Multimedia Platforms, Inc.
Address: 2929 E. Commercial Blvd
PH-D
Fort Lauderdale, FL 33308
Phone: 1-954-440-4678
Status: Public: (OTCQB:MMPW);
Website: www.mmpworldwideinc.com

Key Contacts
Chief Executive Officer: Bobby Blair
President: Peter Jackson
Editor-in-Chief: Richard Hack

Market / Industry Snapshot
Industry:
Multimedia Technology / Publishing
Sectors:
LGBT Publication / Online Platforms

Market Size (LGBT):
2014: $850 Billion (US)
2014: $3 Trillion (Global)

Key Financial Data
Financial Snapshot
2013 Revenue: $665K*
2014 Revenue: $642K*
2014Q1 Revenue: $147K*
2015Q1 Revenue: $206K*

Trading/Stock Price
Stock Price (3/4/15)$0.95
52-Wk.H/L: $7.50 - $0.38
Shares Outstanding: 66.55M

*Bully-diluted – includes conversion of preferred owned by CEO.

BUSINESS DESCRIPTION
Multimedia Platforms Inc. (OTCQB: MMPW) (“MMP”) is an industry-leading Multimedia Technology and Publishing company that integrates print media with social media, and related online platforms, to deliver information and advertising to niche markets. MMP has utilized its proven business model to deliver niche publications and online platforms that target one of the most sought-after demographics in the world, the LGBT population. MMP has recently expanded its concept to include video and mobile applications reaching deeper into the international LGBT community. MMP’s top brands include The Agenda, a Florida-based weekly LGBT newspaper covering world, national and local news and events; and Guy Magazine, a weekly entertainment and lifestyle magazine covering the burgeoning South Florida LGBT market. MMP’s plan to interweave print, web and mobile delivery of the highest quality news, lifestyle and entertainment information via a variety of platforms that crosses all cultural, generational and preferred modality barriers to reach an unprecedented audience.

Disruptive Social Media Technology. MMP has developed an advanced social media platform, The WiRLD.COM, where advertisers’ social media profiles, like Facebook, Twitter, etc., are connected to an App and web portal where social media response pages respond in real time – allowing for the consumer and business to have a real-time relationship with information and content 24/7. By harnessing the power of individuals, their businesses & their relationships by merging print & social media through technology, MMP has created a diverse channel for brands from all over the world to interact and sell their products and services to an ever-growing family of interconnected loyal readers and viewers.

Active Acquisition Strategy. Recently, MMP completed the acquisition of FunMaps, a 33-year-old LGBT travel and leisure company, publishing 14 local and regional tourist maps distributed to more than 40 key North American cities. MMP has also entered into an LOI to acquire Next Magazine, from RND Publications. Next Magazine is New York’s leading gay nightlife and entertainment weekly magazine. As a result of this acquisition, MMP will now have the ability to offer a premier national nightlife and entertainment brand. MMP’s magazines will increase circulation, both in print and digitally, and will allow MMP to secure more national brands at a higher CPM. The acquisition of FunMaps and Next Magazine, combined with the Company’s two other publications, MMP will benefit from various operational and cost saving opportunities, while also securing a dominant position within LGBT travel and three of the largest LGBT markets in the U.S. In addition, these brands combined will give MMP a strong global online presence.

Large Market Opportunity. The world-wide LGBT population is estimated to be more than 400 million, with a purchasing power estimated at $3 trillion. Approximately 6 to 7% of the adult U.S. population is willing to self-identify as lesbian, gay, bisexual and/or transgender, which translates to between 15-16 million adults, a figure that has risen year after year. The overall LGBT community in the U.S. has an estimated purchasing power of $850 billion. The imposing presence of the LGBT community and their high disposable income in the US, alone presents a large pool of purchasing power for brands across multiple industries to capitalize on.

Industry Best Management and Board. MMP’s management team is led by Bobby Blair, who has 25 years’ experience as a business leader, and was formerly a world-class tennis professional. The principals and professional advisors of MMP are seasoned business and media developers who are supported by strong legal and marketing partners. They have a powerful track record of delivering high multiples of invested capital for early equity investors and have successfully completed projects nationwide. This experience gives the management...
team the knowledge needed to implement innovative and profitable solutions to the integrated print, digital and social media platforms they have designed for the needs of advertisers.
EXECUTIVE SUMMARY

THE COMPANY

In 2006, headed by veteran publisher and business developer Robert (Bobby) Blair, MMP began the creation of what has turned into one of the nation’s most successful integrated multimedia companies, consisting of gay men’s entertainment magazines, weekly newspapers and news web sites along with social media platforms that serve many thousands of followers.

Multimedia Platforms Inc. (OTCQB: MMPW) (“MMP”) is positioned as an industry-leading Multimedia Technology and Publishing company that delivers the company’s brilliantly-crafted suite of printed publications, integrated with social media and related online platforms, to an $3 trillion global LGBT market. MMP’s goal is to utilize their proven business model to deliver niche publications and online platforms that target one of the most sought after demographics in the world, the Lesbian, Gay, Bisexual and Transgender (LGBT) population. MMP has built an all-inclusive media platform consisting of newspaper, magazine, entertainment and news website formats, and has recently expanded to include video and mobile applications to reach all facets of the international LGBT community. MMP’s top brands include Agenda, the weekly LGBT newspaper covering world, national and local news and events; and Guy Magazine, a weekly entertainment and lifestyle full-color publication covering the burgeoning South Florida LGBT marketplace. MMP’s focus is on reaching new consumers with the latest technology and market expertise by delivering the highest quality news and entertainment information via a variety of platforms.

Multimedia Platforms harnesses the power of individuals, their businesses and their relationships by merging print, digital and social media through technology. The Company has created a virtual environment where advertisers’ social media platforms, such as Facebook, Twitter, Instagram, etc., are connected to an MMP portal where social media response pages respond in real time. This platform allows the consumer and business to have a real-time relationship with information and content 24 hours a day, 7 days a week.

Every comment, picture and video about client businesses posted on their MMP social media, such as Facebook or Twitter, is immediately populated to their social media response page. This results in the first ever live response marketing pages for the client’s business where MMP’s readers and viewers have up-to-the-second information on special offers, exciting events, as well as everything else the client’s businesses want people to know. The client’s social media response page acts as a consumer’s one-stop-shop for real-time information and updates on the client’s business. Consumers or online viewers can also comment on client businesses social media response page, which is instantly reflected on the consumer’s personal Facebook page. As a result, the client businesses will have increased advertising presence, reaching all of the consumers’ Facebook friends with a link to the client’s social media response page, which reaches all of the consumers’ Facebook friends.
MMP client’s social media response pages display both Like and Share buttons, which allows consumers choose how they want to connect or share. The Like button lets people post links to Facebook with one click, while the Share button allows them to add a personalized message and customize their target audience before posting. Consumers have the choice to share the client’s social media response page through, Twitter, Facebook, Google+, Digg, Gmail, or StumbleUpon.

With the increasing popularity of smartphones, MMP offers a Mobile Application that allows professionals to simplify and streamline input/output of communications. MMP’s Mobile App offers a tool set that will allow customers to post once and display posts in all of their Social media accounts, as well as receiving and viewing input from their Social media, all through the use of their smartphones. Rewards, coupons and loyalty is in the DNA of the MMP Mobile Application technology. Components like loyalty, rewards, points, and check-in are prebuilt in the application. The components in MMP Mobile Application include, but are not limited to AR/QR Code Generator and Reader, Check-in and Location Technology, Geo-Location and Segmentation, Points and Rewards Program, and Advanced Loyalty tools. These components can be configured to integrate into the client businesses’ reward programs. MMP’s Mobile App allows print advertisements to “Go Live”, in real time, with video in the palm of consumer’s hands.

Multimedia Platforms seamlessly merges print, digital and social media to exponentially expand the reach of its advertisers. A fast growing crowd of customers will be perpetually available live on the platform, creating tremendous market opportunities for advertising revenue. The unique technology and growing viewer base, allows Multimedia Platforms to broaden its online advertising client base to a global market. Through MMP’s platform, business owners from all over the world can interact and sell their products to an ever-growing network of interconnected loyal readers and viewers.
MARKET AND OPPORTUNITY

Overview

The global lesbian, gay, bisexual and transgender (LGBT) population is estimated to be more than 400 million, with a purchasing power estimated at $3 trillion. LGBT buying power is diverse in ethnicity and socioeconomic status, and are an incredibly loyal constituency. Based on a diverse range of LGBT population estimates and more than a hundred online population samples conducted by expert research partners at Harris Interactive over the twelve years, the 2013 analysis estimates approximately 6 to 7% of the adult U.S. population as willing to self-identify as lesbian, gay, bisexual and/or transgender, or between 15-16 million adults, a figure that has risen slowly year after year. The overall United States LGBT community is projected to have a purchasing power of $850 Billion.

Younger adults have consistently been more likely to identify as LGBT, and in fact today, 5.8 percent of 18 to 34 year olds say they are either lesbian, gay, bisexual or transgendered. As a result, the adult LGBT population predictably skews towards the younger age cohorts. Specifically, 36% of LGBT adults today are aged 18 to 34 versus 26% of the heterosexual population in that age range. Likewise, while 20% of heterosexual adults are age 65 and older, just 16% of LGBT adults are in this age range, though our data shows that the share of adults age 65 and older identifying as LGBT has also risen. A large proportion of the LBGT community resides in major metropolitan areas, of which it is estimated that 40%-50% of the LGBT community lives in large urban cities. Currently the largest concentration is in San Francisco, but other cities with a large LBGT presence include Los Angeles, Seattle, New York City, Miami, and Fort Lauderdale.

Market Size

In the United States, 6.8% of the adult population identifies as lesbian, gay, bisexual and/or transgender, or between 15-16 million people. The buying power of same-sex partnered households is significant when compared to the average U.S. household, which offers considerable opportunities to manufacturers and retailers that are able to satisfy the need states of these consumers. The LGBT Community is estimated to have a buying power of $850 billion in the United States. In addition, there are over 3 million same-sex households in the U.S, with less than 25% of these households living with children. As a result, a majority of the LGBT market falls under the DINK category, Double Income with No Kids. Therefore they tend to have more disposable income than the average heterosexual U.S household.

Since the LGBT community is comprised of many dual income households without children, they have a substantial amount of discretionary income. About 40% of gay men and 25% of lesbians spend more than $500 a month on discretionary items, and 5% of the LGBT community spends $2,000 per month or more.

Currently, there are many companies that fail to target the LGBT community, either because of prejudice or ignorance. Due to the large presence of LGBT community and their high disposable
income in the United States, there is a large pool of capital waiting for every company in every industry. There are many trends in the LGBT community that help to drive the profitability of this market. With this in mind, companies have started to realize the potential purchasing power of this market and made steps in the right direction.

Drivers & Trends

Brand Loyalty

1. The LGBT community is more motivated by trust and quality than brand names, and they’re willing to pay more for it. Additionally, for brands that get it right, the community is much more likely to become advocates and share it with their friends.

2. 55% of LGBT consumers choose to do business with companies that are committed to diversity/equal treatment to the LGBT community.

3. Companies advertising in the LGBT media and sponsoring LGBT charities favorably influences 70% to 80% of LGBT consumers.

4. 70% of gay and lesbian adults would pay premium for a product from a company that supports the LGBT community.

5. 78% of the LGBT community, as well as their friends or relatives would switch brands to companies that are known as LGBT friendly.

Influencer Market

1. “Pink is the New Green” Companies are realizing the potential the LGBT market has to make money and are seeking to get brand loyalty from LGBT consumers.

2. 24% of LGBT’s keep up with the latest styles and trends versus 17% of heterosexuals.

3. Compared with heterosexuals, the LGBT community is more likely to consider technology as central to their way of life. As a result they are early adopters of technology.

4. When it comes to mobile, the LGBT community is more likely than their heterosexual counterparts to be members of highly active segments from the Mobile Consumer Segmentation that are key marketers trying to connect with mobile innovators. Specifically, the community is about 2 times more likely to be considered “Social Connectors” and “Mobile Professionals”, as well as own a smart phone.

5. Gay/bisexual men and lesbian/bisexual women are 33% and 22% more likely than their heterosexual gender counterparts, respectively, to have redeemed a coupon from their cell phone.

Technology Media & Social Interaction

1. 55% of the LGBT community read blogs versus 38% of heterosexuals who read blogs.

2. 55% of the LGBT community is on Facebook versus 46% of heterosexuals.
3. 20% of the LGBT community is on Twitter versus 12% of heterosexuals.

4. In the LBGT community, LGBT-focused websites are nearly as popular as mainstream sites across all groups. In addition, the “traditional” LGBT print publications are a resource that is still heavily used. LGBT consumers are also positively influenced by social media.

5. Facebook advertising is rivaling traditional website banner ads among all LGBT consumer age groups. In addition, among younger gay men, emerging ad platforms such as QR codes/tags’ and mobile apps are gaining traction.

6. The U.S. LGBT community has always been early adopters of the Internet, a medium that served as a place to form safe communities and to access resources that may not be readily available elsewhere. Today, sites like Gay.com, Queerty.com and more, are among the most popular, dedicated to delivering content specifically targeting the needs and interests of the LGBT community and beyond.
COMPANY HIGHLIGHTS

- **Market Penetration**

MMP’s advanced multimedia platform will allow quick market penetration due to the Company’s trusted technology, helping to deliver advertisers’ messages and cutting-edge content worldwide to the company’s readers and viewers through multiple delivery systems, which include but are not limited to websites, mobile applications, entertainment magazines and newspapers.

Multimedia Platforms, LLC has already established revenue-producing operations, currently focused in South Florida. MMP produces two publications, Guy Magazine, a Men’s Lifestyle periodical, and the Agenda-Florida Edition, a news and business focused weekly newspaper. The company’s expansion model includes plans to roll up other LGBT publications. MMP’s publications reach more than 150,000 readers each month, and have over 60,000 unique visitors to the online sites per month.

MMP has strategically positioned the Company by leveraging its printed publications to drive quality targeted traffic to the Company’s multiple online platforms. New research from iProspect and Jupiter Research that looks at the influence of offline channels on online search found that 67% of online search population is driven to search by offline channels, with 30% of online search population being directly attributed to print advertisements. Moreover, print advertising was the leading offline media sources that led to a purchase, with 30% of search users completing an online purchase coming from a print ad.

This data validates that utilizing print media, such as magazines and newspapers, to advertise a company, product, or service, results in not only increased sales, but also web traffic that could in turn lead to future business. MMP’s 7+ million annual readers cost approximately 30-50 cents per reader, and potentially drive millions of friendly eyes to its advertisers’ messages.
➢ **Disruptive Social Media Technology: WiRLD.COM**

The Company has developed an advanced social media platform called WiRLD.COM, where advertisers’ social media platforms, like Facebook, Twitter, etc., are connected to an App and web portal where social media response pages respond in real time – allowing for the consumer and business to have a real-time relationship with information and content 24/7.

Every comment, picture and video about client businesses is immediately populated to their social media response page. This results in the first-ever LIVE RESPONSE marketing pages for its advertising clients advertisers, where MMP readers and viewers will have up-to-the-second information on special offers, exciting events and everything else the advertisers want known about their businesses. Members can create their own communities and share communications, plan events, share photos and videos, and spontaneously connect in a friendly, protected space. Members can also comment on any advertiser’s social media response page which reaches all of the consumers’ Facebook friends with links to Member’s social media response pages.

This technology connects and shares content like never before, and creates a reach for our advertisers they have never experienced before. By harnessing the power of individuals, their businesses & their relationships by merging print & social media through technology, MMP has created a diverse channel for business owners from all over the world to interact and sell their products and services to an ever-growing family of interconnected loyal readers and viewers. Advertisers, network members, and the mainstream media will benefit from the tremendous flow of information and the ability to quickly send their messages ‘viral’ throughout the connected world.

➢ **Execution of Acquisition Strategy Creating a North American Continent-wide Footprint**

**FunMaps**

In March 2015, MMP completed an acquisition of Columbia FunMap, Inc. (FunMaps), a 33-year-old LGBT travel and leisure publishing company, delivering 14 local and regional maps, information and advertising to more than 40 key North American cities. As a nationally certified LGBT Business Enterprise of the National Gay and Lesbian Chamber of Commerce, FunMaps brings a legacy of established advertising relationships with blue-chip companies that will benefit MMP as a whole. The Company has already begun the process of integrating FunMaps’ content, sales program and staff contributions into the structure and operations of MMP’s programs.

FunMaps was MMP’s first acquisition target after going public, due to the key synergies it brings to MMP. Through FunMaps, Multimedia Platforms have inherited an expanded market for its content-rich Agenda newspaper, FunMaps’ world-renown writers and globally-relevant content, as well as an existing FunMaps print publication, with a readership of over five (5) million per year and thousands of vendors and advertisers in established markets throughout United States and Canada. Moreover, the FunMaps acquisition provides MMP with the robust online directory/city guide, Gayosphere.com. Once integrated with the soon-to-launch MMP
Social media network, Gayosphere will become a significant part of a comprehensive LGBT social media network.

To ensure a successful integration, FunMaps' award-winning publisher, Alan H. Beck, will remain with the company for a period of at least three years, and will provide leadership and liaison for MMP with his established market. As an integrated part of MMP, FunMaps' established distribution territory, which currently distributes over 1.5 million map guides to destination regions including Atlanta, Chicago, Ft. Lauderdale, Los Angeles, Miami, Montreal, New York, Orlando, San Francisco, Toronto, Vancouver, BC, Victoria, BC, Halifax, NS, Quebec City, QC, Ottawa, ON, Edmonton, AL, Calgary, AL, and Washington, DC, will become part of the Multimedia Platforms market footprint.

Next Magazine

As part of MMP’s strategy to deliver a suite of content via print and social media to our loyal and influential $850 billion LGBT market, the company signed a letter of intent in late April 2015 to acquire New York’s leading gay nightlife and entertainment weekly resource, Next Magazine (“Next”), from RND Publications. Next began publishing in 1993 and today has over 50,000 weekly print readers, in excess of 120,000 monthly on-line unique visitors, 14,000 Twitter followers and a following on Facebook that exceeds 75,000 fans. A critical strategy in acquiring Next is to harness its potential to create stronger relationships, more accountability, and streamline the flow of information via MMP new social media platform the Company is currently building.

With the publication being recognized as the first Manhattan based gay nightlife and entertainment magazine to be carried on newsstands, Next magazine has a legacy that provides a perfect fit with MMP’s on-going growth plans. Due to its circulation in Manhattan, Brooklyn, Queens, The Bronx, Long Island and New Jersey, Next will anchor MMP’s brand in the Northeast as the Company continues its nationwide expansion. As a result of the acquisition, MMP will have the ability to provide its growing list of advertisers access to the LGBT community in New York/New Jersey through its print and online publications. Furthermore, advertisers not only get access to the LGBT community in New York, but the New York advertisers get access to the LGBT community in Florida and California.

Creating Strategic Partnerships to Drive Visibility and National Reach

Pink Banana Media

In April 2015, MMP entered into a strategic partnership with Pink Banana Media, with the intention of leveraging Pink Banana Media’s social media expertise and MMP’s loyal community to further broaden the MMP’s audience by allowing for the instantaneous delivery of communications to any part of the globe. Pink Banana Media is heading up the development of the MMP’s soon-to-be-launched social media network, WiRLD.COM, bringing a complete suite of news, lifestyle, entertainment, travel, and messaging/photo/video sharing forums directly to members’ mobile devices.
Prior to engaging Pink Banana Media, MMP’s online traffic has increased over 400%, in the first quarter of 2015, largely due to focus being brought by celebrity writers and spokespersons, strategic acquisitions and partnerships, and freshly designed web portals. The launch of WiRLD.COM is intended to create an ever-increasing traffic flow to a complete suite of online services, giving the LGBT community a one-stop destination for online information and connections. Pink Banana’s social media technology, combined with MMP’s news, lifestyle and entertainment networks, and public company resources, create a synergistic partnership to maximize the potential of both companies.

MarketLeverage, LLC

MarketLeverage, LLC, one of the web's most respected "Cost Per Acquisition" (CPA) advertising networks, recently entered into a strategic alliance with MMP, becoming one of the Company’s partners in developing the new WiRLD.COM social media platform. MarketLeverage has been awarded the status of INC 100 Advertising & Marketing Firm, and Blue Book's Top 20, as well as the Fortune 5000 designation. MarketLeverage combines highly skilled expertise in integrated marketing with targeted online advertising, social media, mobile and video combined with traditional mass media to help clients create positive and profitable marketing campaigns.

With today’s advanced online technology, it is easier to reach individuals online and offer interactive experiences via computers, tablets, mobile and webinars. MarketLeverage utilizes this online technology to enable web Advertisers and web Publishers to harness the power of performance marketing. Since its inception as PrecisionPlay Media in 2001, MarketLeverage has delivered millions of profitable sales and leads to advertisers through their unique network of web publishers. With MarketLeverage robust advertising networks, MMP is creating faster and even more powerful connection channels for friends, co-workers, customers, and advertisers all across the country.
GROWTH STRATEGY

Overview

Multimedia Platforms is initially targeting the LGBT (Lesbian, Gay, Bisexual, Transgender population) as a multimedia company. MMP will position their trusted technology as a leader in the LGBT community to deliver advertisers’ messages and cutting-edge content worldwide to the company’s readers and viewers through multiple delivery systems, which include but are not limited to websites, mobile applications, entertainment magazines and newspapers. Growth will be achieved through strategic acquisitions and joint ventures in targeted markets. MMP has identified several targeted acquisitions that will add new markets, advertisers and revenues. The willingness for existing publications to sell or JV is based in part on the rise of online only publications and also on the print media’s general failure to successfully transition to a print/online hybrid revenue model. MMP has done both and created a flexible online social media sharing platform that can easily be adapted to other publications.

➢ Expansion of Existing Operation Nationwide:

MMP has immediately expanded its distribution to neighboring cities in Florida: Jacksonville, Orlando, Tampa, St. Petersburg, Miami, Key West – and is preparing to launch its revolutionary social media network, WiRLD.COM. Our news center is currently establishing 21 news centers nationwide, that will be the foundation footprint for MMP’s expansion.
Rollup of LGBT Websites and Publications

MMP’s management has identified several targeted acquisitions that will add new markets, advertisers and revenues. The company is currently in discussions with several other LGBT publications and communications companies who are open to being acquired. MMP will be a unifying force and bring together as many of the smaller more regional voices into one powerful voice, with a near-term focus on New York, California and Florida.

Potential Unique Visitors from MMP Rollup Strategy

To find the potential unique visitors that MMP could attract to their site, we broke down each target market by major metropolitan area, and evaluated each metro by total population, total Metro LGBT Population, and % of Total U.S. LGBT Population.

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Total Population</th>
<th>Total % LGBT in Metro</th>
<th>Total LGBT Pop. in Metro.</th>
<th>% of Total LGBT Pop.</th>
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<tr>
<td>Florida</td>
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<td>Miami-Fort Lauderdale-West Palm Beach, FL</td>
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</table>

Since younger generations of the LGBT population are more likely digital and mobile centric than their older counterparts, we broke down the Total LGBT Population in each metro by age to get a representation of the potential unique visitors that MMP could generate. Based off of CMI’s 8th Annual Community Survey, we applied the assumption that 30% of the total LGBT population was between the ages of 18-29, 39% are between the ages of 39-49 and 23% are 50 – 65 years old.
After breaking down the population by age, we had a solid foundation to estimate the total potential unique visitors that MMP could access at 100% penetration of the market. We calculated the estimated total market by applying the assumptions, based off of CMI 8th Annual Community Survey results that 73% of the LGBT community between the age of 18 – 29 would access LGBT websites at least once a week, 63% of the LGBT community between the age of 30 – 49 would access LGBT websites, and 56% of the LGBT community between the age of 50 – 65 would access LGBT websites. As a result, it is expected that MMP can generate 3,103,140 unique visitors for the year (358,595 unique visitors per month), based on a full roll-out in MMP’s target markets.
Using the assumption that MMP will be able to generate 40% market penetration in the first year of operation, we expect MMP to accumulate 1,241,256 unique visitors for the year (103,438 unique visitors a month). Management believes this could be a conservative assumption based on the notion that the estimated LGBT population is larger than estimated, since the forecasts only take into account the population that identifies them self as LGBT. Studies have shown that there are still many people who have not publicly identified as LGBT, which could potentially skew the estimated size of the LGBT population.

- **License Technology to Other Niche Publications**

  MMP is weaving together a unique combination of technologies and applications that is new to the connected world. This technology “cocktail” is so powerful, and the ways that MMP uses it is avant-garde, resulting in the company being able to package this as a service to other publishing companies. Packages can be made available via a monthly subscription fee along and/or a commission or recurring licensing fee.

- **Purchase and Utilize Models for Other Niche Publications**

  Niche publications have a finger on the pulse of the communities it serves, and are supported by insider contributors writing about the topics that matter most to them. MMP will connect the dots between users and the most sought-after brands, which results in a high renewal rate with advertisers. Due to the national network MMP is creating the country’s fastest growing markets, the company can deliver direct, intimate, real-time connections to each community they ultimately come to serve.

**180-Day Action Plan**

Multimedia Platforms has proven its models in the LGBT niche market and is in the process of acquiring other niche publications. The Company’s management team has developed a 180-day action plan, which lays out the strategic initiatives to build the first phase of a multimedia conglomerate serving the $3 trillion global LGBT market. As a result, MMP is now poised to expand its market share of the LGBT niche market as well as to license and deliver its technology to other niche markets.
Phase 1: Building a footprint that will attract national and international advertisers looking to target the $3 trillion global LGBT consumer market.

To build the Company’s national and international footprint, MMP plans to execute ongoing strategic acquisitions and partnerships in markets with large LGBT populations to connect advertisers with the most lucrative emerging sector in today’s global marketplace.

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Total Population</th>
<th>Total % LGBT in Metro</th>
<th>Total LGBT Pop. in Metro</th>
<th>% of Total LGBT Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>5,828,191</td>
<td>4.70%</td>
<td>270,625</td>
<td>2.42%</td>
</tr>
<tr>
<td>Miami-Fort Lauderdale-West Palm Beach, FL</td>
<td>2,975,840</td>
<td>5.97%</td>
<td>139,297</td>
<td>1.14%</td>
</tr>
<tr>
<td>Orlando-Kissimmee-Sanford, FL</td>
<td>2,875,999</td>
<td>5.93%</td>
<td>140,264</td>
<td>1.20%</td>
</tr>
<tr>
<td>Tampa-St. Petersburg-Gainesville, FL</td>
<td>2,984,624</td>
<td>4.00%</td>
<td>55,783</td>
<td>0.49%</td>
</tr>
<tr>
<td>Jacksonville, FL</td>
<td>13,949,502</td>
<td>4.19%</td>
<td>581,000</td>
<td>7.39%</td>
</tr>
<tr>
<td>New York-Rochester-Northern New Jersey, NY-NJ-PA</td>
<td>13,384,448</td>
<td>4.08%</td>
<td>550,000</td>
<td>0.70%</td>
</tr>
<tr>
<td>Los Angeles-San Diego, CA</td>
<td>15,131,451</td>
<td>4.80%</td>
<td>590,399</td>
<td>5.57%</td>
</tr>
<tr>
<td>San Diego-Chula Vista-San Marcos, CA</td>
<td>2,212,152</td>
<td>4.90%</td>
<td>107,501</td>
<td>1.39%</td>
</tr>
<tr>
<td>Round Rock-Buda-Belton-Odessa, TX</td>
<td>1,585,878</td>
<td>2.50%</td>
<td>109,022</td>
<td>0.97%</td>
</tr>
<tr>
<td>San Francisco-Oakland-San Jose, CA</td>
<td>4,574,276</td>
<td>8.20%</td>
<td>370,355</td>
<td>3.27%</td>
</tr>
<tr>
<td>Sacramento-Arden-Arcade-Fairfield, CA</td>
<td>2,157,770</td>
<td>5.50%</td>
<td>121,867</td>
<td>1.08%</td>
</tr>
<tr>
<td>San Luis-San Bernardino-Santa Clara, CA</td>
<td>1,902,841</td>
<td>5.00%</td>
<td>95,883</td>
<td>0.85%</td>
</tr>
<tr>
<td>Philadelphia-Camden, NJ-Wilmington, DE</td>
<td>6,934,588</td>
<td>4.30%</td>
<td>255,656</td>
<td>2.24%</td>
</tr>
<tr>
<td>Chicago-Naperville-Joliet, IL</td>
<td>6,541,286</td>
<td>4.30%</td>
<td>410,103</td>
<td>3.63%</td>
</tr>
<tr>
<td>New York-Northern NJ-Philadelphia, PA</td>
<td>6,094,299</td>
<td>6.00%</td>
<td>356,247</td>
<td>3.17%</td>
</tr>
<tr>
<td>Hartford-West Hartford Bridgeport, CT</td>
<td>1,212,211</td>
<td>5.80%</td>
<td>40,352</td>
<td>0.36%</td>
</tr>
<tr>
<td>Providence-Warwick, RI-MA</td>
<td>1,004,291</td>
<td>5.60%</td>
<td>57,754</td>
<td>0.51%</td>
</tr>
<tr>
<td>Atlanta-Sandy Springs-Roswell, GA</td>
<td>3,522,942</td>
<td>5.10%</td>
<td>281,470</td>
<td>2.49%</td>
</tr>
<tr>
<td>Portland-Metro Area, OR</td>
<td>6,207,559</td>
<td>3.30%</td>
<td>206,887</td>
<td>2.00%</td>
</tr>
<tr>
<td>Las Vegas-Henderson-Meadow, NV</td>
<td>3,121,237</td>
<td>3.00%</td>
<td>95,690</td>
<td>0.89%</td>
</tr>
<tr>
<td>Houston-Tomball-Wichita Falls, TX</td>
<td>3,031,136</td>
<td>4.30%</td>
<td>258,839</td>
<td>2.33%</td>
</tr>
<tr>
<td>Dallas-Forth Worth-Arlington, TX</td>
<td>3,831,033</td>
<td>4.50%</td>
<td>500,491</td>
<td>4.21%</td>
</tr>
<tr>
<td>Orlando-Apopka, FL</td>
<td>2,937,456</td>
<td>5.80%</td>
<td>156,456</td>
<td>1.38%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>1,951,066</td>
<td>5.30%</td>
<td>101,189</td>
<td>0.92%</td>
</tr>
</tbody>
</table>

Use of Proceeds/Investment Capital

Phase 1: May 1st 2015

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 200,000</td>
<td>Acquisition of Next Magazine on May 28th</td>
</tr>
<tr>
<td>$ 100,000</td>
<td>Operating Capital for Next Magazine’s Operations</td>
</tr>
<tr>
<td>$ 500,000</td>
<td>Working WiRLo.com Entertainment Network</td>
</tr>
<tr>
<td>$ 200,000</td>
<td>MMP Corporate Reserve Account</td>
</tr>
<tr>
<td>$ 1,000,000</td>
<td>Total Budget to expand National Footprint</td>
</tr>
</tbody>
</table>

Phase 2:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 500,000</td>
<td>Additional Acquisitions and Partnerships</td>
</tr>
<tr>
<td>$ 1,000,000</td>
<td>MMP Unified Integration of WiRLo.com</td>
</tr>
<tr>
<td>$ 1,000,000</td>
<td>Working Capital</td>
</tr>
<tr>
<td>$ 200,000</td>
<td>MMP Corporate Reserve Account</td>
</tr>
<tr>
<td>$ 2,700,000</td>
<td>Total Investment Budgeted Over Nine Months</td>
</tr>
</tbody>
</table>
KEY MANAGEMENT & DIRECTORS

Mr. Robert (Bobby) Blair, Chief Executive Officer

Mr. Blair has over 25 years of experience in leadership in the business world. At the age of 27, Mr. Blair became one of the youngest general managers in United States history for a professional sports franchise. World Team Tennis/Billie Jean King hired Mr. Blair to lead the Tampa, Florida franchise. In 1993 Mr. Blair created one of the most successful distressed single family home re-development companies in America based in Orlando, FL. Mr. Blair’s real estate success was brought to national attention in 1997 when he was hired as the national spokesperson for the Real Estate seminar division of “Success Magazine”. The publication is an international renowned publication with over a 100 year history in show-casing successful entrepreneurs from all over the world. Robert Blair Real Estate continues to thrive as a leader in the distressed single family home re-development niche. In 2007, Mr. Blair began the creation of what has turned into one of the nation’s most successful LGBT Multimedia companies consisting of Men’s Entertainment Magazines, Weekly Newspapers, Entertainment and News Web Sites along with Social media platforms that consist of thousands of followers from all over the world. Mr. Blair is currently working on creating an International LGBT Mobile Application that will offer the latest technology for the LGBT community to have access to everything LGBT related to entertainment and news at their fingertips.

Peter Jackson, President

Peter Jackson’s wealth of experience in the media industry will add another layer of strength to the MMP team, which recently purchased Fun Maps, LGBT city guide maps publication, accompanied by its online travel guide, Gayosphere.com, covering 40-plus cities across the United States and Canada. The Florida Agenda and Guy lifestyle magazine are MMP’s flagship publications. Additional print and online media platforms are being negotiated for purchase at the time of this release. As letters of intent (LOIs) are signed, the company will provide announcements. Peter Jackson is a 29-year veteran of the publishing industry, whose career in the publishing business has run the gamut from journalist, editor, publisher and owner to experience on a national level as a corporate executive for one of the nation’s largest privately-owned media chains, where he served as vice president of sales and marketing, overseeing 120-plus publications in 12 states and the Caribbean. Later, as president of a media sales training consulting business, Peter helped multimedia groups make the transition from print to web, trained hundreds of advertising sales reps and has been a speaker at North America’s leading print industry associations including Inland Press, the New York Press Association and the Canadian Press Association. Mr. Jackson has experience in LGBT media as well, having served as sales director for a leading publishing group, which included the Washington Blade, New York Blade, Southern Voice and Houston Voice. Peter Jackson semi-retired to Fort Lauderdale in 2009. An avid fitness and nutrition advocate, he opened and owns Push Fitness, a personal training and group fitness business, and Club One CrossFit.
Richard Hack, *Editor-in-Chief*

Richard Hack is an award-winning journalist and author of seventeen books, three miniseries, and over two-dozen audio recordings including the New York Times bestselling “Hughes: The Private Diaries, Memos and Letters.” He has written about the rich & notorious in numerous other biographies such as “Duchess of Death: The Unauthorized Biography of Agatha Christie,” “PuppetMaster: The Secret Life of J. Edgar Hoover,” the Michael Jackson Story—“Jackson Family Values,” and “Clash of the Titans” chronicling Ted Turner and Rupert Murdoch. His current book, “The Baby Boomers’ Guide to the Fountain of Youth” (with fitness trainer Andy Kress), investigates the obesity and nutrition crisis in America, and offers a simple and revolutionary plan to promote weight loss and physical health. Richard served as the West Coast National Programming Editor of TV Guide, at a time when it was the world’s largest magazine with 40 million readers and 50 separate editions per week. In addition, he served as the TV editor of the trade paper, The Hollywood Reporter, for which he wrote 3,000 columns, syndicated across the U.S. He has made multiple appearances on the Oprah Winfrey Show, Larry King, 60 Minutes, 48 Hours, Good Morning America, Today Show, Tonight Show, Entertainment Tonight, Inside Edition and Charlie Rose among others. Richard holds a Master of Science degree from Pennsylvania State University’s College of Health and Human Development, and currently lives in Fort Lauderdale, Florida.

Kevin Hopper, *Chief Operations Officer*

Kevin Hopper helped launch The Express Gay News in 1999. The level of journalistic integrity and investigative reporting he imposed was well received in the then-underserved LGBT news market. The publication was acquired by Window Media in 2003 and Kevin was promoted to Publisher. The following year, Kevin negotiated the acquisition of another local title, 411 Magazine. Working for Window Media for 10 years, Kevin went on to run both their Florida and Atlanta offices and Sales Director of their national men’s magazine, Genre. Kevin was then hired by Dynamix Unified Solutions to run their North American sales channels. The company specializes in communication, data recovery and security services. The company’s sales grew exponentially during Kevin’s two years with the company. In 2010 Kevin joined Bobby Blair to grow MMP. His experience in sales, marketing and promotions combined with his eye for creative and editorial innovation have helped shape the brands and create value in the competitive south Florida market and achieve a worldwide online audience. Kevin attended the Art Institute of Fort Lauderdale and American Inter-Continental University.

Patrick Kolenick, *Board of Directors*

Patrick Kolenick serves as the President of Cyndel and Company. Mr. Kolenick serves as a General Partner of Huntington Laurel Partners. Since 2003, he has been a Consultant to both public and private companies through his company PK Advisors. He served as the President of WinCapital Corporation. He served as the Chairman and Chief Executive Officer of Sherwood Securities Corp. where he was involved with more than 200 successful public and private financings. He has over forty years of securities industry experience. He also served as the President of Win Capital Corp. He has been a Director of root9B Technologies Inc. since January 31, 2011 and The SpendSmart Payments Company, Inc., (also known as BillMyParents, Inc.) since August 30, 2011. He serves
as a Director of American Roadside Burgers, Inc. He has been elected to the Board of Directors of Stratus Media Group (SMDI). Mr. Kolenik served as a Director of Paradigm Medical Industries Inc. until January 21, 2000.

C. Lawrence Rutstein, Independent Director

Following several decades of practicing corporate, banking and securities law in Philadelphia, PA, Larry Rutstein has spent the last 27 years involved in a number of public and private ventures as a lawyer, an independent investor and through several merchant banking firms located in Philadelphia and Florida. Prior to 1988, upon graduating from Harvard Law School in 1968, Mr. Rutstein practiced corporate banking and securities law for several major Philadelphia law firms including Morgan, Lewis and Bockius and Blank, Rome.

In 1971-72 he served as Assistant Attorney General and Chief Counsel to the Pennsylvania Department of Banking and in 1972 became the first house counsel for Continental Bank, at that time an independent $1 billion bank in the Philadelphia area. During the 1970's, while practicing law Mr. Rutstein also served as COO of a public national equipment leasing company; managed a savings loan association on a workout basis on behalf of the FSLIC; established a new bank in the Philadelphia market and developed the SBA lending program for the Money Store in Pennsylvania. Between 1980 and 1987 Mr. Rutstein created and was the Managing Partner of the fastest growing boutique corporate law firm in Philadelphia, known as Parker & Rutstein and then as Bluestein, Rutstein and Mirarchi, which grew to 100 employees.

In 1989 Mr. Rutstein led an IPO for Cedar Group, Inc., a national importer and distributor of industrial fasteners. He served as its CEO until 1991 when he formed an investment partnership to purchase the Memphis Chicks AA Baseball Club and served as it's Executive Vice President during 1992 and 1993. During the mid-nineties Mr. Rutstein returned to Philadelphia and through two merchant banking firms (Rittenhouse Group, Inc. and CapQuest Partners, Inc.) he arranged for the financing of the management buyout of Packard Press, a national financial printer, the funding out of Chapter 11 of a major Philadelphia paper products company and the funding of two software development start-ups.

In each of the situations Mr. Rutstein served as a consultant and/or Board Member of the companies advising management as to operating, financial and exit strategies. Packard was ultimately sold in 2000 for over ten times the original investment. Mr. Rutstein, during this period, also served on the Board of several NASDAQ small cap companies and was CEO or CFO of several turnaround public companies.

In 1998 he was co-founder of MCG Partners, a Florida based merchant banking firm, which subsequently invested in several internet companies and helped manage their growth during the dot.com era. Until June of 2003 when he joined Constellation Partners LLC, Mr. Rutstein continued consulting with both public and private companies on their financial and corporate strategies. From 2006 - 2012 he served as Senior Vice President of Patriot Rail Corp, a private acquirer of short line
and regional railroads in the US, and has continued consulting with both public and private companies on their financial and corporate strategies.

**Cary Sucoff, Advisory Board**

Cary Sucoff served as the Managing Editor of the Law Review at New England School of Law. Mr. Sucoff provides investment banking and consulting services to public and private companies and institutional investors. He has over 28 years of securities industry experience encompassing supervisory, banking and sales responsibilities. He played a role in securing financing for Biotech companies such as Amgen, Centecor, Genzyme, Genentech, Icos, PathoGenesis, Vaxgen, Biotime, ContraFect and many others. Mr. Sucoff has participated in numerous capital raise transactions and helped raise hundreds of millions of dollars over the course of his career. He was an Assistant District Attorney. He owned and operated Equity Source Partners, LLC since February 2006. He has been a Director of The SpendSmart Payments Company, Inc., since May 23, 2011 and root9B Technologies Inc. since June 2011. He serves as a Director at ContraFect Corporation, American Roadside Burgers, Inc. and Cerecor, Inc. He has been a Trustee of New England Law/Boston for over 20 years. He serves as a Member of the Adjunct Faculty of New England Law/Boston where he teaches a third year seminar entitled “Perspectives In Law: Lawyers as Entrepreneurs and as Representatives of Entrepreneurs”. He led numerous CMC, quality, and regulatory due diligence teams. He was a Professor of Law at New England School of Law in the 1980s. He has been a Member of the Bar of the State of New York since 1978. Mr. Sucoff has B.A. from SUNY Binghamton in 1974 and a J.D. from New England School of Law in 1977.

**William D. (Billy) Bean, Media Advisory Board Member**

Billy Bean is Major League Baseball's Ambassador for Inclusion and former professional player. He played in Major League Baseball as an outfielder for the Detroit Tigers (1987-1989), Los Angeles Dodgers (1989), and San Diego Padres (1993-1995), as well as the Kintetsu Buffaloes of Nippon Professional Baseball in 1992. Bean is the second Major League Baseball player who has publicly come out as gay.

As a National Spokesperson for Multimedia Platforms, Bean will serve as master of ceremonies at a number of MMPW's high-profile events and fundraisers, help lead the company's strategic branding and marketing efforts within the global LGBT community, develop key relationships with national and future advertisers and corporate sponsors as well as advise on the company's growing appetite for growth as a publicly-traded company. Bean retired from professional baseball in 1995. He came out publicly as a gay man in 1999 and wrote the book, Going the Other Way: Lessons from a Life in and out of Major League Baseball. He was appointed MLB’s Ambassador for Inclusion in July 2014. Billy Bean lives and works in Los Angeles, CA, and sits on the board of the Boston-based Gay and Lesbian Athletics Foundation.

**Kirk Walker, Media Advisory Board Member**

Kirk Walker begins his 14th season on the UCLA coaching staff in 2015 and his third year since returning to Westwood on Aug. 7, 2012. Walker, who was the head softball coach at Oregon State from 1995-2012, previously was a member of the Bruin staff from 1984-94. Walker returns to
Walker has also earned coaching acclaim away from the collegiate level. He was named one of 12 coaches to form the USA Softball National Team Coaches Pool through the 2004 Olympic Games in Athens. Walker served as an assistant for the USA Elite Team for three summers (2002-04), and also assisted the USA Red National Team during the summer of 2001.

Walker spent 11 years at UCLA from 1984-94. The Bruins won National Championships six times with Walker on the staff (‘84, ‘85, ‘88, ‘89, ‘90 and ‘92). He earned his bachelor's degree in kinesiology from UCLA in 1988. The Woodland Hills, Calif. native has a daughter, Ava, with his partner of 18 years, Randy Baltimore.

James Davis (AKA Elaine Lancaster), International Entertainment Spokesperson

As International Entertainment Spokesperson for Multimedia Platforms, Davis, as Elaine Lancaster, will serve as host and celebrity headliner at a number of MMPW's high-profile events and fundraisers, showcasing the company’s branding and media products to the global LGBT community, blogging, posting on social media, and travelling the world, promoting Multimedia Platforms Inc. and its online forums.

Elaine Lancaster is well known as a powerful ambassador for all that is positive and empowering, not only for our own communities, but for all of her fans across the spectrum of society. Her celebrity status as a popular TV personality and established social media following will help to grow MMP’s new Social media Network, to be launched in 2015. Vanity Fair's writer George Wayne named Elaine Lancaster the “Best Local Celebrity.” Both Channel Magazine and New Times selected Elaine as the “Best Drag Queen” for 1999-2000. Ocean Drive Magazine had profiled Elaine just a few months before adding her friend Dennis Rodman to their pages.

Elaine brings glamour and beauty to her role, while entertaining everyone. Elaine’s world-renowned illusion of Cher has been lauded by Cher, herself. James Davis has lived in the Miami area since 1997 and spends much of his time promoting charitable causes, using his talents and celebrity status as Elaine to make the world a better place for those less fortunate.
RECENT NEWS AND PRESS RELEASES


Multimedia Platforms to Participate in the LGBT Business, Marketing and Technology Conference Series throughout NYC, April 22, 2015
Multimedia Platforms, Inc. announced that CEO, Bobby Blair, is scheduled to participate in the LGBT Business, Marketing and Technology conference series taking place on April 20th – 24th at various locations throughout New York City.

Multimedia Platforms Names Peter Jackson President, April 7, 2015
Multimedia Platforms, Inc. announced the appointment of Peter Jackson as president and group executive publisher. Mr. Jackson will be responsible for the overall growth, leadership and operation of the MMP and all its publications and digital media, effective May 1, 2015.

Multimedia Platforms Appoints Lawrence Rutstein to Board of Directors, March 31, 2015
Multimedia Platforms, Inc. announced the appointment of C. Lawrence (Larry) Rutstein to the Board of Directors.

Multimedia Platforms, Inc. announced the engagement of James Davis, AKA celebrity entertainer, Elaine Lancaster, to be International Entertainment Spokesperson for MMP.

Major League Baseball’s Billy Bean Joins MMP As National Spokesman, March 10, 2015
Multimedia Platforms, Inc. announced the appointment of William D. (Billy) Bean to the Media Advisory Board of Multimedia Platforms Inc.

Multimedia Platforms, Inc. announced it has completed the previously announced acquisition of Columbia FunMap, Inc., a 33-year-old LGBT travel and leisure publishing company.

Multimedia Platforms Inc. Announces Completion of Symbol Change to MMPW, February 17, 2015
Multimedia Platforms, Inc. announced it has completed the symbol change process with FINRA, and is now trading under the symbol “MMPW.”

Multimedia Platforms Inc. Appoints Three Key Executives, May 20, 2014
Multimedia Platforms, Inc. announced the appointment three key executives, Richard Hack: Editor-In-Chief of Guy Magazine in addition to being Publisher and Editor-in-Chief of Agenda newspaper, Daniel Hicks: Managing Editor, and Kevin Hopper: COO, to guide and support the company’s current rapid rollout phase.