News**

|  |        |
|--|--------|
| TV Production in Studio/Satellite Tours,     | 60,000 |
| WEB Sites Develop./hosting - Outside Clients | 60,000 |
| Pay Per View Movies and Shows                | 60,000 |
| MBC WIRE SERVICE- From the shows created     | 60,000 |



# Print, Games, Broadway, Phone, Non Profit

- **GNP Book – Good News: Achieving World Peace September 21 In Final Edit 500,000**
- **Paul Sladkus shares his and many others dream for a totally Peaceful World, without Violence and filled with love.**
- **Video, Good News APP & Board Game w/Positive Family Values 120,000**
- **MBC Broadway Shows. New Show written and titled Venice Beach and Revivals – TBD**
- **Good News Phone - TBD We just received patent for two-screen handset, MBC has 20% of the potential multi million dollar business**
- **Good News Corporation our 501 C 3. Creates Humanitarian and Peace events. We will support their efforts.**

**Total Expected Cash In MBC 2015 \$12,500,000**

## Investment Opportunity: (As of January 18, 2015)

- **Milestone is raising \$5 million.**

(IMPORTANT NOTE: We have been vetted by the State of New York and they have shown interest to make an equity investment for \$2.5 million dollars or more into MBC and have requested us to find a lead investor. The State being behind all of us is Good News, especially for public relations and a future IPO.

**WE WILL WORK VERY HARD FOR YOU AND YOUR PROSPEROUS RETURN**

- **What we provide:** Equity into company for your investment.  
Full Financials will be offered
- **Good News Corporation** (Nonprofit, 501 C 3, est. 2002) Seeks  
Donations and Sponsorships to help Achieve World Peace



## Some of the Participators & Partners Peace Day Party



# Some of Our Branded Content







**“The Awards Committee recognized that Paul Sladkus has been taking on a very powerful, formidable industry on a global scale. In this regard, he is leveraging his vast media and communications expertise and credibility to create a paradigm shift in media communications and help make the World a better place for all.”**

***Steven Piersanti, President and Publisher  
Berrett-Koehler Publishers***