



TO: Shareholders of ASG Entertainment

FROM: Bob Maerz

DATE: April 28, 2017

RE: ASG Entertainment General Update

I want to report that ASG Entertainment has decided to remain independent and continue our progress with the company. Over the last period, we have made great strides not only with developing our own projects and services but also have strengthened existing and forged new relationships with other companies, both public and private that are very involved in content creation and “new media”.

As we wish to be on the forefront of the ‘new media’ landscape, we will be working with the very “best” for Escape format and Virtual Reality (VR) production, content creation, and digital distribution. While all of this is very crucial for success in this ‘new media’ era landscape, ultimately the story (content) and sound (music) must resonate and appeal to the ever-burgeoning worldwide audience.

To accomplish all this, we have “Aligned” ourselves with such talented, experienced, successful people and their companies such as Travis Cloyd and his Mega World Media, PreFilms, and Observe Media, Billy Butler and Yellow Brick Entertainment, Ronnie King of Ronnie King Music and his new Ronnie King Group of Companies, Global Genesis Group, American Cinema International, Walker Cable Productions and others. Along with these companies, we must also applaud our great management team with Alice Neuhauser, Marlene Klingeman, Charles Theiss, Marty Fink and Vince Nerlino. Certainly with this team we have a very solid foundation to continue to acquire, partner and develop, produce and successfully market quality films, television content and music across all platforms worldwide.

As most of us are aware, the internet has disrupted the media industry probably more than any other. We can now produce and access our music, television, and films when we want and our entertainment is delivered to us in constantly changing and varied distribution platforms and formats. At the core of it all is still “a good story”, lyrics and the rhythm and momentum of the delivery.

On a broader scale, and certainly pertinent to our decision to move forward independently at this time is that we feel that the financial and economic climate has improved and with the removal of many of the restrictive and prohibitive regulations that were instituted on the financial markets will continue to do so. The opportunities for access to capital will expand and strengthen. We are expeditiously positioning ourselves for capital formation for our continued growth and are considering all options including a public offering. We also expect

to provide expertise and assistance to some of our aligned partners in their pursuit to access capital and to efficiently manage and expand their Brand and businesses worldwide.

Through ASG Entertainment and those we are aligned with, we have very qualified and capable personnel and partners, content in the marketplace, two television shows in the pipeline, films ready for release with others in varied stages of readiness, and music being released. We are more excited than ever before of the prospects for the future.

In closing, I want to sincerely say that it feels great to communicate directly with you after the recent hiatus. I want to thank all the people at ASGE and the people of these wonderful companies that have confidence in our management and expertise.

Best Regards,



ROBERT MAERZ
CHAIRMAN & CEO
ASG ENTERTAINMENT