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WELCOME



**WE HOPE YOU HAVE ENJOYED THE FLASH MOVIE
PREMIERING FOR THE FIRST TIME THE MULTI
FACETED COLLECTION OF BRANDED CORPORATE
OPPORTUNITIES FROM -LIVE MUSIC-TV & RADIO
PROGRAMING-WORLD WIDE INTERNET
BROADCASTING-OVERNIGHT FEDEX PRODUCT
DELIVERY- THE COLLECTION OF BRANDED
MERCHANDISE DISTRIBUTED IN-STORE & THROUGH
CATALOGUE AND GOURMET SPECIALTY OUTLETS-
THE WORLD'S FIRST TRUCKERS DRIVE THRU - AND
THE VARIOUS OTHER BRANDED OPPORTUNITIES
INCLUDING THE UNIQUE EATING-LIVE
ENTERTAINMENT AND RECREATIONAL
DESTINATIONS OF ALL SIZES - SMALL TO
DRAMATICALLY LARGE- DESIGNED TO CAPTURE
THE IMAGINATION IN ALL GLOBAL MARKET PLACES
- EASILY FRANCHISED TO LOCAL, NATIONAL, AND**

**INTERNATIONAL LOCATIONS BY QUALIFIED
DEVELOPERS - ESTIMATED VALUE \$600+ MILLION
USD AT YEAR 8 BY USING THE INTERNATIONAL
FRANCHISE MODEL ALREADY PROVEN BY THE
CREATORS OF THE WORLD FAMOUS BRANDS-THE
HARD ROCK CAFE – STILL RAPIDLY EXPANDING IN 54
COUNTRIES NOW INCLUDING HOTELS AND CASINOS
& THE EXPLOSIVE NEW USA PERFORMANCE VENUE
BRAND-THE HOUSE OF BLUES. THIS
EXTRAORDINARY NEW BRAND-IS NOW AVAILABLE
TO QUALIFIED BUYERS ALONG WITH THE
CONSULTANCY OF THE HARD ROCK - HOUSE OF
BLUES FOUNDER & TEAM THAT CREATED THE
FOLLOWING IN DEPTH OVERVIEW OF THIS
MULTIFACETED NEW BRAND TO BE DEVELOPED
INTO A HOUSEHOLD WORD KNOWN AS**

BOZO'S HOT PIT BAR-B-Q

FOUNDED MASON, TENNESSEE IN 1923

NOW CELEBRATING ITS 90TH ANNIVERSARY



FROM: THE HARD ROCK CAFÉ THE HOUSE OF BLUES

Founder-Creator
Isaac Burton Tigrett



Welcome to the Recession!

(and it's gonna be a *long* one.)

It is here to separates the “wheat from the chaff”; “the men from the boys”. Many doors will close. The days of the hip-cool and trendy are numbered, along with nouvelle cuisine, celebrity chefs, and false minimalist design. Corporate “guest checks” and “speculative hipsters” will disappear into thin air as culture changes. It is the “nature” of all things. Few have the vision to foresee culture’s next destination; to arrive there before others and move on to its next port ahead of the dog-pack. Bright, authentic, fearless shinning stars are a “breath of fresh” air to all in recession times.



When we birthed The **HARD ROCK CAFÉ** in London in 1971, England was in a deep recession--the country was bankrupt and in chaos. All service institutions suffered badly and many failed and closed forever. The arrival of the **HARD ROCK CAFÉ** was a beacon of light in a sea of darkness and became a bright uplifting “must destination” for a people trapped in the dark moods of recession. Again we learned this lesson of “opportunity” in the midst of a local recession in Dallas Texas in 1984. Restaurants and Club doors closed while we opened like the sun, and thousands of patrons a week rejoiced. The unsure proprietors followed and Mckinney Avenue was born.

No one understood the coming power of **THE HOUSE OF BLUES** until it bravely landed in the middle of the derelict forgotten **Sunset Strip** in Los Angeles and the dark-side of the **French Quarter** in New Orleans. Both opened at ground-zero for prostitutes, crack dealers, and a sea of vacant buildings. Nothing was there or wanted to be. **THE HOUSE OF BLUES** arrival brought locals back to the **French Quarter** and solely revitalized the **Sunset Strip**. The unsure proprietors soon followed the ‘ice-breaker’ once again.

Pure vision is fearless in hard times and to it comes “gold mine opportunities”. Bad times level the playing field like napalm. They open doors for honest, authentic, dazzling concepts; giving them free-reign to dominate and reinspire the populace. As pretenders fall, institutions fade into their own negative vibrations. The people can smell it, taste it, and they reject it; turning away looking for the new, bright, and uplifting alternative.





While attending to my ailing mother until her passing, I foresaw these coming hard times. This is what culturists do. I never dreamed the stage would again be set for what we do best, which is well documented. We designed a “**multi-faceted**” business with many legs for many markets, targeted for all in these “recession times”. It is simple, authentic, and its dynamics have come to celebrate “everyman” and the beloved “**world-wide grilling culture**”.

For the ‘fearless’ who wish to be rich and famous; it is with great Pleasure we present the ‘recession-proof’ instant institution:

BOZO'S HOT PIT BAR-B-Q™ Established 1923

PLEASE KNOW THIS:

HARD ROCK CAFÉ wasn't about **Burgers**.
HOUSE OF BLUES wasn't about **Cajun Food**.
BOZO'S HOT PIT BAR-B-Q isn't about **Grilling**.

THEY ARE ABOUT CULTURE -- What the people need;
at the
“Right Time” -- at the “Right Place”. They are about creating an
authentic “House-Hold Brand Name” that exists to
“Keep The Promise”. Welcome to:

THE EXTRAORDINARY BOZO'S HOT PIT BAR-B-Q™

Link to Bozo's Teaser Presentation: www.bozosbar-b-q.com
Creators Profile Bio: www.isaac-tigrett.com/TigrettBio.html
Dan Aykroyd on HOB: www.isaac-tigrett.tv/corp_opp_1996.htm
HOB Access Hollywood Special: www.isaac-tigrett.tv/access.html
Hard Rock Café: www.hardrock.com
House of Blues: www.hob.com

Recent Notes for the Non-Believer:

- In 2007 **THE HARD ROCK CAFÉ's** 123 locations, hotels, casinos, and future rights (some 38 years from its inception) sold for **1.7 Billion Dollars**.
- In 2007 **THE HOUSE OF BLUES** sold its 10 locations, hotel, along with future rights for **600 Million Dollars**.





WITH LOVE AND PEACE FROM THE
DESK
OF THE "CHIEF BOZO"
ISAAC BURTON TIGRETT

Tune in for a peak at: www.bozosbar-b-q.com

Join "THE LEAGUE" and Pass the Hot Sauce!



WELCOME TO BOZO'STM HOT-PIT BAR-B-QUE

**AN INTERNATIONAL
BRANDING FEAST!
SMOKED TO
PERFECTION,
READY FOR THE
WORLD TO ENJOY!**



**FROM
CHIEF BOZO,
ISAAC TIGRETT**

EXECUTIVE OVERVIEW

Bozo's Hot Pit Bar-B-QUE was conceived as an International Brand over the “ancient culture” of grilling and barbequing which exists in every country on the Earth. From China to the Americas, from Japan to India, Australia and all of Eastern and Western Europe, this culinary pastime represents a massive billion dollar marketplace. Supported by Branded TV and Radio Shows, this multi-faceted International Concept consisting of Branded grilling accessories, beverages, clothing, sauces, herbs and spices, catering to sports, music, corporate events, novelty products, and its online presence will be developed for each culture. **Bozo's Hot Pit Bar-b-que** has unlimited potential. It is designed as a fun, dynamic environment to bring pleasure to all age groups. Music, dancing and good food is an international past-time. Bozo's has been created as an oasis for the worrying times we live in.

HANDBOOK

BRAND-BUILDING IN RECESSION TIMES

With the World's financial meltdown, war and strife across the planet, and the biosphere collapsing, the International Culture has caught a bad case of the "Moody Blues." The International media's relentless mantra of 'bad times' for all is destroying personal confidence and has struck fear into every corner of the World Culture. The past has proven that these dark times can create Golden Opportunities for any new positive carefree environments of bright light in a seemingly sea of darkness. This is a great time for building light-hearted positive and authentic environments that bring family and friends together, creating solidarity and the joy in simple things that people have shared for centuries. **Bozo's Hot Pit Bar-B-Que** is an International Brand designed to be an oasis of fun and entertainment for all in the new times we live in.

OUR WATCHWORDS

FAMILY AND FRIENDS

THE ANCIENT PAST-TIME OF GRILLING

THE HAPPY WORLD OF FAMILY PICNICS

OUTDOOR LIFE - THE RESPECT OF MOTHER NATURE

THE THRILL OF FUN FAIRS, MIDWAYS AND CARNIVALS

THE HEALING POWER OF MUSIC

THE CELEBRATION OF EVERYMAN

GRILLING AROUND THE WORLD

**13 TECHNIQUES
THAT WILL
AMAZE YOU**

Gourmet

THE MAGAZINE OF GOOD LIVING

**57
RECIPES**

**THE GAUCHO
WAY WITH BEEF**

**BRAZIL'S
FIERY FISH**

**INDIAN-SPICED
BUTTER CHICKEN**

**SPAIN'S SUPER-
SMOKY PAELLA**

THE HOT LIST

10 CHEFS WHO REALLY KNOW HOW TO PLAY WITH FIRE

U.S.A. \$3.99
CANADA \$4.99
FOREIGN \$4.99



STICKY SPICY RIBS, PAGE 227

**PLUS: BUILD A BACKYARD OVEN
BOOK A CAMPSITE WITH A BUTLER**

Barbecuing: The Holy Grill

Barbecuing has become a year-round pastime, driving annual sales of grills in America alone to more than 15 million units and \$2 billion, according to a January article in *The Wall Street Journal*. Sales of accessories rose 40%, to more than \$1 billion. In fact, there are about 50% more accessories on the market today, according to the National Barbecue Association. The growing popularity of Bar-B-Q has also ignited the media business. More than 500 books related to Bar-B-Q have been published in the past decade.

From coast to coast, continent to continent the world is grilling “comfort foods” such as baby back ribs, chops, kabobs, steaks, fish, chicken and vegetables. It is no wonder that the popularity of Bar-B-Q restaurants has exploded with the World grilling phenomenon. The fastest growing segment in the industry, according to *Nation's Restaurant News in the U.S.*, is Bar-B-Q! Almost every “sit down” restaurant chain world-wide has put grilled ribs, chicken, fish or vegetables on their menus.



FOOD & WINE

the grilling issue

55 best recipes
+25 best wines
for summer

America's
great
value
winery

PAGE 108

Top Chef
star's
Indian
home
cooking

PAGE 174

Steven Raichlen's
juicy steak with a
zesty Tex-Mex sauce

PAGE 167



#BXBCBFL *****CAR-RT LOT**C-033
#2535 8554 860#WI 984TX01 Y JAN08

P STONELEIGH

0287

2926 MAPLE AVE

#265009

DALLAS

P00685

.TX 75201-7695

WWW.FOODANDWINE.COM

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Grilling

THE BEST OF
fine
Cooking

101 reasons to
fire up the grill

steaks, ribs, chops,
chicken & more



plus: spicy rubs &
tangy sauces

\$9.99 CAN \$10.99



83

Taunton Product # 052021
www.finecooking.com

DISPLAY UNTIL SEP 30

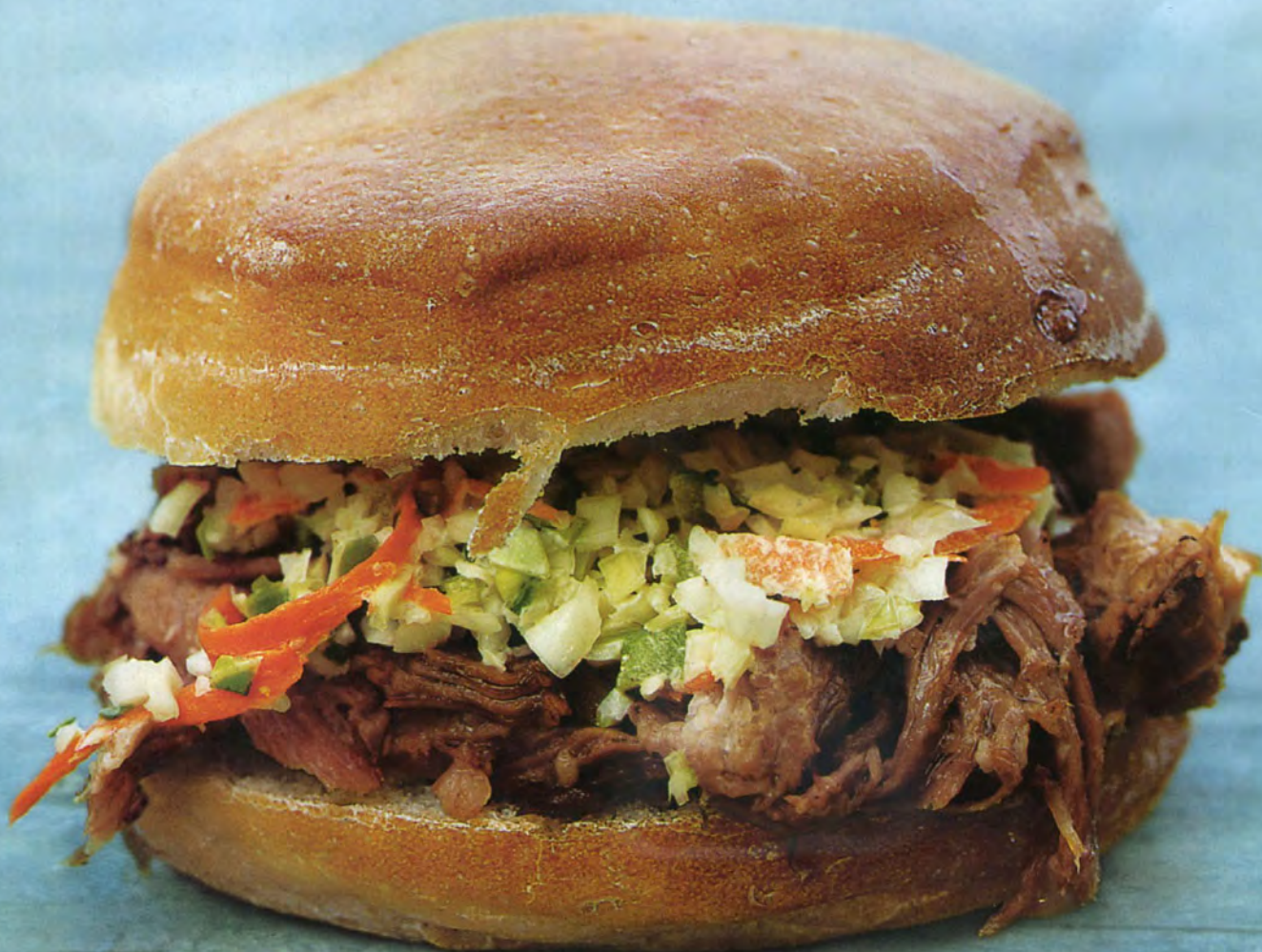
***“the barbecue business
is growing faster than
waistlines at an
all-you-can-eat rib joint.”***

- Ft. Worth Star-Telegram

- “After years of smoldering as regional, often mom-and-pop specialties, barbecue restaurants are beginning to show signs of the kind of large-scale, national potential formerly enjoyed by a handful of brands.”
- Nation's Restaurant News
- “Barbecue restaurants represent one of the fastest-growing segments in the food-service industry.”
- AdWeek
- “Barbecue restaurants are the fastest growing segment in Texas, with an increase of 178 percent in total sales.”
- Texas Restaurant Association
- “The coming wave (of highly lucrative comfort foods) will be driven by time-honored, flavor-driven techniques highlighting “true” barbecued, wood-smoked, and slow-roasted foods.”
- Flavor-Online.com
- 3 barbecue chains – Famous Dave's, Sonny's Real Pit Bar-B-Q & Red Hot & Blue were named Regional Powerhouse Chains by *Nation's Restaurant News*.
- “There are 500 BBQ contests every year in the USA; 6 million Americans attend at least one annually.” *- USA Today*

Gourmet

THE MAGAZINE OF GOOD LIVING



REFERENCES ON GOOGLE BAR-B-QUE

BAR-B-QUE: 1,800,000

BAR-B-QUE BOOKS: 724,000

BAR-B-QUE SAUCE: 395,000

BAR-B-QUE RECIPES: 348,000

BAR-B-QUE GRILLS: 913,000

BAR-B-QUE PITS: 335,000

BAR-B-QUE CHICKEN: 663,000

BAR-B-QUE RIBS: 390,000

BAR-B-QUE CONTESTS: 149,000

WHAT'S SMOKIN'!

LUSCIOUS FRUIT
DESSERTS P. 102

PERFECT BBQ
BRISKET P. 110

THE AMAZING
\$46 GRILL P. 40

S'MORES
CHEESECAKE P. 101

bon appétit

THE BBQ ISSUE

EASY
JULY 4TH
PARTY
P. 96

BIG BOLD BURGERS

P. 88

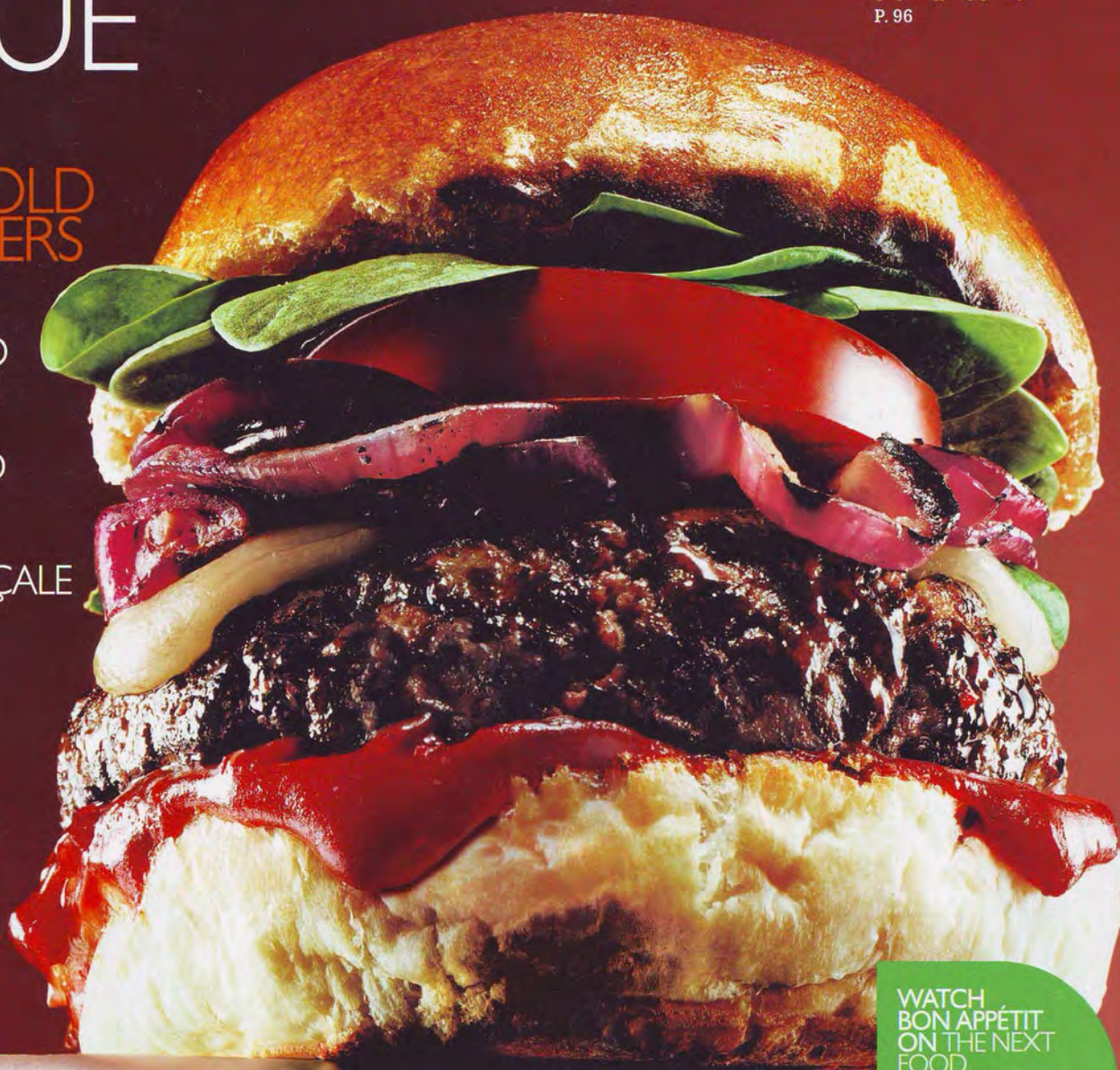
GRILL-
ROASTED
CHICKEN

CEDAR-
PLANKED
SHRIMP

TUNA
PROVENÇALE

JUICY
RIB EYE

&
NEW
SALADS,
SLAWS,
AND
SIDES



WATCH
BON APPÉTIT
ON THE NEXT
FOOD
NETWORK
STAR

JUNE
29TH

bonappetit.com

\$3.99US \$4.99FOR

07>



USA BARBEQUE EXPLOSION

Famous Dave's of Minnesota leads the new Bar-B-Q pack with 75 franchised locations and 30 more under construction. Sonny's Bar-B-Q out of Florida has 70 locations and 20 under construction. The old "grand dad" of ribs, Tony Roma's, is now enjoying a rejuvenation with new and improved Tony Roma's products expanding world-wide (270 locations). Other fast growing Bar-B-Q chains include, Dickey's out of Texas, and Calhoun's and Corky's out of Tennessee and Red White and Blue from Virginia. The Olive Garden Group has just launched their new Bar-B-Q concept called Smokey Bones. Bar-B-Q turned "hip" in New York City when Ronnie Meyer (owner of the three highest grossing restaurants in NYC) opened a high-end Bar-B-Q joint called Blue Smoke. Yet no one has created an "international brand" for Bar-B-Q & grilling culture. That's what our team assembled and carefully planned by creating an exciting new concept involving media, live music and experiential dining.

CULTURAL BRANDING

We are Brand Builders. We are the team that created the world-famous Hard Rock Café and the exciting mix of entertainment, dining and music, The House of Blues. Two years of planning has created a roadmap to "umbrella" a World-Wide Cultural Phenomenon... Bar-B-Q and the Grilling Lifestyle. Our first task was to find the granddaddy of Bar-B-Q joints. We discovered the oldest establishment, which was founded in 1923 and is still smokin' today in Mason, Tennessee, population 708.

[CLICK HERE to for Dan Aykroyd on Meteoric Rise of House of Blues](#)

[CLICK HERE to go to Access Hollywood House of Blues Special](#)

REFERENCES ON GOOGLE RESTAURANT BRANDS

**T.G.I. FRIDAY'S RESTAURANTS
42,000 REFERENCES**

**APPLEBEES RESTAURANTS
154,000 REFERENCES**

**CHILI'S RESTAURANTS
207,000 REFERENCES**

**BRANDS CREATED BY
CHIEF BOZO, ISAAC TIGRETT:**

**HARD ROCK CAFÉ
3,170 ,000 REFERENCES**

**HOUSE OF BLUES
12,600 ,000 REFERENCES**

**WELCOME TO
BOZO'STM
HOT-PIT BAR-B-QUE**

**AN INTERNATIONAL
BRANDING FEAST!
SMOKED TO
PERFECTION,
READY FOR THE
WORLD TO ENJOY!**

**FROM
CHIEF BOZO,
ISAAC TIGRETT**

THE EXTRAORDINARYTM BOZO'STM HOT-PIT BAR-B-QUE

**ALREADY A BRAND KNOWN
TO ALL ENGLISH-SPEAKING
EARTH CITIZENS - BOZO'S
IS PART OF THE AMERICAN
VERNACULAR.**

**NO PROMOTION
OR ADVERTIZING NEEDED!
ALREADY SMOKIN' IN THE
AMERICAN BRAIN!**

REFERENCES ON GOOGLE

BOZO - BOZO'S

BOZO: 2,890,000

BOZO'S: 670,000



BOZO'S IN BOOKS: 394,000

BOZO IN BOOKS: 959,000

BOZO'S IN SONGS: 175,000

BOZO IN SONGS: 105,000

BOZO IN FILM: 378,000

BOZO'S IN FILM: 962,000

DICTIONARY DEFINITIONS

BOZO

WEBSTERS DICTIONARY:

- . A foolish person, orig. unknown 1916.**

WORLD ENGLISH DICTIONARY:

- . Informal insult; someone who says or does something unwise.**

DICTIONARY.COM:

- . A fellow, esp. a big, strong, stupid fellow.**

AMERICAN HERITAGE DICTIONARY:

- . A dunce; a fool. American Slang**

ONLINE ETYMOLOGY DICTIONARY:

"muscular low-I.Q. male," c.1910, perhaps from Sp. bozal, used in slave trade and to mean "one who speaks Spanish poorly."

BOZO'S

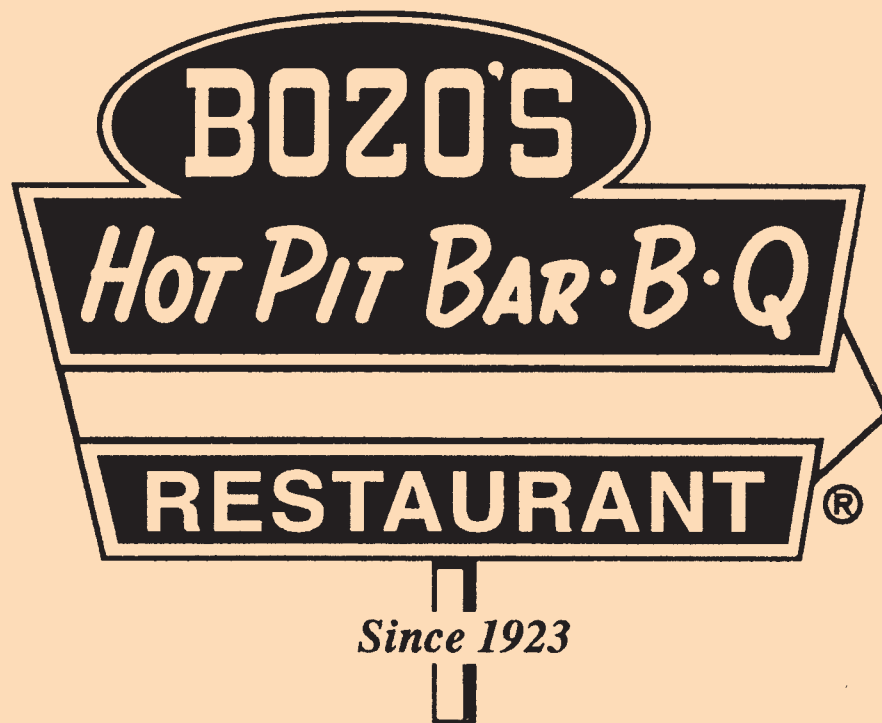
Hot Pit Bar-B-Q

Founded 1923

Mason, Tennessee

Population 708





Since 1923

Bozo's was founded in 1923 and has remained a West Tennessee Landmark ever since. Bozo's still uses the secret family recipes which have satisfied hungry appetites for over seven decades. Our famous bar-b-q is slow cooked in a genuine bar-b-q pit, just like "Bozo" Williams cooked it back in 1923. We hope you will enjoy Bozo's just like your grandparents did 50 years ago!

Thanks,

A handwritten signature in black ink, which appears to read "Aaron Thompson".

Owner



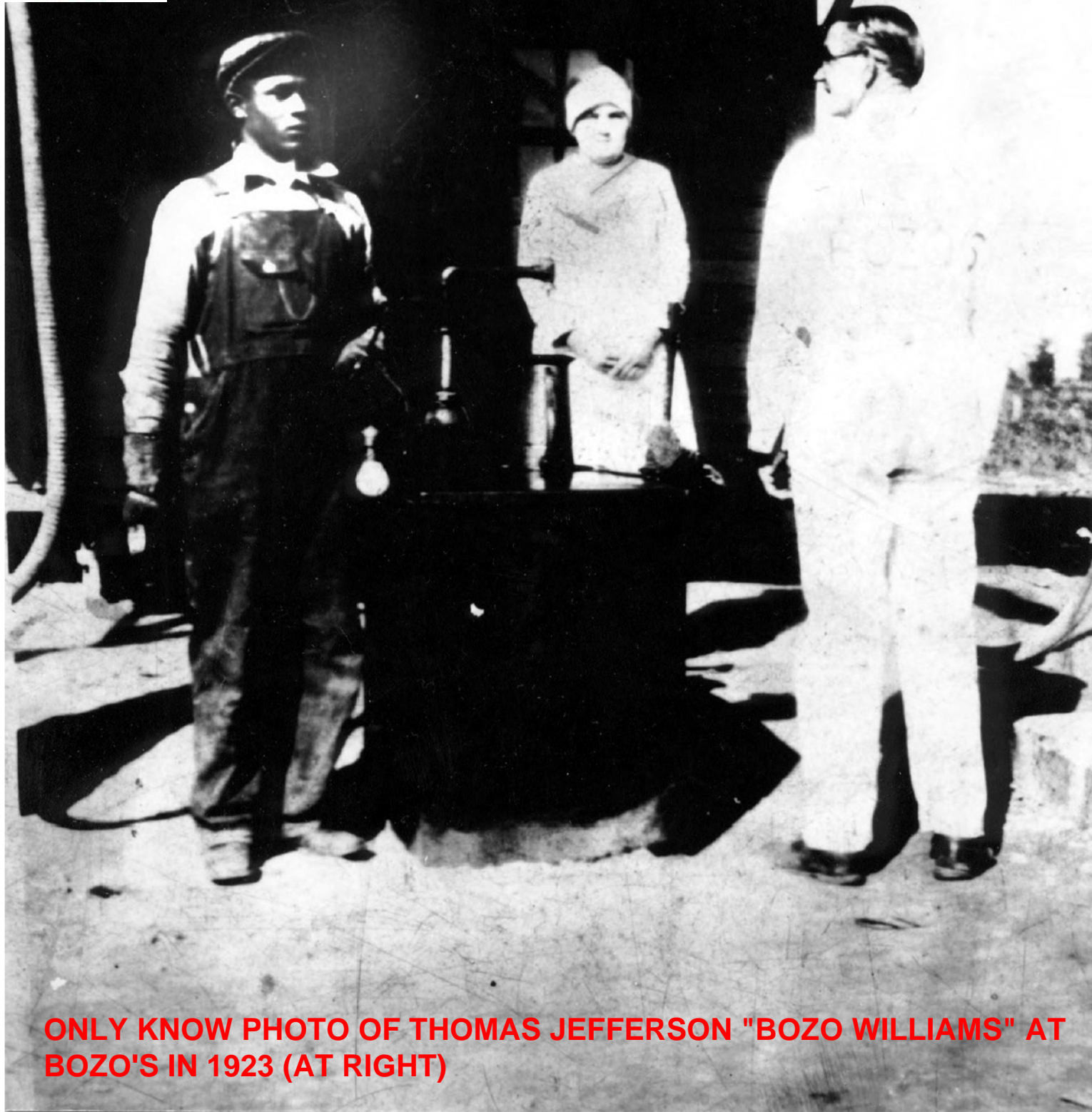
**CLICK
HERE**

HOME PICTURES
BOZO'STM
HOT PIT BAR-B-Q
MASON, TENNESSEE

POP. 708
1923-1950
AND
TODAY



**CLICK
HERE**



**ONLY KNOW PHOTO OF THOMAS JEFFERSON "BOZO WILLIAMS" AT
BOZO'S IN 1923 (AT RIGHT)**



BOZO WILLIAMS' FOUR SISTERS AND SON c. 1932



**THE GREAT FIRE AT BOZO'S, 1949
(BOZO'S BURNED DOWN THREE TIMES)**



THIRD AND FINAL BOZO'S AS TODAY, BUILT IN BRICKS, 1950

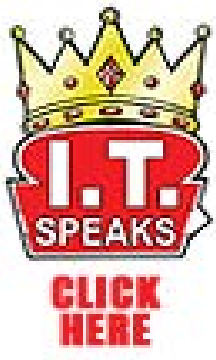


BOZO'S RE-OPENING DAY, 1950



BOZO'S INTERIOR, RE-OPENING DAY, 1950







BOZO'S HOT PIT BAR-B-Q

SINCE 1923

**The Look And Feel
Of Bozo's**

FUN FAIR – MIDWAYS

Roadside Attractions

Carnival

a sensory environment

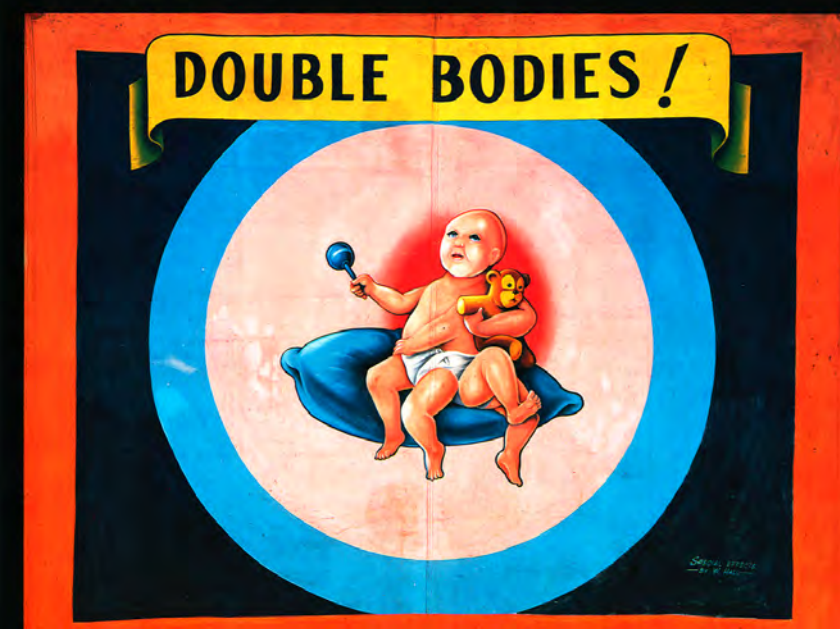
Founder Isaac B. Tigrett has an unparalleled track record for capturing the essence of unique culture and creating environments that celebrate culture. Building on his past successes as the co-founder of the Hard Rock Café and the creator of The House of Blues, Mr. Tigrett is aiming to make **Bozo's Hot Pit Bar-B-Q®** the third part of a highly successful trilogy.

Bozo's Hot Pit Bar-B-Q® will be a blend of three complementary aspects of Traditional World culture: Bar-B-Q and grilling, roadside attractions and fun fair midways, all of which embody fun, food, family and friends. **Bozo's** is more than a restaurant. It's a multi-dimensional entertainment experience that captures the sights, smells and flavors of the cultures to which it pays tribute.

- Bar-B-Q and Grilling
- Roadside Attractions
- Fun Fair Midways
- International Carnivals and Events

[CLICK HERE to go to Hard Rock Cafe](#)

[CLICK HERE to go to House Of Blues](#)



2 FACE MAN



SNAP IT! IT!
TAUPA FLA

TATTOOED GIRL



WHY?

ALIVE

SNAP WYATT
TAMPA FLA.

The DEVIL CHILD



Snap Wyall Studios
RT. 3 TAMPA FLA.

ALLIGATOR SKIN GIRL

ALIVE



Shap Wyatt

SWEET MARIE



64³
LBS.

SNAP WYATT
TAMPA FLA













**LONG AWAITED BY
INDIAN TRIBES**

SIGN OF THE NEW AGE

BOZO'S

HOT PIT BAR-B-Q

SINCE 1923

RESTAURANT





B-B-Q KING

BOZO'S

HOT PIT BAR-B-Q

SINCE 1923

RIBS * CHICKEN

CATFISH

TEXAS BRISKET

HUSH PUPPIES

MUSIC

COOKED WITH LOVE



LIVE MUSIC

KEITH URBAN

DANCE RAVE THE

GOSPEL BRUNCH

BOZO'S

Hot Pit Bar-B-Q

SINCE 1923

RESTAURANT



**GOSPEL
BRUNCH
HOLY SMOKE
EVERY SUNDAY
CALL FOR RESERVATIONS**

BOZO'S
Hot Pit Bar-B-Q
SINCE 1923
RESTAURANT

BOZO'STM

**HAS MANY
INCARNATIONS
MANY SIZES
FOR ANY MARKET**

BABY BOZO'S DRIVE-THRU

BOZO'S DRIVE-IN CAP 150

**BOZO'S MAJOR MARKET
RESTAURANT & SUPPER CLUB
CAPACITY 250 - 350**

**BOZO'S SUPER SUPPER CLUB
EXPANDS TO 1500**

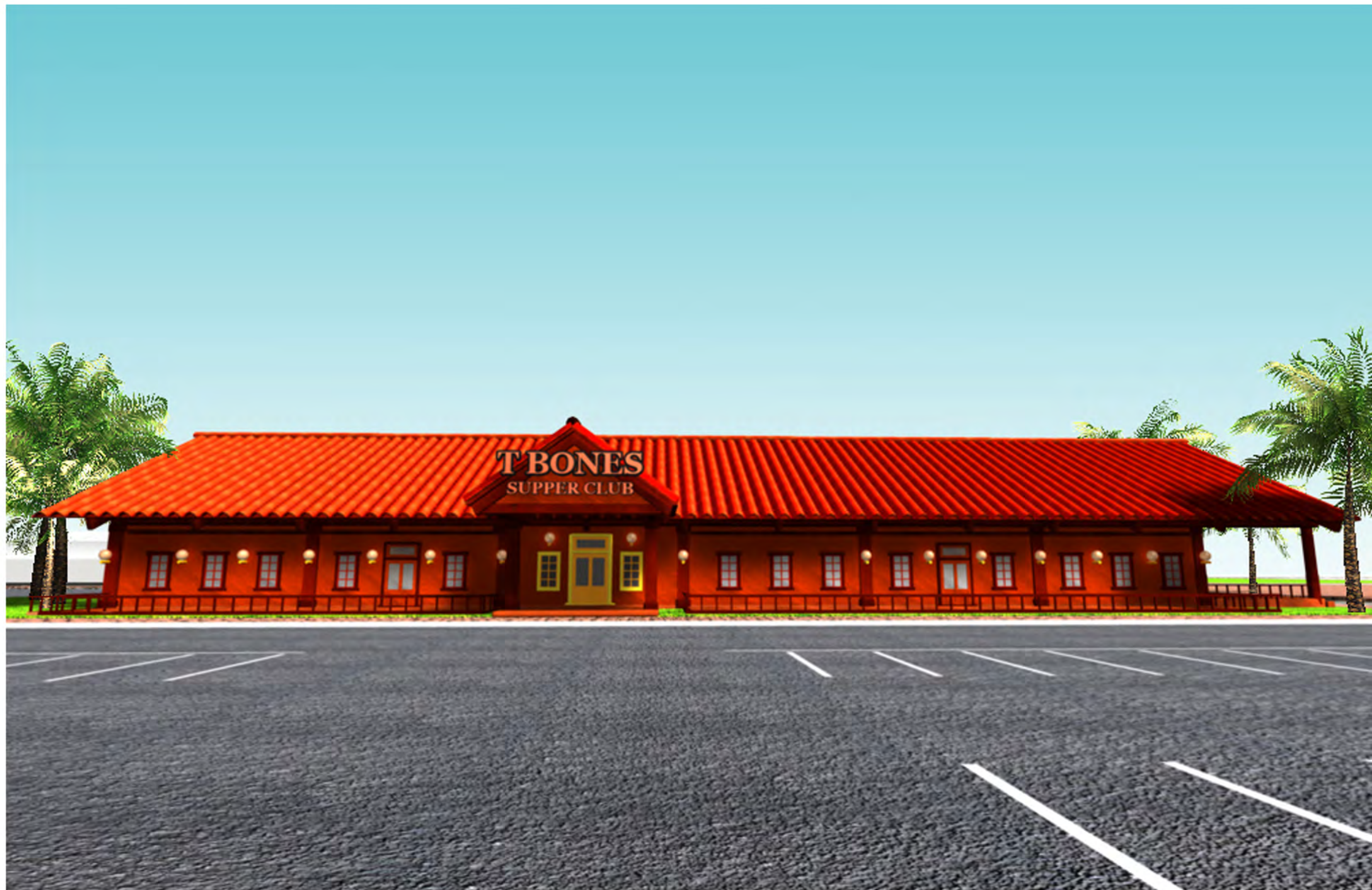
**WORLD'S FIRST TRUCKERS
DRIVE-THRU AND CLUB**

BOZO'STM
MAJOR MARKET
SMOKEHOUSE
AND
SUPPER CLUB
COCKTAILS
LIVE MUSIC & DANCING
CAPACITY 250 - 350

T BONES

SUPPER CLUB





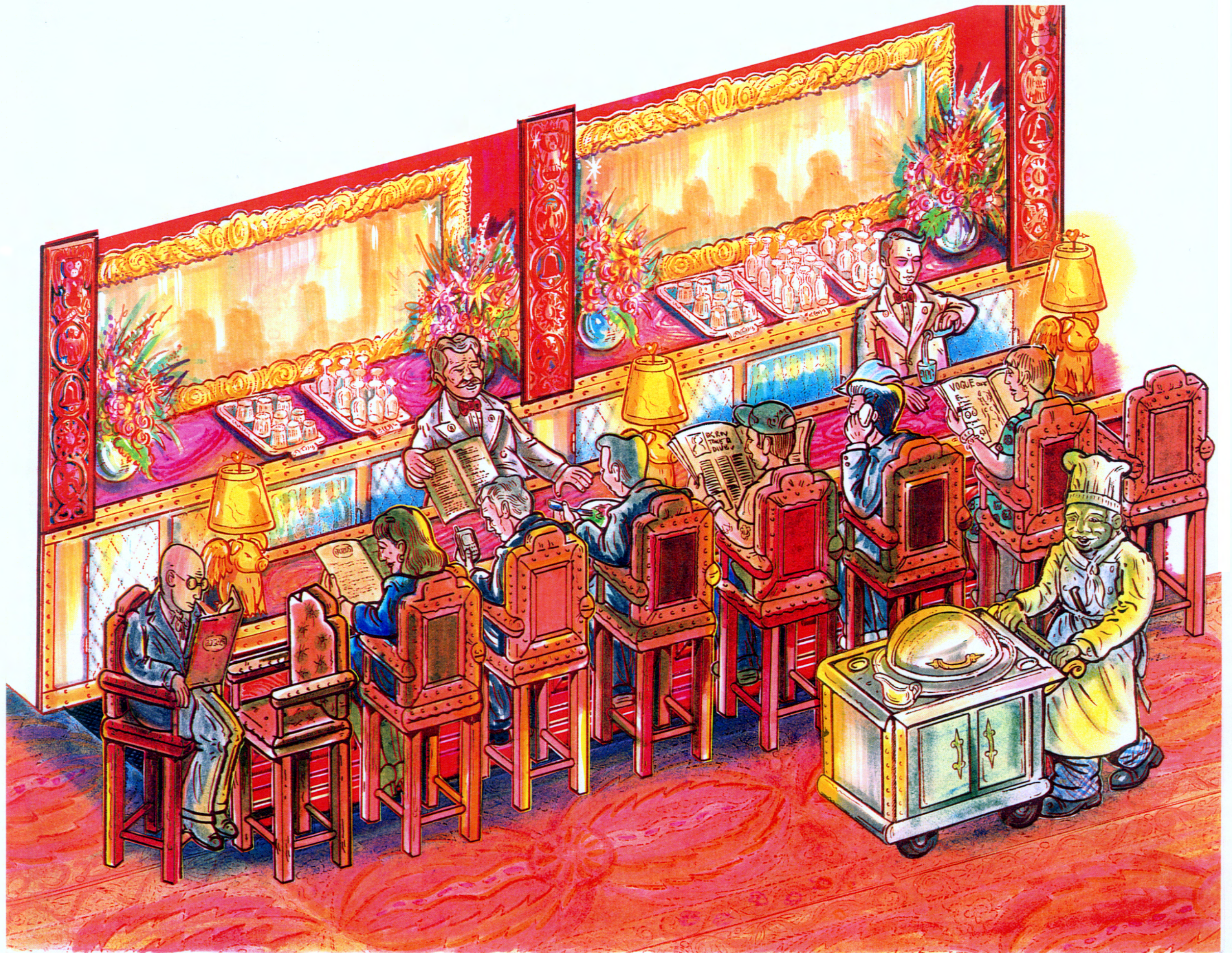


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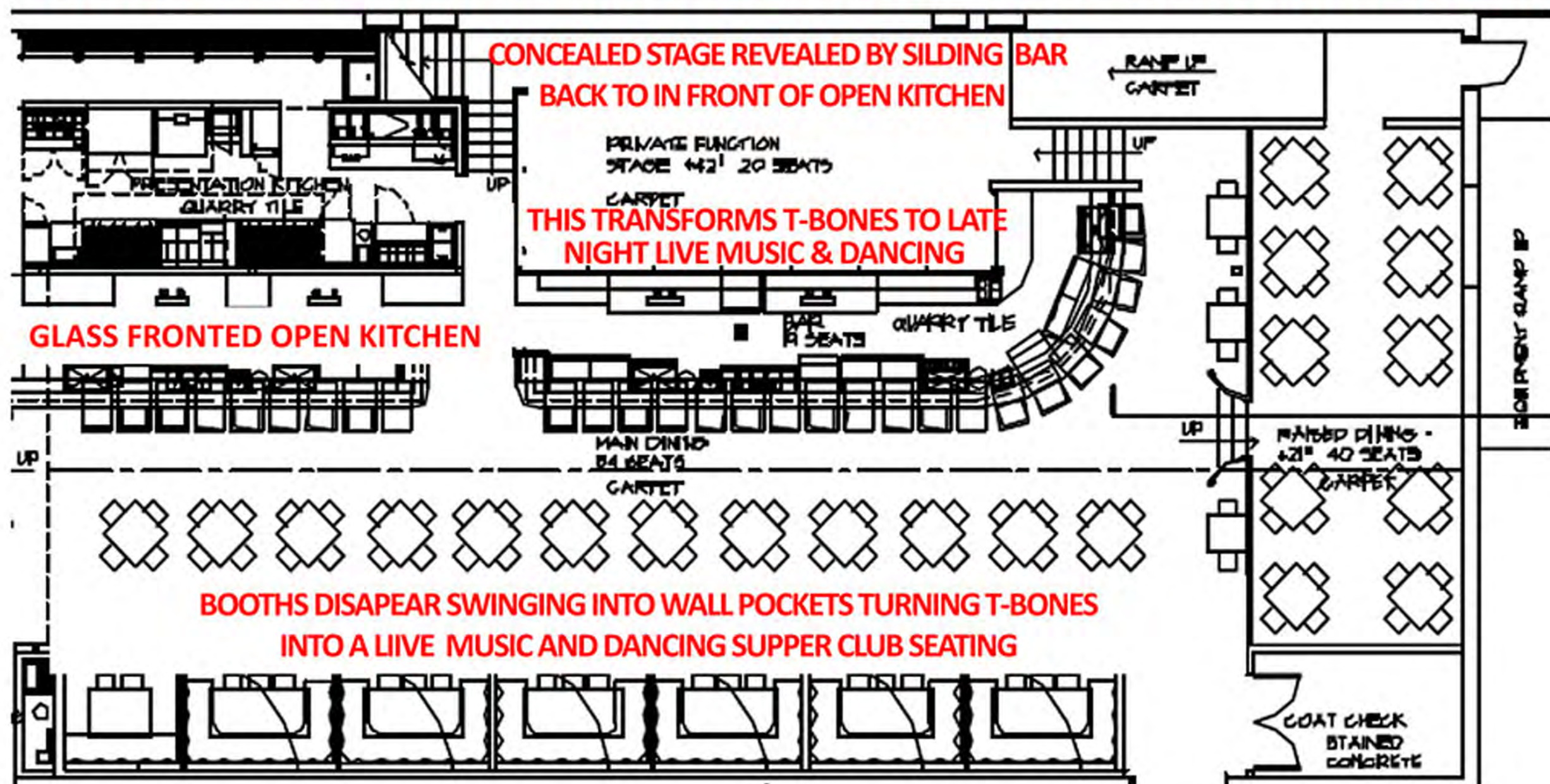


AA



BOZO'STM
TRANSFORMS
FROM
RESTAURANT
TO SHOWROOM
BAR BACK MOVES AWAY
EXPOSING STAGE FOR
LIVE MUSIC.
BOOTHS FOLD INTO WALLS
BOZO'S IS READY TO
“SMOKE” WITH LIVE MUSIC
AND DANCING ALL NIGHT!

TRANSFORMATION OF T-BONES TO LIVE MUSIC & DANCING SUPPER CLUB





The Dining Experience

“There are no limits to barbecue creativity.”

Wiley McCrary, The Q Company

Restaurants & Institutionse

Bozo's Hot Pit Bar-B-Q® will build on the heritage of its 90-year old brand to develop a menu which blends authenticity and tradition with new flavor experiences. The foundation for **Bozo's** menu and style will be the time-honored recipes and smoking techniques of legendary pit masters from across the World. Special “themed” events will also celebrate the Bar-B-Q-style foods from Latin America, Asia and other places around the globe, adding international flavor and “freshness” to the menu.

A variety of charcoals and natural woods – hickory, oak, pecan, mesquite and fruitwoods – will be used (often in combination) to create distinctive flavors and environment-enhancing aromas. Capitalizing on the trend toward customization and personalization of menu items, a guest will be able to select certain entrees, which can be cooked with his or her individual choice of smoked flavors and sauces.

With the ever-increasing interest in Bar-B-Q, chefs are applying the combined magic of heat and smoke to a wide spectrum of foods. The Bar-B-Q genre is becoming less tradition-bound and more open to new tastes, according to Restaurants & Institutions. **Bozo's** will capitalize on this trend by consulting with greatest of the World's grilling chefs on the development of signature entrees and side dishes featuring contemporary flair in both taste and presentation.

BOZO'STM SUPER SUPPER CLUB

**EXPANDS
TO SERVE
50 - 1500**

BOZO'STM

GIANT SHOWROOM

PIC 1) SEATS 300

**PIC 2) CARNIVAL BANNERS
DRAWN ON 2ND FLOOR
REVEALING BARS &
BALCONIES SEATS 600**

**PIC 3) EATING PLATFORM
BECOMES STAGE FOR
SUPPER CLUB**

**PIC 4) TABLES AND CHAIRS
ARE REMOVED FOR
MAXIMUM SHOWROOM
CAPACITY 1500.**



BOZO'S SINCE 1923

Hot Pit Bar-B-Q **BOZO'S** SINCE 1923

**SMOKE
HOUSE**

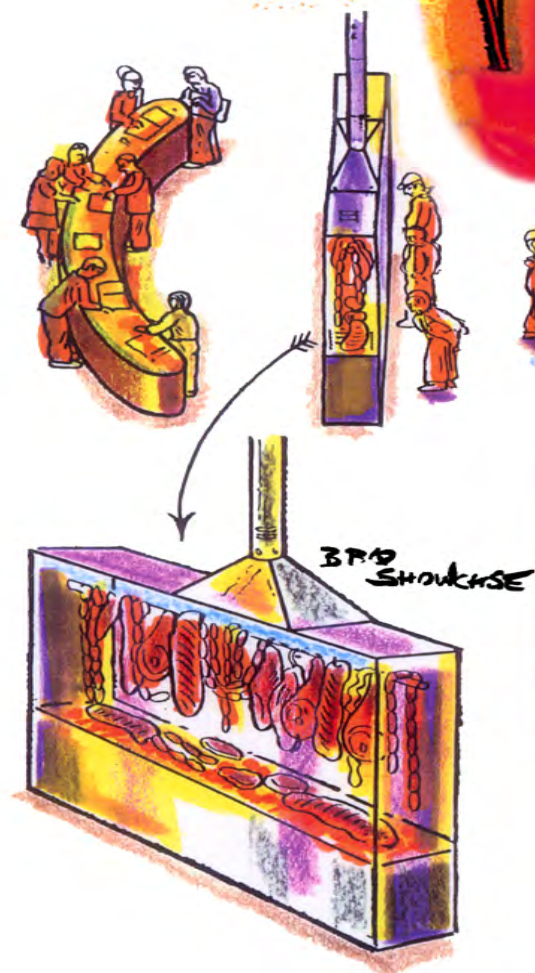


RESTAURANT



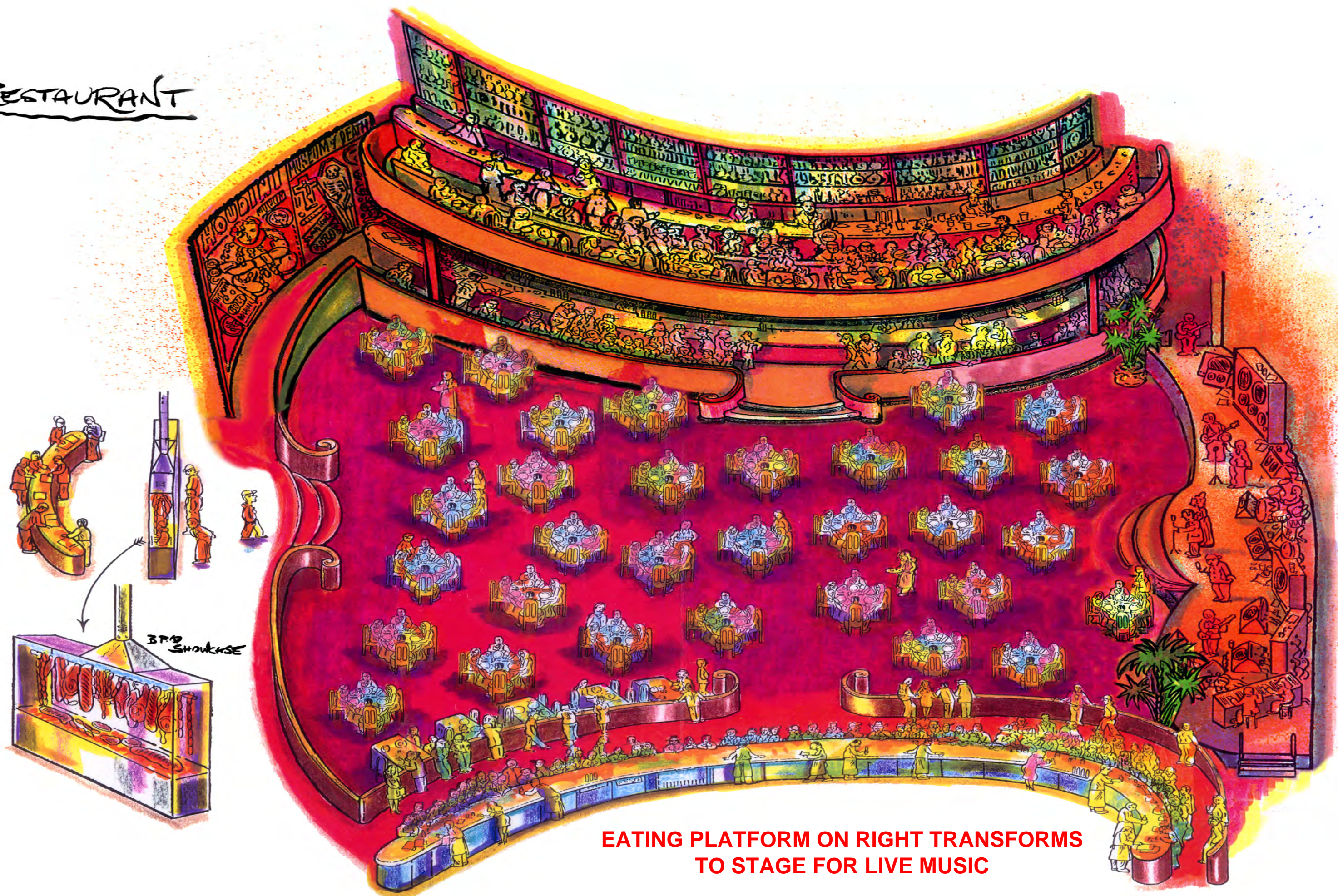
LOWER VIEW MIRRORS BAR AND
BALCONY BOTH SIDES - 2 STOREYS

RESTAURANT



**CARNIVAL BANNERS OPEN ON BOTH 2ND
FLOOR BALCONIES REVEALING BARS
AND ADDITIONAL SEATING**

RESTAURANT

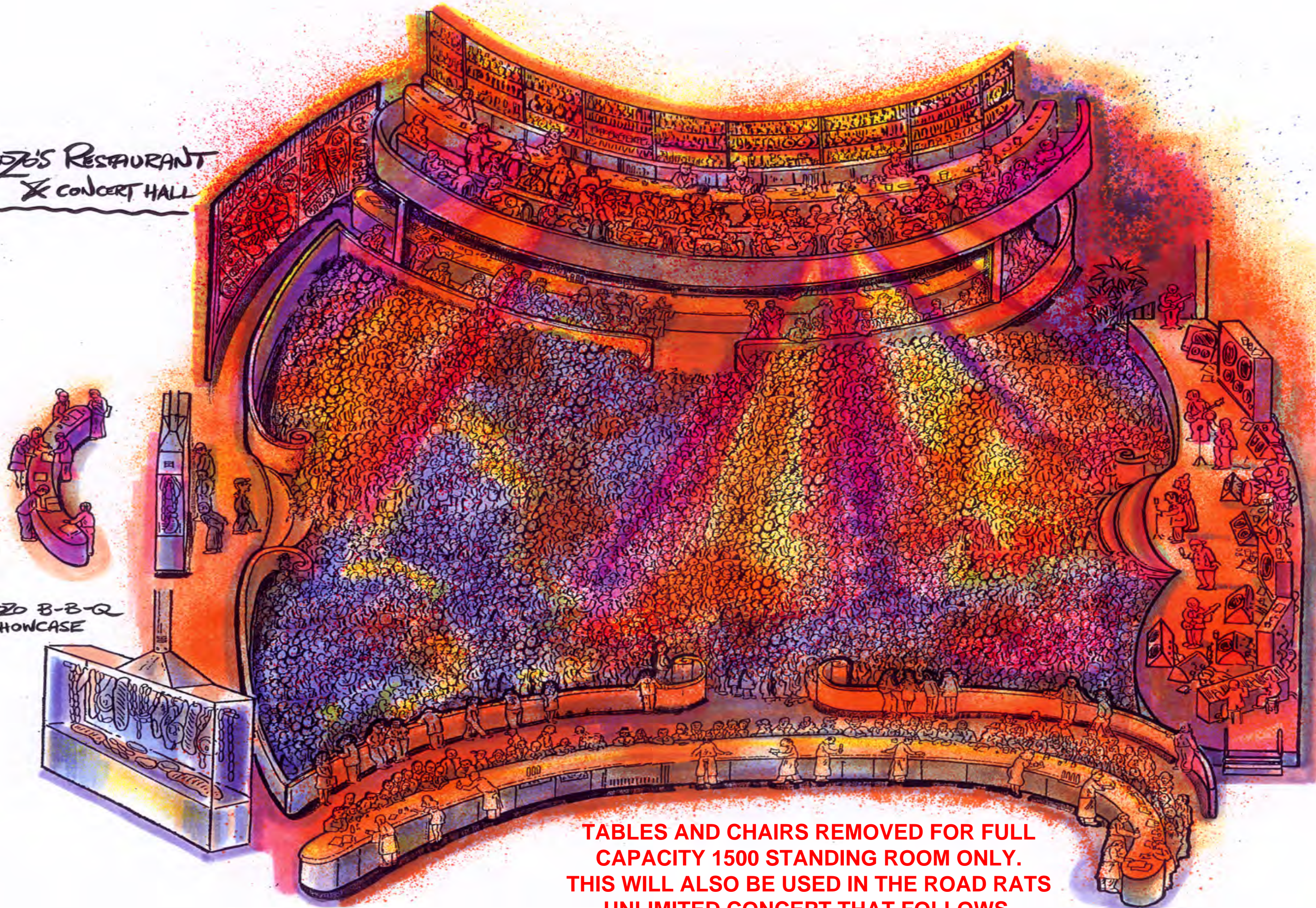


**EATING PLATFORM ON RIGHT TRANSFORMS
TO STAGE FOR LIVE MUSIC**

**Bozo's Restaurant
& Concert Hall**

**Bozo B-B-Q
Showcase**

**TABLES AND CHAIRS REMOVED FOR FULL
CAPACITY 1500 STANDING ROOM ONLY.
THIS WILL ALSO BE USED IN THE ROAD RATS
UNLIMITED CONCEPT THAT FOLLOWS.**



BOZO'STM SALUTES THE TRUCKERS OF THE WORLD!

**THIS UNIQUE OVER-LOOKED MARKET -
2 MILLION STRONG ON THE ROADS
OF AMERICA ALONE EACH DAY.**

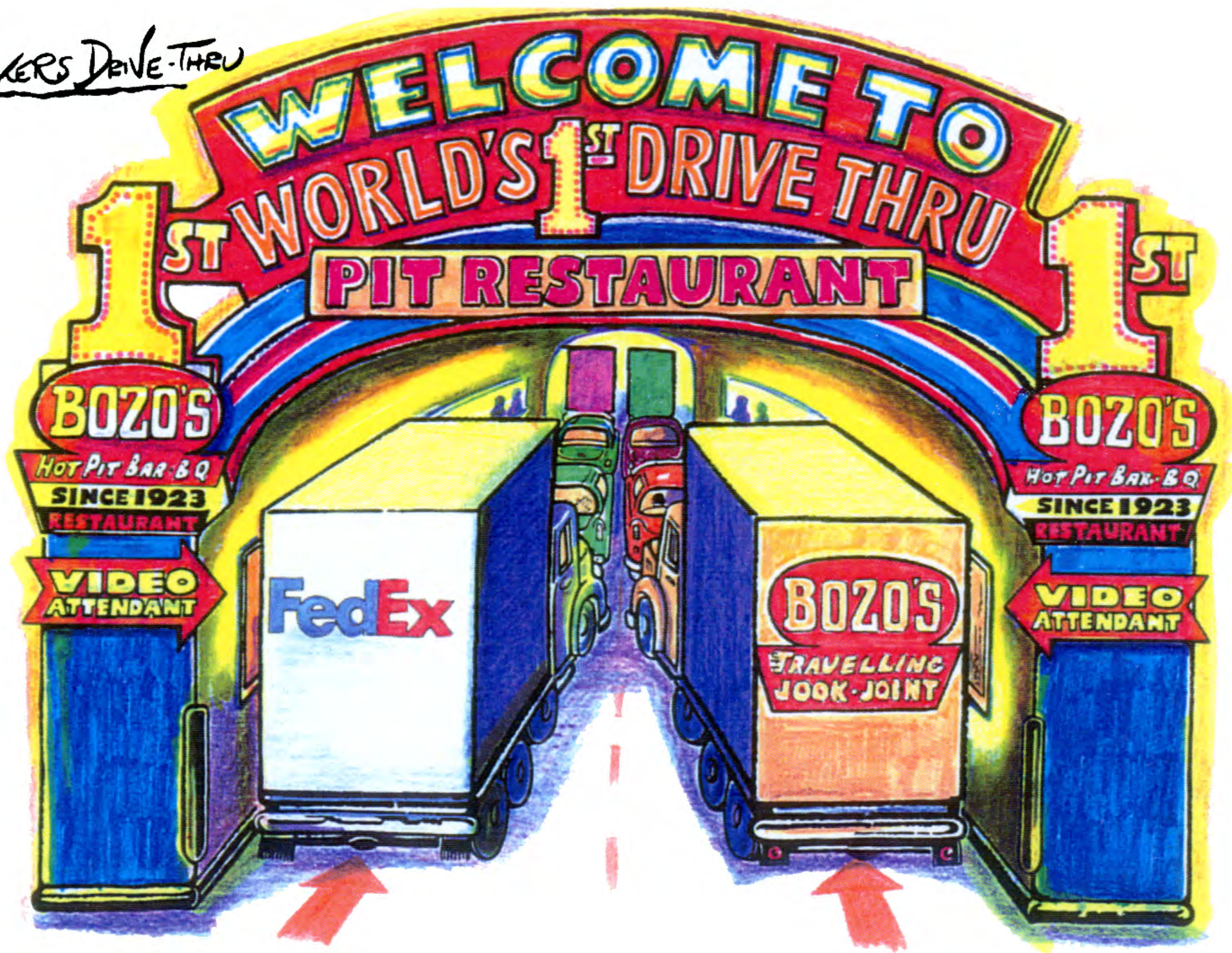
**“TRUCKER BOZO'S IS A
\$100,000,000 WINNER. IT'S ON
A MISSION FROM GOD!”**

DAN AKYROYD, BLUES BROTHERS TRUCKING

**“ISAAC, 90% OF ALL GOODS
IN THE WORLD ARE DELIVERED
BY TRUCKS - GREAT IDEA!” -
FRED SMITH, FOUNDER AND CEO FED EX**



TRUCKERS DRIVE-THRU



**NO
TRUCK
TOO BIG
NO
STOMACH
TOO BIG**

BOZO'S

HOT PIT BAR-B-Q

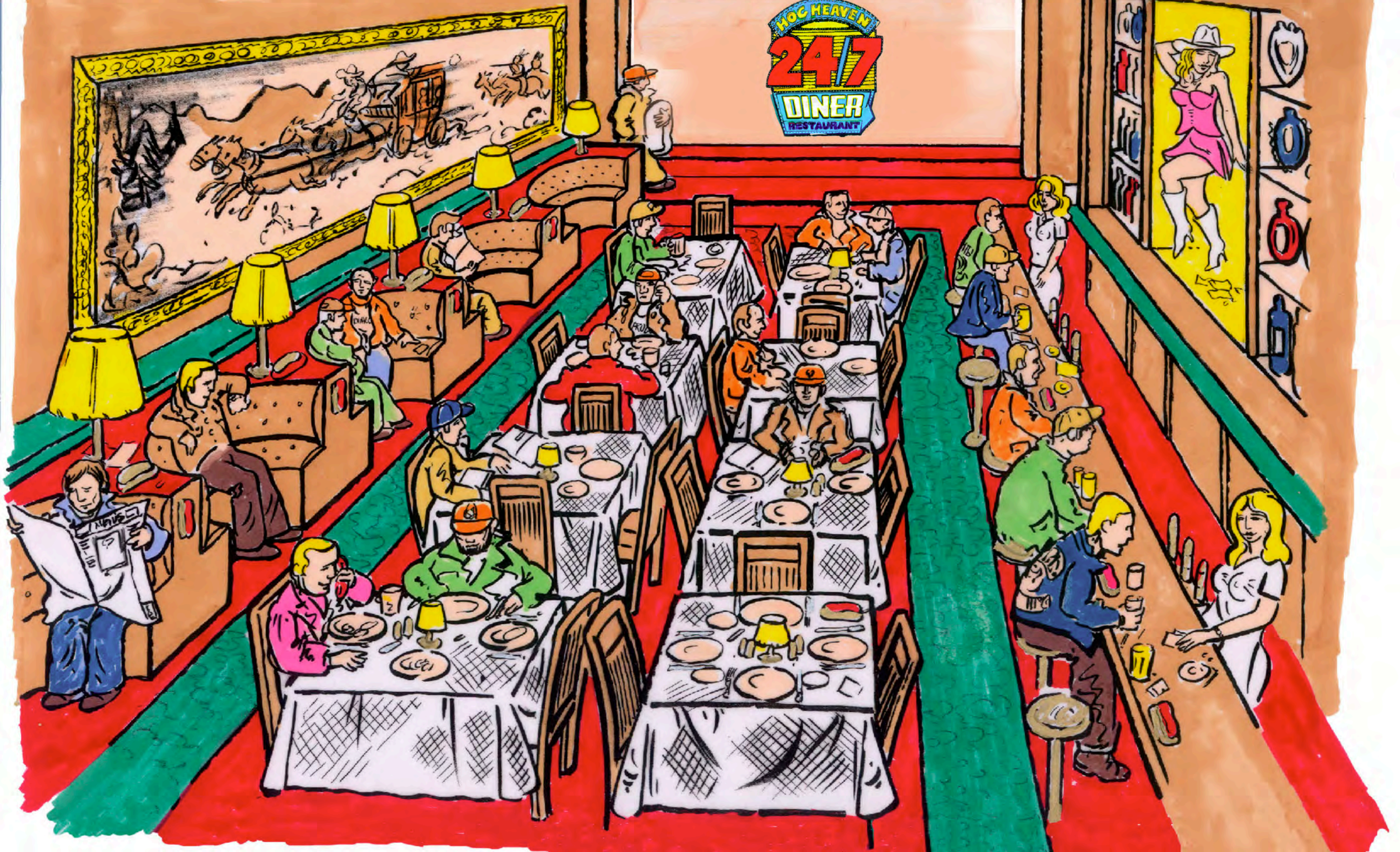
SINCE 1923

RESTAURANT



MEMBERS ONLY!!!

ROAD RATS BAR & GRILL





BOZO'STM **IS A WORLD-WIDE** **“BRAND”**

**BAR-B-Q IS TRADITIONAL
INTERNATIONALLY!**

**FRANCE • GERMANY
SPAIN • ENGLAND • USA
SOUTH AMERICA • JAPAN
MIDDLE EAST • ASIA**

**AND IN THE FASTEST GROWING
ECONOMIES IN THE WORLD:
INDIA & CHINA.**

**NEXT STOP:
HONG KONG!**



**BARBEQUES BEGAN IN CHINA 5000 YEARS AGO...
WELCOME TO BOZO'S SHANGHAI AND HONG KONG**

Bozo's RESTAURANT - FRONT VIEW
NOT TO SCALE ~



BRAND BUILDING

Bozo's Hot Pit Bar-B-Q is a brand that will be created with the help of a comprehensive multimedia strategy. From launch, television, radio, music and retail will be coordinated to support the 3-D restaurant experience with a mix of original programming and products, deepening the **Bozo's** brand with great detail. A *story* will be told. Characters will be created. A wholly consistent world will be etched with each element, show concept, and creative choice in service to the central brand.

We've seen this strategy work brilliantly before: Disney has grown its classic mouse into virtually every conceivable business and creative permutation, building *the* brand over family entertainment. Starbucks has taken over "coffee culture," with a multitude of new and tangentially related products. Isaac Tigrett's own "Hard Rock" and "House of Blues" are prime examples of brands with deep roots – and long legs. The list goes on and on: Virgin with pop culture, British Air with quality air travel, Nike with fitness and athleticism. These best brands have a deep story to tell – and they deliver. In creating a multi-dimensional International brand over the Bar-B-Q and grilling culture, **Bozo's** multimedia strategy is central to this effort.

The **Bozo's** brand will be supported through a comprehensive multimedia plan. The first piece is television, complete with its own interwoven Direct Response business. The following was conceived as a product for the American market only, and would be changed culturally to suit the geographic locations Bozo's will be located world-wide.

[CLICK HERE](#) for Elwood Blues on HOB

SMOKIN' WITH BOZO

This is *homemade USA* television. Served up hot, it's a plate of Tennessee back woods gumbo – a do-it-yourself, rule-breaking, "public access" nighttime variety show. "**Smokin' with Bozo**" is hosted by an American country woodsman, Bozo Williams. King of the sophisticated rednecks, Bozo looks at everyone as an equal, every conversation

as an opportunity to laugh, and every woman as a prize. Part deep woods Playboy's Hugh Hefner, part red neck Tonight Show Host Jay Leno, part plain-spoken country guru, Bozo is the future of television hosts – the unadulterated real thing because he is the real thing.

We open on a rural porch, lights hot, grill smokin', three cameras rolling. We're rough around the edges as our cameramen walk into shots and can be heard talking into their headsets over the action. They are characters *themselves*... one a wanna-be Scorsese, no close-up too uninteresting, no camera trick untried. Problem is, he does it all the time. The other two are best friends, roped into doing it for love, for Bozo, the babes, the booze.

Sitting on a couch and chairs is Bozo and his sometimes sidekick, Bob the Builder. A reincarnated John Stewart of the Daily Show, Bob is Bozo's friend and neighbor and into power construction tools – big time. A little less refined than Bozo (in the ways of the ladies, homemade spirits and the culinary subtleties of grillin' techniques), Bob is nevertheless an everyman – as is *everyone* in this world of Pasquo County, anywhere in the World.

By day, Bozo's sister, LouAnne, works down the road at the local gas station. Single, LouAnne's love life is a constant source of interest for Bozo and Bob. An occasional suitor will be forced to present himself to Bozo for approval – live, on-camera in front of millions. By night, LouAnne is the show's stage manager, prop person and key grip. She's a loveable and sexy disaster, electrocuting herself silently on camera in the background, or menaced by an errant red tail hawk, capable of grabbing her on the neck and flinging her around the set. LouAnne's mishaps come and go, uncommented on by our host, just a fact of life in the deep woods.

Bozo always wanted his ménage, and now, with his own show, he's got 'em – five country girls, straight from this naughty neighborhood – his sexy Bozo's Dancers. We're not sure if Bozo is

in fact a polygamist, but we are sure that these girls adore him. They sometimes dance in cages – in the background – and live in a tented harem out back. They're a dream – a fantasy really, a redneck fantasy... everyman's fantasy.

All kinds of guests will grace **"Smokin' with Bozo"** – from locals to the occasional celebrity. Fireflies light the sky. Sparks rise up too: from the celebrity guest Grill Masters. Like gunslingers, they will arrive, grilling up their Bar-B-Q masterworks, sharing secrets of their witchcraft. They'll come from everywhere: USA, South America, Asia, and Europe. They, too, are the real thing: locally revered, though little-known wizards of the World's homegrown ancient cuisine. Bar-B-Q – an elixir of God and the Devil, both.

As Bozo plays Master of Ceremonies to these great chefs, we'll learn their secrets. And through Bozo's burgeoning television retailing business, we'll send you a slab, a shoulder, a sauce – just like you see it live -- shipping and handling not included. This is the ultimate take-out. To your door anywhere in the world with love from the great Grill Masters inextricably included.

No variety show would be complete without its own version of *Saturday Night Live's* "Weekend Update." Of course, Bozo has his, but with a deep woods twist. It's the "UFO Show," a five-minute break in the action with real guests (everyone on **"Smokin' with Bozo"** is real) who have been alien abducted, experienced paranormal phenomenon or some kind of transcendence. We might even reenact these tales, with our own redneck Blair Witch shaky-cam.

"Smokin' with Bozo" is a family affair, a show put on by this woodsman – fueled by neighbors, town folk and family members. All will be in on it, and occasionally on-camera too. We'll go on location often: backstage to Bozo's own International flagships, his High Cotton Bar-B-Q restaurant/club, the garages at NASCAR formula-1 pits, cricket matches, fun fairs, or out into the fields and woods and streams – where real life occurs. We'll meet people *intimately*.

Like a homegrown magical electronic television gumbo, “Smokin’ with Bozo” will be an expression of World culture, made by the people, for the people. Sexy, funny, wild and outrageous, mystical and real... all at once, “Smokin’ with Bozo” celebrates life.

[CLICK TO GO TO SMOKIN' WITH BOZO TV PILOT](#)

RADIO

Next up is radio, an extremely efficient way to reach consumers on a mass-market level. In fact, television has rediscovered radio advertising: one needs to only listen during peak hours to hear the importance placed by networks on this medium.

SOUL PATROL - NORTHERN MISSISSIPPI, USA to SHANGHAI, CHINA

From a tiny radio station anywhere on Earth comes the inspiration. Soul, Rhythm and Blues, Rock’n Roll and Urban are the tip of what’s alive in the World Culture – a cultural bounty waiting to be discovered. “Soul Patrol” will be a mix of Bozo Williams’ back woods funny ruminations, fire and brimstone from country preachers of all colors – piercing like a crazy dagger straight to the heart – to newly created ads inserted with the language, feel and flavor of their original broadcasts. Add music: the spice over this gumbo – a blend of this world’s best rhythm, soul, rock, and urban made by the people – not by radio and TV playlists.

In a radio world desperate for new blood, “Soul Patrol” will succeed precisely because it comes from an original place – and it will be based on and driven by a brand supported elsewhere: by television, retail, live music and the restaurants themselves. Syndicated internationally on cable radio and the internet, “Soul Patrol” will deepen and enliven the Bozo’s World Brand.

LIVE MUSIC

Perhaps nothing excites the 3-D restaurant experience like great live music. It's the ineffable: when it's happening, live music transports. Having built the massively successful concert and online music business for The House of Blues, Isaac Tigrett will do it again. And grilling culture knows *no* limits: all types of music are welcome. From Rock to Latin, Country to Soul, R&B to Hip Hop, Bozo's will hold them all, turning the Super Sites into major concert venues, and smaller, more intimate locations into electrifying clubs. Mixed with its unique, tactile ambience, the total Bozo's experience — and when live music is added, **Bozo's Hot Pit Bar-B-Q** will be an event – *a destination*. Online is major strategy here too – concerts will be Web-cast, and merchandise, concert CDs, etc., will be sold to the growing community at Bozo's Web site.

TELEVISION RETAILING

The revenue generating power of television retailing is massive. (Even questionable products make millions and millions!) Weaved through “Smokin’ With Bozo,” and Bozo's other media properties, the Direct Response business is a major initiative of the brand. Food categories represent a huge upside: We will sell sauces, spices, meats, recipes, etc. “Bozo's Bar-B-Q of the Month Club” will feature a wide range of monthly offerings: Kobe beef, Cornish hens, lamb ribs, kabobs, pork shoulders, and other internationally grilled specialties, etc. – complete with their own sauces. The beverage business is a huge market too: with core brands like “Bozo's XXX White Lightnin’ Punch Accelerator” and “Bozo's Smokin’ and Grillin’ Marinades” (in Malt Liquor, Sour Mash and Brown Ale varieties) we will create a fun new spirit brands, leveraged off of these media assets. And with packaged goods partners like FedEx and UPS, we will ship them anywhere, anytime around the world.

MERCHANDISE AND LICENSING

Bozo's Hot Pit Bar-B-Q is designed to spawn many, many merchandising and licensing opportunities. One example: Our very own "Kill and Grill" – a *portable* branded grill, placed in its own camouflage pack, complete with a fuel source, designed to go anywhere: A boat, a porch, a tailgate, and a backpack - a World-Class hibachi – for all occasions, branded by Bozo's world and lifestyle.

T-Shirts, caps, and jackets are just the tip of the iceberg once the brand arrives. And, with our copyrighted artwork, we will create a line of products unique and evocative of Bozo's world – in Bozo's style and attitude. From the core logos to all the original cultural images contained in this book, Bozo's will carve out products that will celebrate a World Culture no longer lost.

Also, opportunities exist with novelties (using our carnival/Midway themes), all types of branded grilling apparel and equipment, instructional videos and cookbooks. What looms also is the massive worlds of hunting and fishing and all its related equipment. We've seen the extraordinary expansion in USA of Bass Pro Shops: 100,000 square feet of outdoor life retail space that stand like theme parks at their many locations. This is not just a growing market segment – it's a huge segment fully functioning.

Bozo's is of this world too, and will benefit greatly from the many associations possible with this massive World Culture. Organizing all this in one place will be **Bozo's** Web site: A shopping catalogue, information source, and entertaining destination in its own right. It will be a site for commerce and **Bozo's** brand extension.

SMOKIN'
WITH
BOZOTM
TV & RADIO
SHOW

(CLICK HERE)

TO SEE MINI PILOT STARRING BOZO HOST

BOZO WILLIAMS III

GRANDSON OF BOZO'S

HOT PIT BAR-B-QUE FOUNDER

SMOKIN' WITH BOZO TV AND RADIO

HUNTING AND FISHING MARKETS USA

**HUNTING AND FISHING STATISTICS
72 BILLION DOLLAR MARKET USA**

**USA TODAY
HIGH-END HUNTING AND FISHING**

**BASS PRO STORES
\$1.9 BILLION IN SALES IN 48 STORES**

**CABELA'S HUNTING AND FISHING
STORES \$1.56 BILLION IN 26 STORES!**

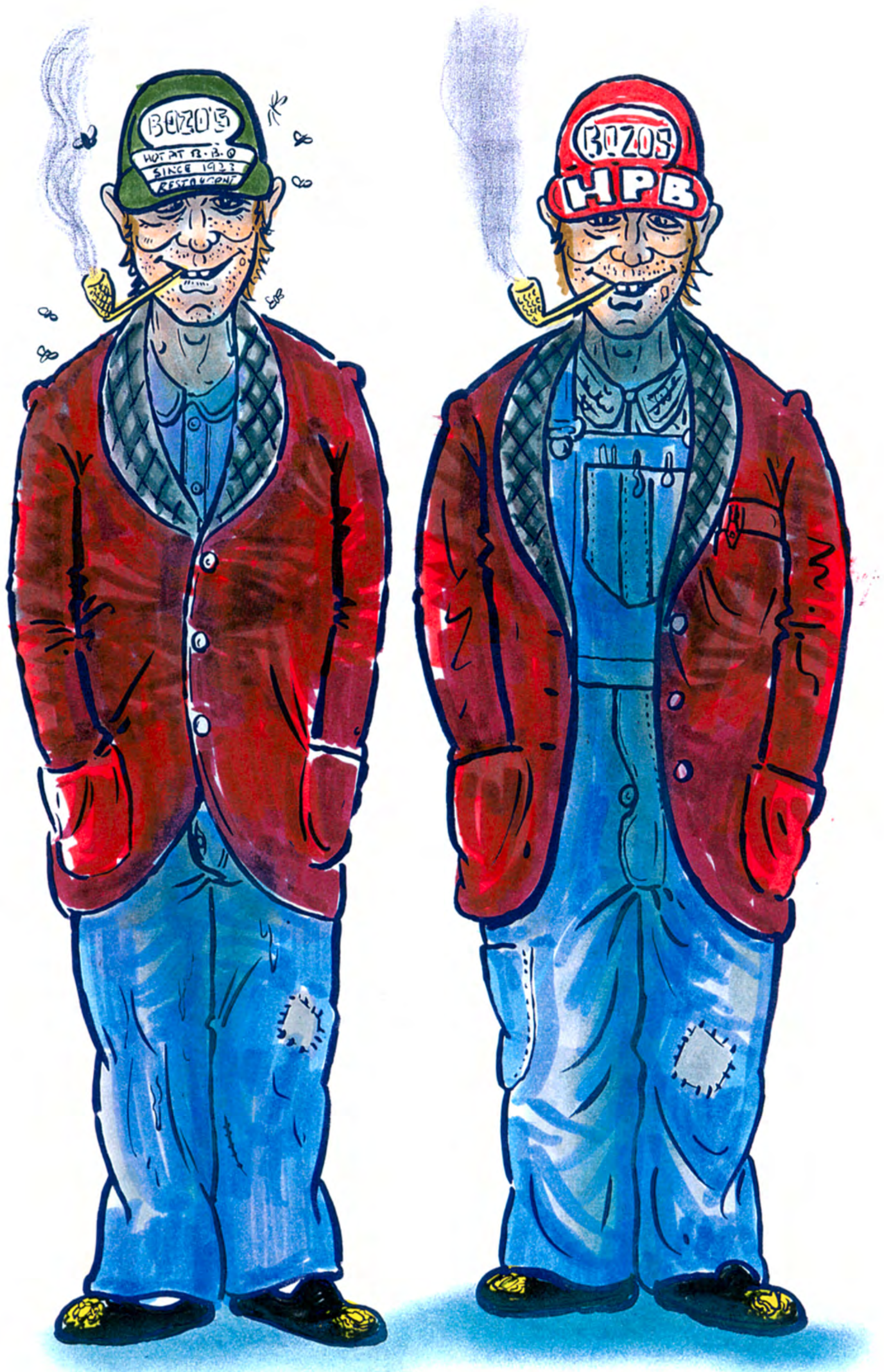
SMOKIN' WITH BOZO

JUST
CHILLIN'
& A
GRILLIN'



BOZO' WILLIAMS III

SMOKIN' WITH BOZO TV SET



**BOZO WILLIAMS III TV AND RADIO HOST
"THE COUNTRY HOWARD HUGHES"**

BOZO'STM

ROAD SHOW

**TRAVELING
CARNIVAL CARAVAN**

**BAR-GRILLING-LIVE MUSIC
18 WHEELERS**

**WILL APPEAR & BROADCAST
FROM STATE FAIRS**

SPORTS EVENTS

MUSIC FESTIVALS

CORPORATE EVENTS

**FEATURING
BOZO WILLIAMS III**



AA

BOZO ROADSHOW TRAVELS TO SPORTING EVENTS, MUSIC FESTIVALS, NASCAR, AND CORPORATE HOE-DOWNS! 18-WHEELER BAR TRUCK, GRILLING TRUCK AND LIVE MUSIC TRUCK SHOWN ABOVE. CAN BE ANY SIZE, ANYWHERE, ANYTIME!

BOZO'STM

ROAD SHOW

AT

NASCAR

FEATURING:

BOZO WILLIAMS III

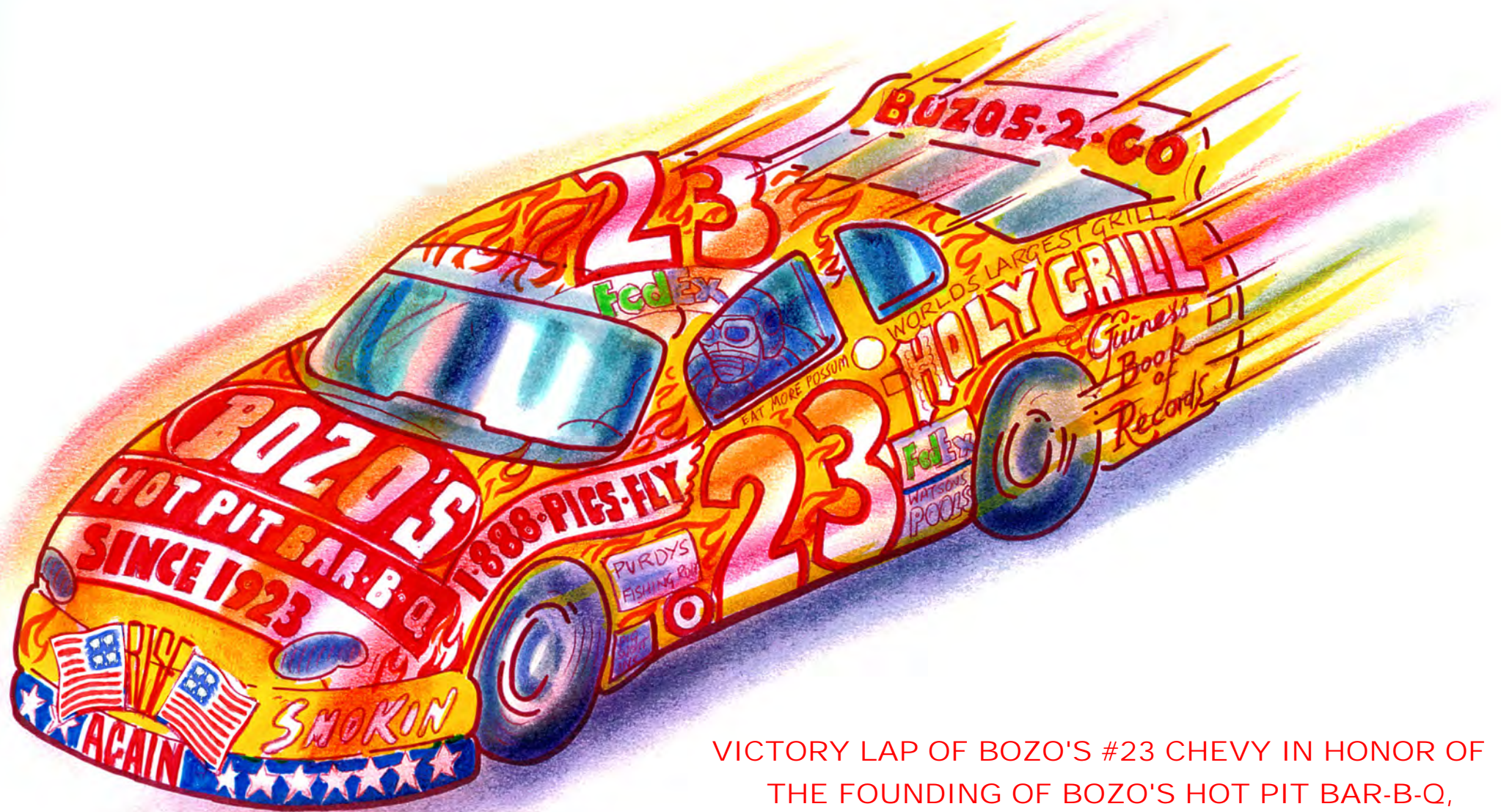
&

NASCAR ENTRY CAR #23

FOR BOZO'S FOUNDING YEAR 1923



**BOZO WILLIAMS AT NASCAR SAYS,
"EAT MORE POSSUM!"**



VICTORY LAP OF BOZO'S #23 CHEVY IN HONOR OF
THE FOUNDING OF BOZO'S HOT PIT BAR-B-Q,
MASON, TENNESSEE, 1923, POP. 708



COOK ON WORLD'S LARGEST GRILL. TRAVELLING WITH BOZO ROADSHOW™



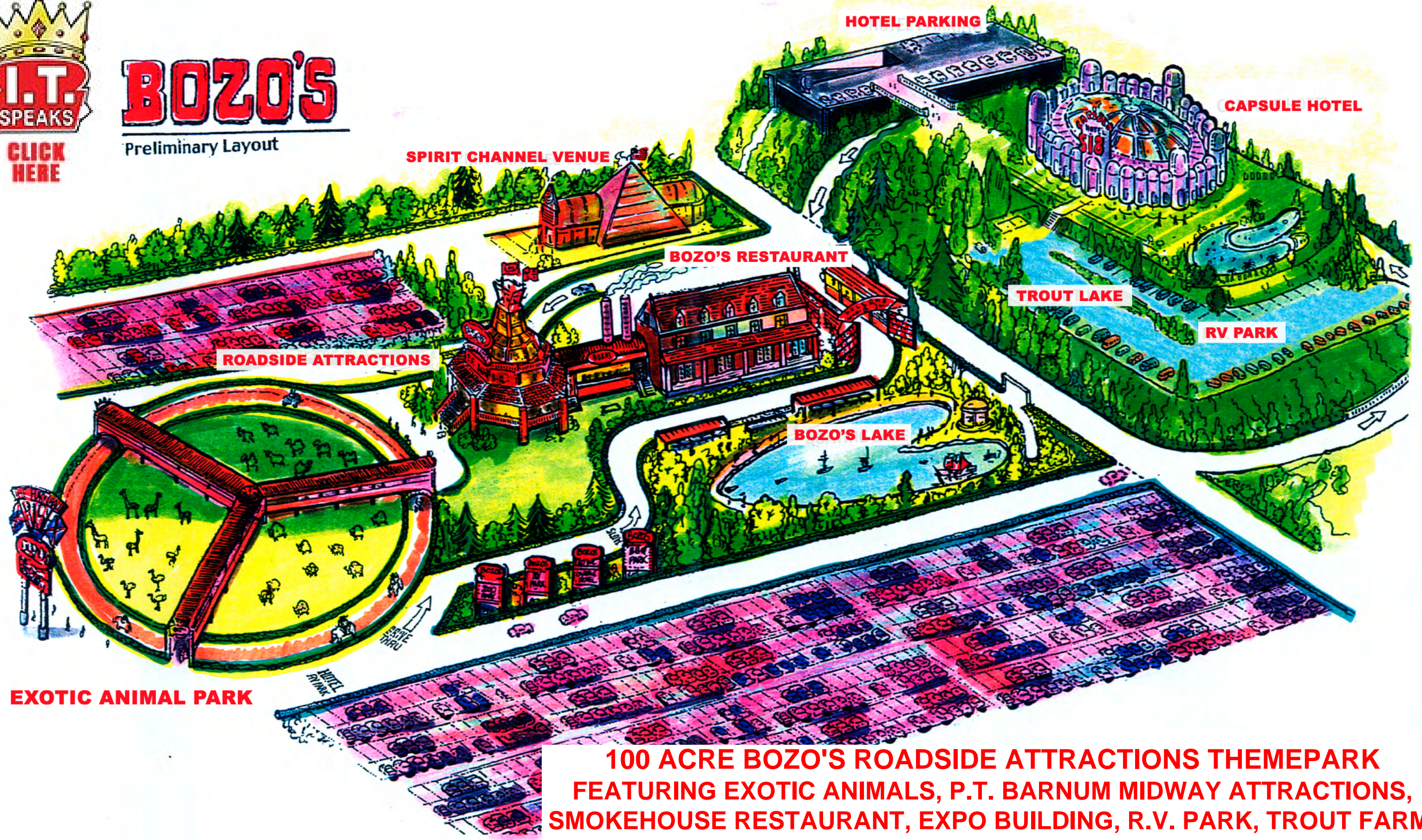
BOZO'STM
WORLD-WIDE
ROADSIDE
ATTRACTIONS
THIS IS BOZO'S
MODEL AT THE MAX
100 ACRES PLUS
BUILT FOR ANY
TRAVEL CORRIDORS
IN THE WORLD!



CLICK
HERE

BOZO'S

Preliminary Layout



**100 ACRE BOZO'S ROADSIDE ATTRACTIONS THEMEPARK
FEATURING EXOTIC ANIMALS, P.T. BARNUM MIDWAY ATTRACTIONS,
SMOKEHOUSE RESTAURANT, EXPO BUILDING, R.V. PARK, TROUT FARM,
BOATING LAKE**

BOZO'STM GIANT ROADSIDE ATTRACTION

EXOTIC LIVE ANIMAL PARK.

P.T. BARNUM CARNIVAL MID-WAY

BOZO'S SMOKE-PIT RESTAURANT

AMERICAN NOMADS RV PARK

TROUT FARM - BOATING LAKE

EXPO HALL FOR CAR SHOW,

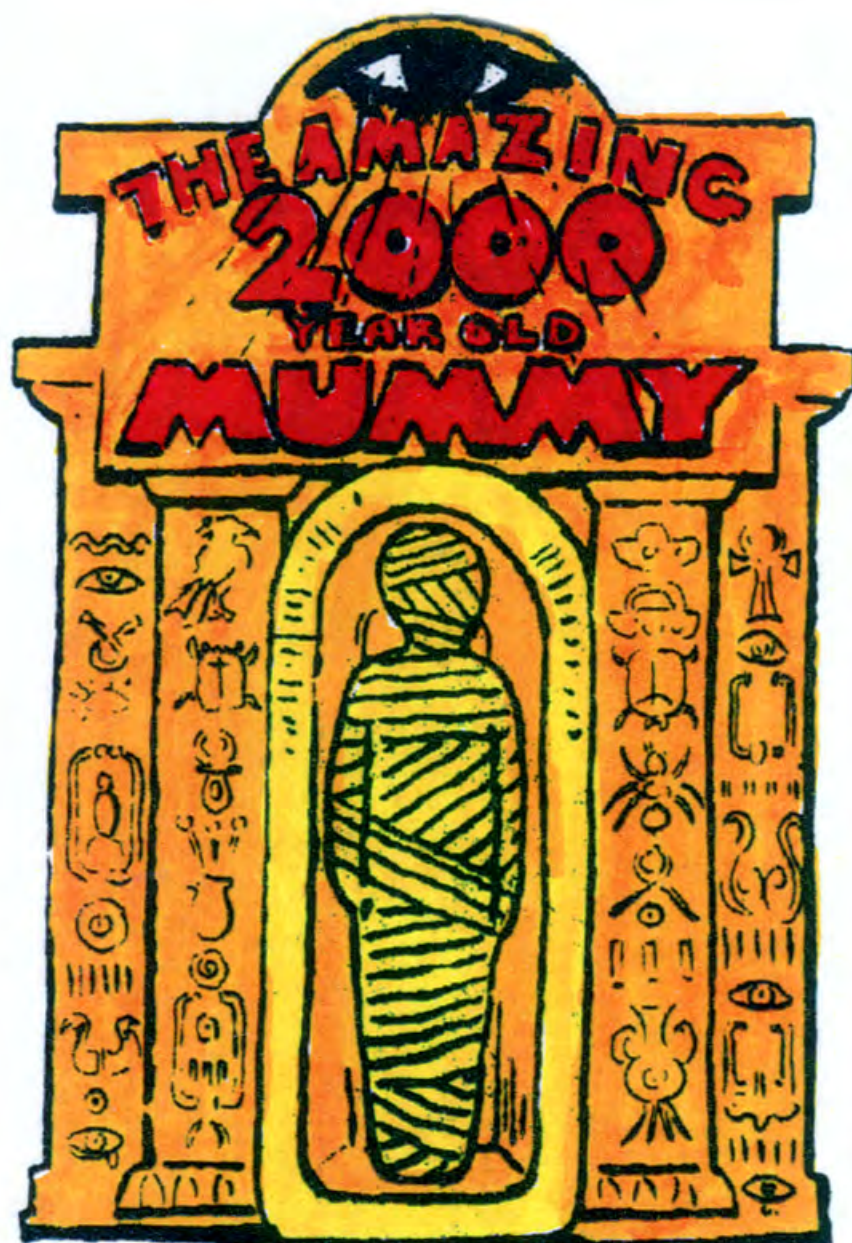
ANTIQUES FAIR, GUN & KNIFE SHOW

LIVE MUSIC & CORPORATE EVENTS

FAMILY BAR-B-Q PICNIC GROUNDS

CAPSULE HOTEL - ELEPHANT RIDES

**THE
LONG AWAITED
SACRED WHITE BUFFALO
ARCH ANGEL MICHAEL'S
WORLD LARGEST
BALL OF STRING
AND FRYING PAN
INCREDIBLE!
2-HEADED COW
AS SEEN ON T.V.
ABSOLUTELY NO MIRRORS!
AND MUCH MORE!
THANK YOU P.T. BARNUM
FOR THE DIVINE GUIDANCE!
ONLY SEEN AT BOZO'S
ROADSIDE ATTRACTIONS!**





WORLD'S SMALLEST GURU



ALIVE

**8
INCHES
TALL**

BOZO'S

HOT PIT BAR·B·Q

SINCE 1923

RESTAURANT









**LONG AWAITED BY
INDIAN TRIBES**

SIGN OF THE NEW AGE

BOZO'S

HOT PIT BAR-B-Q

SINCE 1923

RESTAURANT







BBQ KING

BOZO'S

HOT PIT BAR-B-Q

SINCE 1923

RIBS * CHICKEN

CATFISH

TEXAS BRISKET

HUSH PUPPIES

MUSIC

COOKED WITH LOVE



LIVE MUSIC

KEITH URBAN

DANCE RAVE THE

GOSPEL BRUNCH

BOZO'S

Hot Pit Bar-B-Q

SINCE 1923

RESTAURANT



**GOSPEL
BRUNCH
HOLY SMOKE
EVERY SUNDAY
CALL FOR RESERVATIONS**

BOZO'S
Hot Pit Bar-B-Q
SINCE 1923
RESTAURANT



HALL of CURIOSITIES & RETAIL



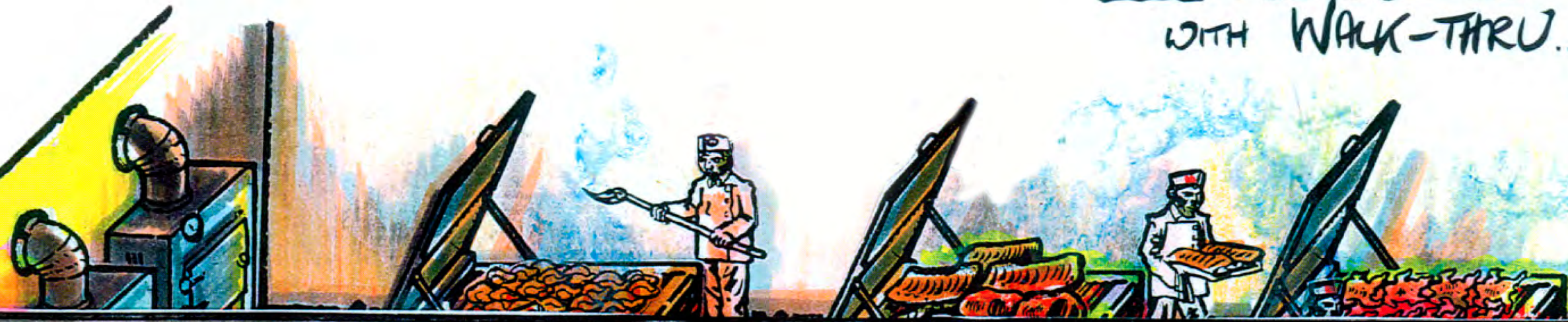
BOZO'S

WALK-IN

BAR-B-QUE

PIT

BOZO'S KITCHEN B.B.Q PIT
WITH WALK-THRU....



Hot Pit BOZO'S SINCE BAR-B-Q 1923



SEND B.B.Q.
OVERNIGHT
ANYWHERE
U.S. of A

HICKORY-SMOKED
CORNISH GAME HENS
PORK RIBS & SHOULDERS
FREE RANGE CHICKEN
BAR-B-Q BALONEY



MESQUITE &
CHARCOAL SMOKED
LAMB RIBS
CAT FISH
PORK RIBS
BRISKET (TEXAS STYLE)
CHICKEN

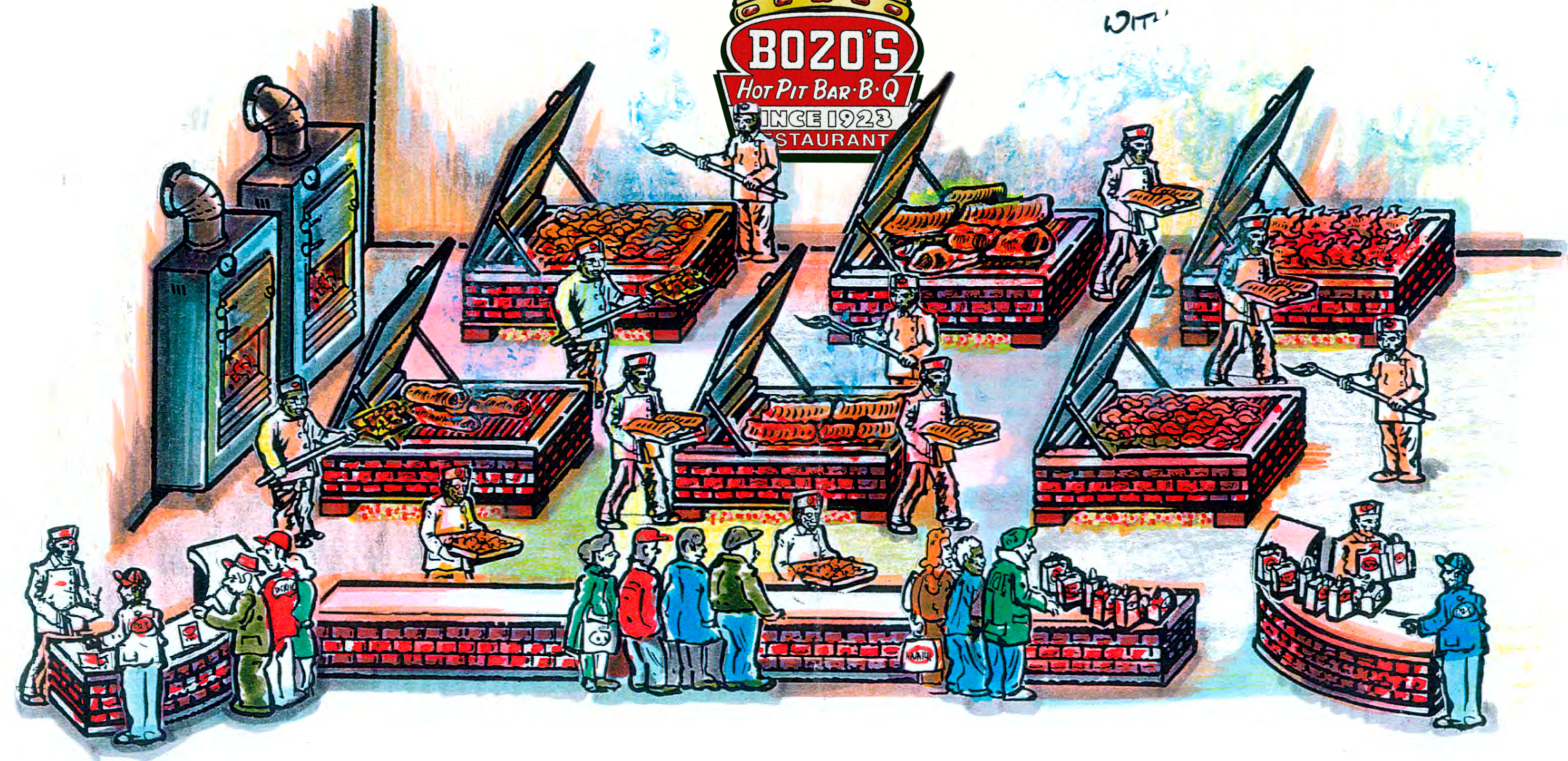


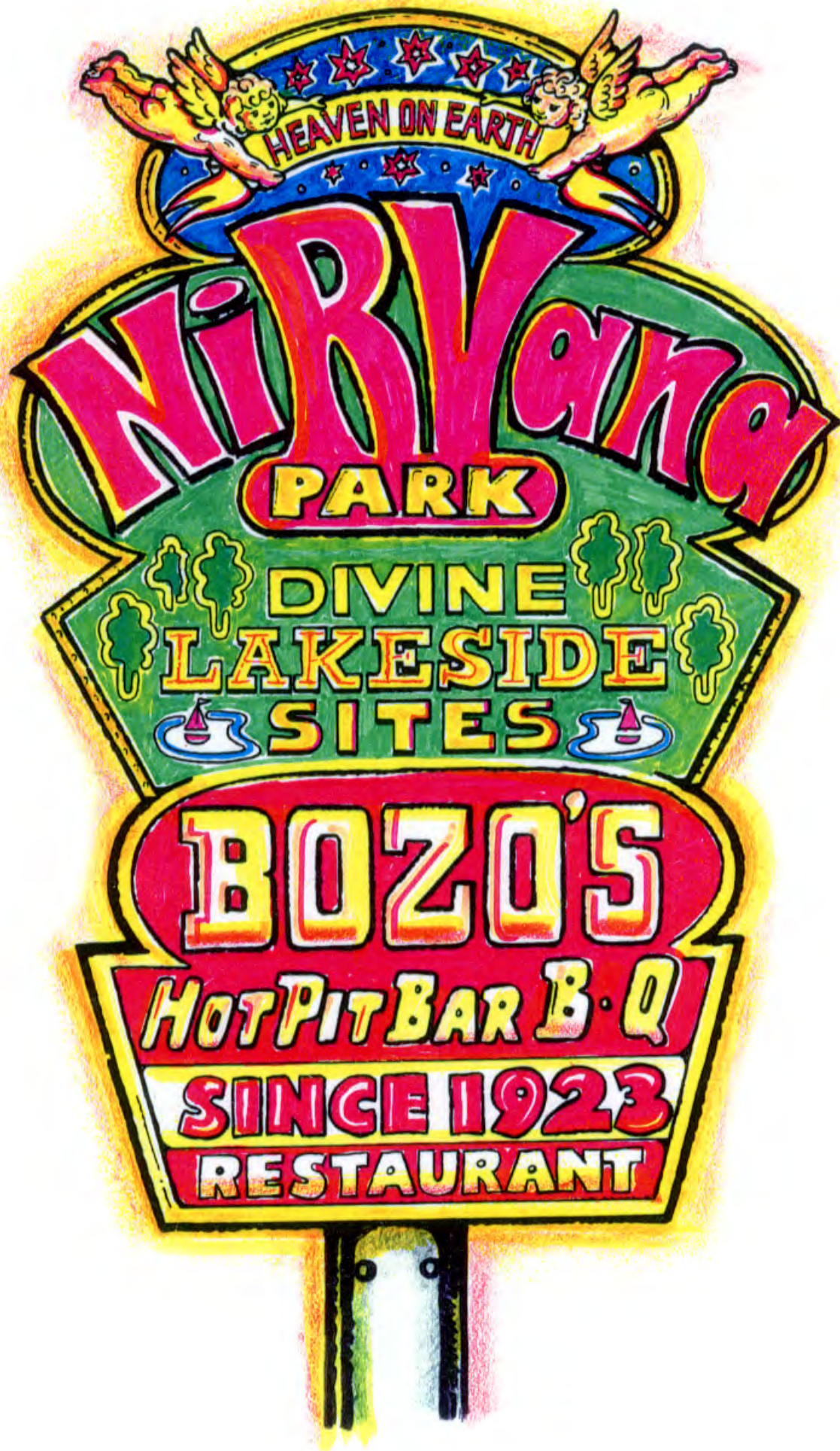
SEND B.B.Q.
OVERNIGHT
ANYWHERE
U.S. of A



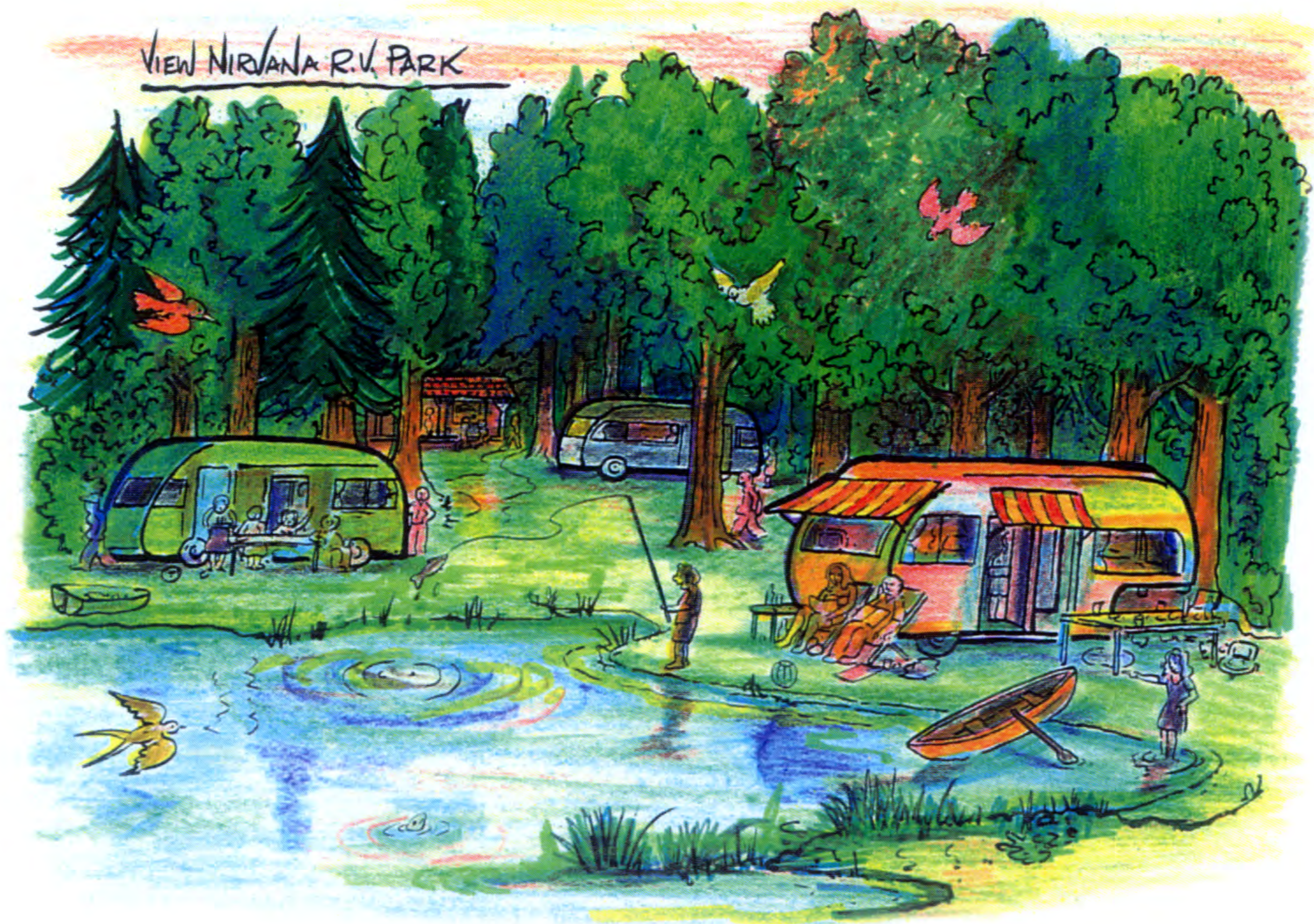
BOZO'S KITCHEN B.B.Q PIT
WITH

BOZO'S
HOT PIT BAR-B-Q
SINCE 1923
RESTAURANT





VIEW NIRVANA R.V. PARK



FISH ARE BITING NOW!

TROUT FARM

NO CATCH



NO PAY

**YOU CATCHEM
WE COOKEM**

BOZO'S

HOT PIT BAR B·Q

SINCE 1923

RESTAURANT

CAPSULE HOTEL



50

PEA
POD

TO

150



Fantasy
SUITES

FULL



BOZO'S

SINCE 1923



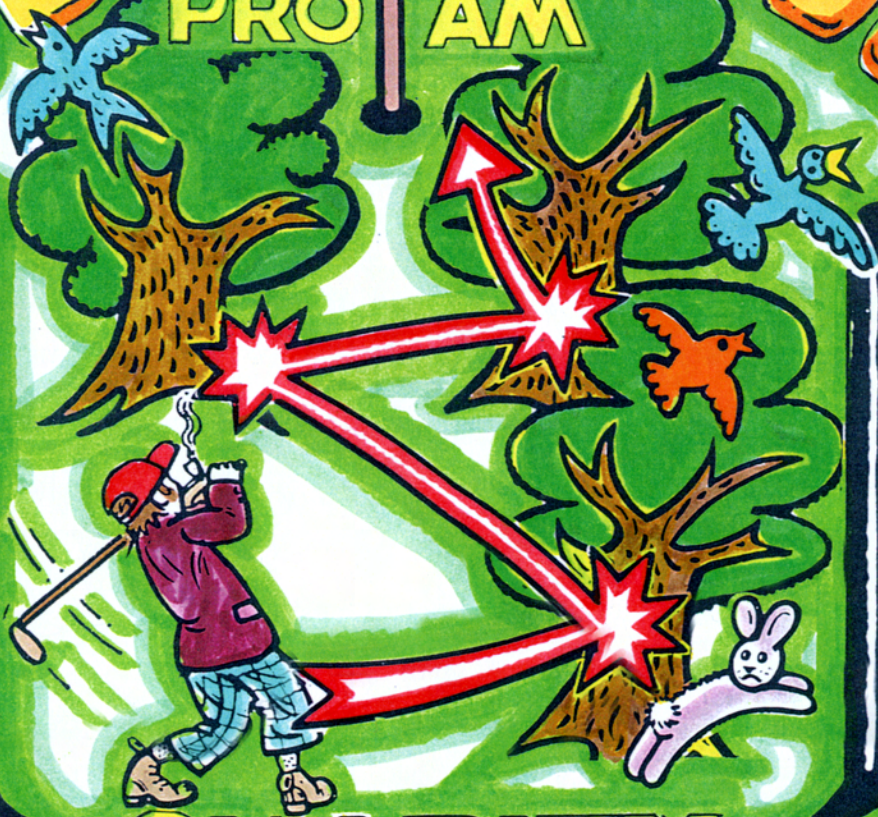


BOZO'S

Celebrity

DEER WOODS

PRO AM



**CHARITY
GOLF TOURNAMENT**

PASQUO *Country* CLUB

 **MUSIC CITY USA**

PT BARNUM MEMORIAL ATTRACTIONS!

EXOTIC ANIMAL FARM

**ONE OF THE WORLD'S ONLY
ELEPHANT RIDES!**

**WORLD'S SMALLEST GURU
7" TALL! (LEVITATES)**

SEEING IS BELIEVING!

HALL OF CURIOSITIES

BOZO'S BIZARRE

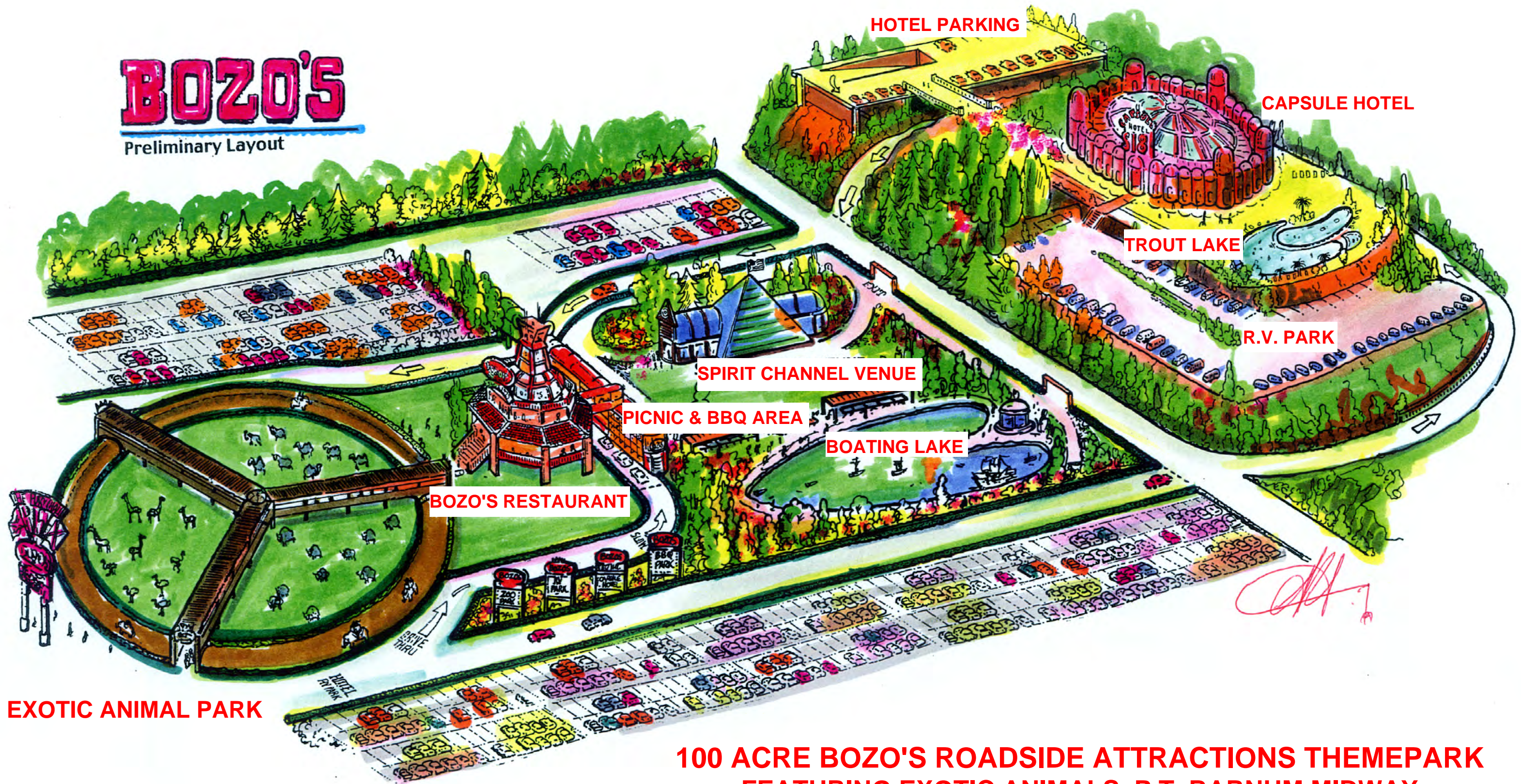
2000 YEAR OLD MUMMY

100 FT. SEA MONSTER

HOUSE OF ILLUSIONS

BOZO'S

Preliminary Layout



**100 ACRE BOZO'S ROADSIDE ATTRACTIONS THEMEPARK
FEATURING EXOTIC ANIMALS, P.T. BARNUM MIDWAY
ATTRACTIONS, SMOKEHOUSE RESTAURANT, EXPO BUILDING,
R.V. PARK, TROUT FARM, BOATING LAKE**

THE NASHVILLE MODEL

**Isaac Tigrett used as a
model for major markets,
a Downtown Nashville
location, which was briefly
optioned and used as a
model for
Bozo's Mid-Size Unit.**

**Tigrett's team of Architects,
Builders, Accountants,
Artists, Engineers, Chefs,
Contractors, Kitchen and
Management Consultants,
Created Pro Forma, Drawings,
Building estimates,
Sales and Marketing plans**

Bozo's Hot Pit Bar-B-Q®
Financial Assumptions - Nashville

Restaurant revenues – Each individual component (e.g., day part or profit center) of food and beverage sales was projected separately. Key assumptions for the first year of operation are detailed in the table below.

| Daypart / Profit Center | Per Person Average Check | | |
|-----------------------------------|--------------------------|----------|----------|
| | Food | Beverage | Total |
| Breakfast | \$ 12.50 | \$ 2.50 | \$ 15.00 |
| Lunch | \$ 15.00 | \$ 2.00 | \$ 17.00 |
| Dinner | \$ 30.00 | \$ 6.00 | \$ 36.00 |
| Gospel Brunch | \$ 17.50 | \$ 3.50 | \$ 21.00 |
| Private Parties | \$ 36.00 | \$ 12.00 | \$ 48.00 |
| Terrace Garden | \$ 10.00 | \$ 2.00 | \$ 12.00 |
| Takeout / Delivery ¹ | \$ 30.00 | -- | \$ 30.00 |
| Off-Premise Catering ² | \$ 22.00 | \$ 3.00 | \$ 25.00 |

¹ Average check; not a per capita expenditure

² Will be operated via a satellite location

To project sales volume, assumptions were made for “turns.” Assumptions for lunch in Year One are .50 turns per day, five days per week (Sunday is superseded by the Gospel Brunch), growing to one turn by year-end, and to 1.6 turns by the third quarter of Year Two. Dinner is projected at .7 turns per day, three days per week, reaching 1.3 turns by the fourth quarter of Year One, and up to 1.9 turns by the second quarter of Year Three.

Revenues associated with private parties, takeout/delivery and catered events are based on the estimated number of events or transactions. Projections are believed to be reasonable, based on past experience. Certain perceived opportunities such as the use of mobile carts or stationary, “satellite” kiosks to expand quick-service, “to go” sales have not been factored into projections.

Retail revenues were developed by using a “capture rate” – i.e., the percentage of restaurant guests who might reasonably be expected to buy a

Bozo's Hot Pit Bar-B-Q®
Financial Assumptions - Nashville

merchandise item. This capture rate of 1% is believed to be realistic based on management's past experience. The capture rate was converted to an estimated number of transactions, which was then multiplied times an average spend of \$18.00 per actual retail transaction in Year One. Price increases of five percent (5%) have been applied every other year. The average transaction was set reasonably low in anticipation of a merchandise mix that will include a high number of impulse purchase items at relatively low prices.

On an aggregate basis, retail revenues represent increased per capita spending of \$.18 in Year One, which is comparable to every 102nd or 103rd restaurant guest spending \$18.00 on merchandise. These calculations are based purely on restaurant guests.

Off-Premise Catering revenues were derived by multiplying an estimated number of events (15 in Year One, ramping up to 42 by the end of Year 5) by average revenue for the event. Average revenue per event is based on an assumption of 100 persons per event, which was multiplied times per-person income of \$25.00 – i.e., \$22.00 for food and \$3.00 for bar/beverages.

Express or "Mail Order" Delivery of food or merchandise was not included. Due to FDA requirements and other Roadside Attractions, Ltd., business considerations, "mail orders" will be fulfilled through a corporate-owned entity, the starting date for which has not been determined. It is anticipated that full-service operating locations such as Nashville will accept orders and receive a "sales commission" for those orders, but no revenue projections are included in this pro forma.

Cost of Sales

Cost of sales has been projected based on a combination of past experience and research into the cost of sales for food and beverages at other restaurants serving barbecue. Although efficiencies may be realized over time as vendor relationships are established and multiple units/locations are possibly opened, it is assumed that these cost ratios will be stable. In an inflationary environment, these ratios can be maintained through price increases. The following table includes the key cost of sales assumptions:

| Revenue Category | Cost of Sales |
|-------------------------|----------------------|
| Food | 35% |
| Beverage | 20% |
| Retail Merchandise | 40% |

Food costs have been set higher than those experienced by management's previous operations, due largely to the anticipated high cost of pork ribs and certain other barbecued meats (e.g., pork shoulder, which has a high "shrink" factor). On a blended basis, however, food and beverage costs are expected to be lower than a competitor such as Famous Dave's. This is due to alcoholic beverages representing a more significant part of Bozo's revenue mix.

Retail Merchandise costs have also been set higher than those experienced by management's previous operations. Until Bozo's has multiple locations, it will have limited buying power/leverage with vendors.

Operating Expenses

Revenue projections are based primarily on the capacity of the facility and per capita spending assumptions for each revenue stream, including the anticipated “ramp rate” for restaurant traffic. Year-over-year growth for the core restaurant business has been determined based on management’s experience, and not by applying arbitrary growth percentages. It is management’s experience that a successful business of this type “ramp” quickly over the first two years, after which they enjoy modest growth through incremental traffic, price increases and development of ancillary profit centers (e.g., catering). Price increases of five percent (5%) have been applied every other year as is common in many businesses of this type.

Direct employee expenses - The Company has projected its direct employee expenses based on the experience of the Company’s management and industry comparisons. Employee expenses have been projected to be 27% of revenues. Projections related to payroll and benefits will be further validated by more detailed schedules of management and staff personnel requirements and taking into account specific labor market factors related to Nashville.

Other Operating Expenses, including such categories as rent, advertising/promotion, unit-level general and administrative, utilities, and repairs and maintenance, have been projected using a percentage of sales, based on management’s past experience with similar operations and facilities. The rental expense component of other operating expenses is based on a quote from the lessor of \$71,000 annually in Year One, increasing incrementally to \$116,000 by Year Five. In addition, the parking space rental expense component of other operating expenses is based on a quote from the lessor of \$34,200 annually. This category also includes a licensing fee and management fee (5% of gross sales, excluding show admissions) payable to Roadside Attractions Ltd., for use of Bozo’s Hot Pit Bar-B-Q® and related trademarks and intellectual property, as well as management services provided.

Bozo's Hot Pit Bar-B-Q®
Financial Assumptions

Depreciation has been projected using the following estimated useful lives:

FF&E10 years
Leasehold/Real Estate.....20 years

Pre-Opening expenses have been projected based upon detailed development budgets and management's past experience in developing and opening similar businesses. These expenses have been expensed as incurred during the first year.

Interest Expense has not been included. For purposes of the initial pro forma, it is assumed that all of the required funds will be raised through equity. This pro forma may be modified to reflect the optimal capitalization structure based on the resources and needs of certain target investors/partners.

Income taxes are based on a blended tax rate of 40%. Because the Company is a limited liability company, no tax is presently payable at the Federal level. Instead, taxable income will be allocated to the members for inclusion in their income tax returns. The tax rate used is designed to reflect both the taxes payable at the Company level as well as those distributions required to pay the resulting Federal taxes of the members.





HOT
SAUCE

OTHER PROFIT CENTERS

FDA Kitchen (Bozos2Go)

Bozo's FDA-certified kitchen will be designed to support the preparation and delivery of prepared foods (e.g., ribs), which will be promoted via direct marketing and delivered via Federal Express or UPS.

Revenue projections for the FDA Kitchen were developed using an estimated percentage increase over time. A projection of \$250,000 of revenue was used in the first year, which is believed to be reasonable based on level of national publicity that can reasonably be expected in conjunction with the launch of yet a third restaurant concept by the founder of two prominent restaurant/lifestyle brands – The Hard Rock Café and The House of Blues. Revenue was increased by the percentage shown below for the applicable years.

Cost of goods sold and other operating expense projections are based on a percentage of revenue: 45% and 20%, respectively. The Company has projected its salaries and wage expenses based on the experience of the Company's management and industry comparisons. It is estimated that the FDA Kitchen will have the following staffing needs with their estimated start date indicated:

- One (1) manager - second quarter of the first year
- Two (2) assistant managers – one during the third quarter of the first year and a second during the first quarter of the fourth year
- Ten (10) production staff – four during the third quarter of the first year, and an additional two coming on during the first quarter of the third, fourth and fifth years.
- Six (6) sales and service staff – two during the third quarter of the first year and an additional one coming on during the first quarter of the second through fifth years.

It is assumed that these employees will receive 3% wage increases each year.

Payroll expenses are calculated as 9% of salaries and wages for all years.

Depreciation and amortization is based on assuming \$250,000 of capital expenditures during the third quarter of the first three years. These capital expenditures are being depreciated over 7 years for furniture, fixtures and equipment and over 39 years for buildings.

LIFESTYLE MERCHANDISE

The Company will also develop and market an array of lifestyle merchandise – e.g., branded apparel, barbecue grills and accessories, music CD's, cookbooks and cooking videos, to be marketed primarily via the internet and a mail order catalog which will be distributed at restaurant locations and along with express orders fulfilled by its FDA kitchen.

Revenue projections for Lifestyle Merchandise were developed using an estimated percentage increase over time. A projection of \$350,000 of revenue was used in the first year.

Cost of goods sold, salaries and wages and other operating expense projections are based on a percentage of revenue: 45%, 20% and 20%, respectively. Payroll expenses are calculated as 9% of salaries and wages for all years.

LICENSING

Based on Founder Isaac B. Tigrett's past success in building prominent, internationally recognizable brands as well as the size of the market for barbecue-related products, the Company anticipates that it will be able to license its registered trademarks for use in conjunction with a wide array of products and services. In these instances, the Company will incur no risk or costs associated with manufacturing and inventories, but will receive royalties, which include a minimum guarantee against a percent of gross (wholesale) sales.

Revenue projections for Licensing were developed using an estimated percentage increase over time. It was assumed that no licensing revenue

would be earned during the first year. There are no related costs of sales or other expenses related to licensing, since it is simply the sale of the use of the name “Bozo's Hot Pit Bar-B-Q” and other registered trademarks held by the Company.





JUST CALL OUR NAMES
1-888-PIGS FLY



BOZO'S
Hot Pit Bar-B-Q
SINCE 1923

BOZO'S
Hot Pit Bar-B-Q
SINCE 1923

WE FLY
BAR.B.Q
OVERNIGHT
ANYWHERE

PREPARED
BY THE
BEST B.B.Q
CHEFS IN
US of A



HICKORY
SMOKED

MESQUITE
& CHARCOAL
SMOKED

CORNISH GAME HEN
PORK RIBS
SHOULDER
FREE RANGE CHICKEN
BBQ BALONEY
BBQ SPAGHETTI

LAMB RIBS
CAT FISH
PORK RIBS
BRISKET
CHICKEN



JUST A
CHILLIN' &
A GRILLIN'



Hot Pit
BAR-B-Q **BOZO'S** SINCE
1923

REVENUES

Revenue projections for Bozo's Bar-B-Que Limited are based on the share of management fees and cash distributions received from the underlying locations as well as revenues received from the other profit centers.

Bozo's Bar-B-Que Limited would receive 5% of gross revenue from each location as a management fee.

In addition, depending on the type of location, Bozo's Bar-B-Que Limited would receive its share of cash distributions. For Owned & Operated sites, Bozo's Bar-B-Que Limited would be a 100% owner and therefore, would receive 100% of the cash distributions. For Joint Venture sites and Super sites, the projections assume that Bozo's Bar-B-Que Limited would have a one-third to one-half ownership in these sites. Bozo's Bar-B-Que Limited expects to enter into contracts with outside investors, stipulating that the outside investors may receive a preferred return of the cash distributions until they recover their investment.

Finally, Bozo's Bar-B-Que Limited would maintain 100% of the revenue derived from the other non-location-based, head office profit centers.

EXPENSES

Employee expenses consist of salaries and wages, payroll taxes and healthcare insurance. The Company has projected its direct employee expenses based on the experience of the Company's management and industry comparisons. The assumptions used in the projections are that Bozo's Bar-B-Que Limited will begin with eight employees during the first two quarters of year one, increasing to ten in the third quarter. The headcount increases to 13 during the first quarter of the second year and to 14 during the first quarter of the third year and remains stable for the remaining period. Payroll taxes are based on a tax rate of 9%. Health care costs were assumed to be \$600 per employee, per month.

Non-Employee expenses including such categories as insurance, travel & entertainment, auto expense, rent, depreciation and amortization, supplies, development, internet services and outside services, have been projected based on management's past experience with similar operations.

THE COMPANY

BOZO'S BAR-B-QUE, LTD.

Bozo's Bar-b-que, Ltd., a British Virgin Islands International Company, has been organized to build what the Company's management believes will be the first Internationally recognized brand for Bar-B-Q restaurants and a line of related products and services. The Company has acquired an exclusive license for the use of **Bozo's Hot Pit Bar-B-Q** – a federally registered trademark owned by the longest continually operating Bar-B-Q restaurant in the United States. The Company has also filed applications for other related trademarks, copyrights and uses toward developing the brand and its product/service array.

The Company's core business will be to develop, own, operate, license and/or franchise restaurants. A number of synergistic, ancillary businesses are envisioned as means to enhance brand development and general incremental revenue and profits.

The Company's restaurant strategy is based on a "scalable" or "flexible" concept that will facilitate expansion into sites of varying types and sizes. Types of locations will range from large-scale (e.g., 100,000 square feet) destination locations, featuring a full-service restaurant, theme attractions, retail merchandise and a live music venue, to "quick-service" or "drive-thru" locations. Alternative sites might include freestanding buildings, casinos, mixed-use retail and entertainment complexes, and travel plazas on major International highways.

BOZO'S BAR-B-QUE, LTD. CORPORATE REVENUE STREAMS

The Company's development strategy is to develop its first locations through partnerships or joint venture arrangements with value-added investors – e.g., commercial real estate developers, casino owners/operators, etc., who can provide attractive sites as well as funding for construction and/or leasehold improvements and working capital. Each location will be established as a separate limited liability corporation (LLC). The Company will derive its core income from: (1) its carried interest in or share of profits from each LLC, (2) licensing fees paid by each LLC to Bozo's Bar-b-que, Ltd., for the use of trademarks, systems, etc., and (3) a management fee for oversight of the LLC's business operations.

- **Profit Distributions from Operating Locations** in which Bozo's Bar-b-que, Ltd., holds an equity/participation interest and franchises.
- **Licensing, Management & Franchise Fees**, to be paid by operating units. All units will pay licensing fees for use of trademarks, systems, etc. Units that are developed or co-developed by other parties, but managed by the Company will also pay management fees for oversight. The Company might elect to utilize franchising as a means of expansion, at which point franchisee fees would be generated.
- **A Food and Lifestyle Merchandise "Catalog"** enabling customers to order a wide variety of food and merchandise via 1-800 telephone and the Internet. Offerings will include prepared foods – e.g., ribs, sauces and rub seasonings, branded

apparel, cooking accessories, cookbooks, “how two” videos, music and one-of-a-kind novelty items.

- **Bozo's Road Show**, a touring restaurant and live music venue, is being designed to cater major corporate events, make sponsored appearances and serve as a retail outlet in leased spaces at major events. Examples of venues include football and cricket matches, Formula 1, NASCAR, Air shows and Music festivals – and of course the more than 500 Bar-B-Q cook-off festivals held annually in the USA alone.
- **Media & Entertainment Properties** for syndication and distribution via TV, radio or the Internet. Concepts being developed include: *Smokin' with Bozo* TV “cooking” show; the *Chillin' and a Grillin'* call-in radio show featuring a blend of Bar-B-Q tips, celebrity guests and music; *Live from Bozo's* concerts delivered via the Company's web site from Bozo venues; and the *Bozo Awards Show* celebrating acts of total stupidity.
- **Sponsorship Fees** for corporate identity or product placement in restaurants/venues, radio and TV shows, and the direct marketing catalog. Fees might include cash-equivalent consideration – e.g., if manufacturers provided trucks and trailers for the **Bozo's Road Show**.
- **Institutional Sales** including the sale of packaged food products – i.e., meats, sauces and seasonings, to the retail grocery and specialty retail distribution. Prepared foods might also be catered or sold to sports stadiums, airports, military bases and schools.

Bozo's to Go! **the “take-away” business**

The developed world is experiencing a fundamental shift away from *cooking* at home, more than half of all meals purchased at restaurants in the USA are *eaten* at home, according to The NPD Group and *Restaurants USA* magazine. The average American now eats more than 30 “to go” dinners per year. “Take-away” meals are projected to be a \$195-billion segment of the food service industry – representing a 10-year growth rate which is triple that of on-premise sales.

This volume and growth is not exclusive to “quick service” or fast food restaurants. For example, casual dining restaurants, which include operators such as Friday's, Chili's, Pizza Hut and KFC, experienced a 14% increase in takeout sales.

Bar-B-Q and grilled foods have traditionally been widely accepted as a “take-out” or “to go” items, which is due in part to the fact that they “travel well” and its flavor “holds up” in situations in which reheating is needed or desired. This combined with the fact that many Bar-B-Q and grilled items (e.g., pulled pork, kabobs, brisket and ribs) are offered for sale in “bulk” (e.g., by the pound). This has made Bar-B-Q and grilled items a popular choice for family/group festive occasions.

Take-away meals now account for 25 to 30 percent of sales at fullservice Bar-B-Q restaurants in the USA such as Famous Dave's, Smokey Bones, Tony Roma's and Red Hot & Blue. In fact, Famous Dave's average “to go” check is approximately \$30 or 2.5 times its eat-in check average of \$12. To capitalize on this segment of the market, restaurants are adding special pick-up counters as well as “valet” curbside delivery service. Many have also introduced smaller satellite “express” stores, such as in Airports and Railway Stations that sell take-away meals packaged with meats prepared at centralized off-premise kitchens.

1-800-BOZO-BBQ

The Direct Marketing Opportunity

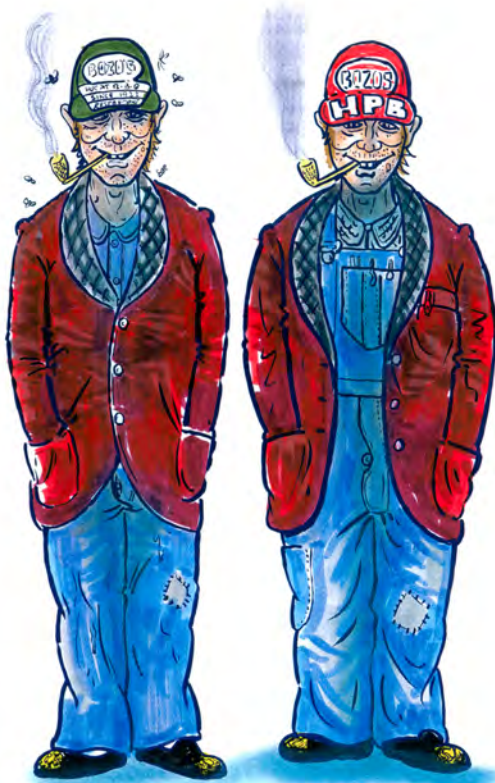
An increasing number of Bar-B-Q restaurants are selling prepared meats, spice rubs and sauces via direct marketing – i.e., Internet, 1-800 telephone, mail order, etc., for express delivery (FedEx or UPS). Americans currently order approximately 10 million pounds of Bar-B-Q for express delivery annually – more than double the amount, according to a *Wall Street Journal*. Assuming a conservative average selling price of \$10 per pound, “mail order” Bar-B-Q is currently a \$100 million business in the USA alone and growing.

According to *USA Today*, mail orders are typically a minimum of \$70 with shipping. The Rendezvous, a famous restaurant with one legendary location in Memphis, and Corky's, a relatively small regional chain also based in Memphis, told the *Wall Street Journal* that growth in their mail order businesses has outpaced restaurant growth by 50% in recent years. Both companies offer roughly a half-dozen packages ranging in price from \$60 to \$260, plus shipping. The *Memphis Commercial Appeal* reported that Corky's (a regional Bar-B-Q chain) sold 126,000 slabs of ribs in one day on QVC.

Bozo's Bar-B-Q, Ltd. plans to develop direct marketing into a core revenue stream and profit center through aggressive international marketing, brand development and creative merchandising. Direct marketing of **Bozo's Hot Pit Bar-B-Q®** will spotlight the prepared meats (e.g. ribs), sauces, spices, branded beverages and complementary food products. The merchandise array will, however, encompass a wide variety of branded and co-branded lifestyle products including apparel, Bar-B-Q equipment/utensils, books, “how to” videos, music and novelty items. Selected apparel and novelty items will capitalize on **Bozo's** trademarks and characters as well as its roadside attraction and midway and fun-fair themes/art. Bozo's Bar-b-q Ltd. holds copyrights on all the images in this presentation.

The Company plans to utilize a wide range of marketing strategies and tactics to build its “catalog” business. These include in-store communication, an aggressive national public relations campaign, and a high-quality Internet presence including value-added live music events that pull consumers to the site. The Company anticipates that this area of business will also benefit from synergies with its *Bozo's Road Show* – a touring restaurant and live music venue, and its *Smokin' with Bozo* and *Soul Patrol* syndicated TV and radio shows.

The *Bozo's Hot Pit Bar-B-Q* lifestyle “catalogue” will be a corporate owned-and-operated business, due to special FDA food preparation and handling requirements. Individual restaurant locations and partnerships will share in the revenues of in-store orders. Stores will also be provided special catalogs/offers, which can be distributed on-site and redeemed by phone, Internet or mail. Special source codes for these offers will enable the Company to credit stores for these orders.



BOZO WILLIAMS III TV AND RADIO HOST
“THE COUNTRY HOWARD HUGHES”

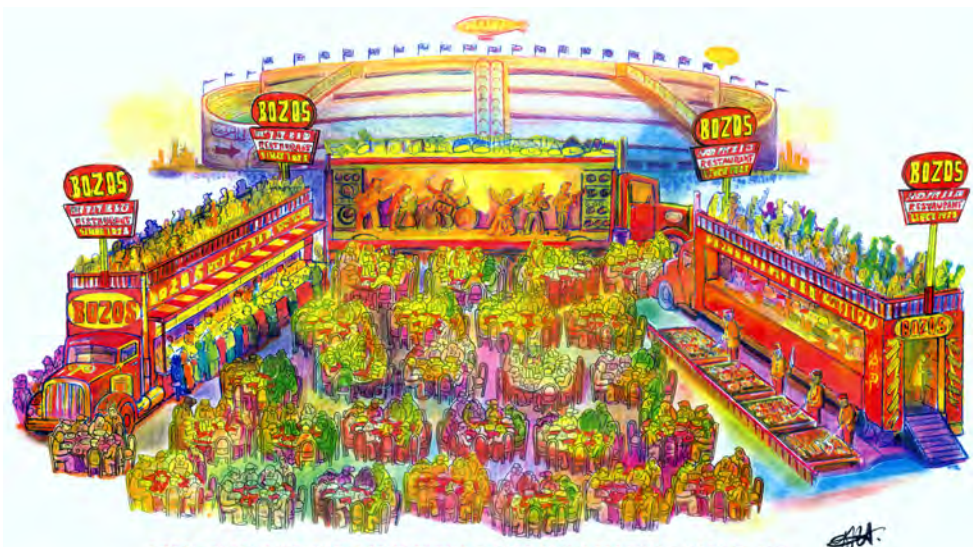


BOZO WILLIAMS AT NASCAR SAYS,
“EAT MORE POSSUM!”

Live from Bozo's the venue

In a period of double-digit declines in record/CD sales, the live music concert market continues to grow. Although ticket prices continue to rise, U.S. concert attendance increased 6%. Concert grosses were up 9%, representing an overall gross of \$1.7 billion from ticket sales, according to USA's BILLBOARD magazine. This growth in a "down" economy reinforced familiar theme about the resilience of the live music concert business – i.e., that consumers will pay premium prices for the opportunity to escape from the anxiety of day-to-day pressures.

Our team has already proven the importance of environmental dining mixed with music and the music culture. **Bozo's** will do a continuous series of multi-cultural live music events with continuous broadcasting on the Worldwide Web and TV Specials.



Bozo's Hot Pit Bar-B-Q, Store-Level Revenue Streams

Income streams for individual **Bozo's Hot Pit Bar-B-Q**, stores will vary depending on the type of facility involved. Decisions regarding the size and type of facility as well as the scope of services offered at an individual unit, will be based on the location, market factors and the justifiable level of investment. Alternative income streams might, however, include:

- **Full-Service Restaurant & Bar** offering service at breakfast, lunch, mid-day, dinner and/or late night, depending on the location. For larger-scale restaurants, special marketing emphasis is placed on private parties and the weekly *Holy Smoke Gospel Brunch*, featuring live music.
- **Bozo's to Go Take-Out and Delivery**, enabling customers to order via phone or fax. Orders can be delivered or picked up by the customer at drive-thru windows and/or take-away counters. A curbside valet service may also be offered in certain locations. Kiosks and mobile carts with limited menus may also be used to extend sales off-premise in certain entertainment zone locations – e.g., shopping malls, airports, and train stations.
- **Off-Premise Catering** of corporate and social events.
- **Music & Special Events** including live music concerts, one-price “supper club” performances, and dance nights.
- **Retail & Attractions** will be scaled based on location. Smaller locations might sale “basics” – i.e., sauces, seasonings and a limited array of branded apparel. Large facilities, featuring carnival “midway” attractions, would also sell carnival theme apparel and novelties, cooking accessories, music, cookbooks and “how to” videos.
- **800-BOZO-BBQ Express Delivery**, enabling stores to help promote sales of prepared meats to be delivered overnight from the Company's FDA kitchen. Stores will share in revenues for orders generated through them. A self-service, Internet-based kiosk will be developed and tested.

Trends Are Favorable

1. The restaurant industry is poised for continued growth.

USA restaurant industry sales are projected to reach a record of \$426 billion, up 4.5 percent, according to the National Restaurant Association's *Restaurant Industry Forecast*. This represents the 12th consecutive year of real growth. According to USA's *Restaurant Industry*, the industry will top \$577 billion in sales. Today's consumers spend 44 percent of every food dollar on meals and snacks away from home. That figure is expected to increase by 53 percent in the USA alone.

2. Restaurant chains are working to increase market share.

Large multi-chain operators are expected to continue working to increase market share, partly by diversifying their offerings through multiple concepts. This is expected to help provide an exit/liquidity event for investors in successful new concepts coveted by large publicly owned restaurant companies that must grow to meet Wall Street and investor expectations.

3. Authentic, flavorful food in a casual environment is "in."

Restaurant Industry, published by the USA National Restaurant Association, anticipates an emphasis on "casual and comfortable" design themes and "greater demand for authentic items and flavor profiles." Concepts that will proliferate will include takeout/delivery, casual dining, ethnic, family-style and theme restaurants. The Bozo's Hot Pit Bar-B-Q concept embodies these attributes.

4. Sales of take-away meals are projected to grow rapidly.

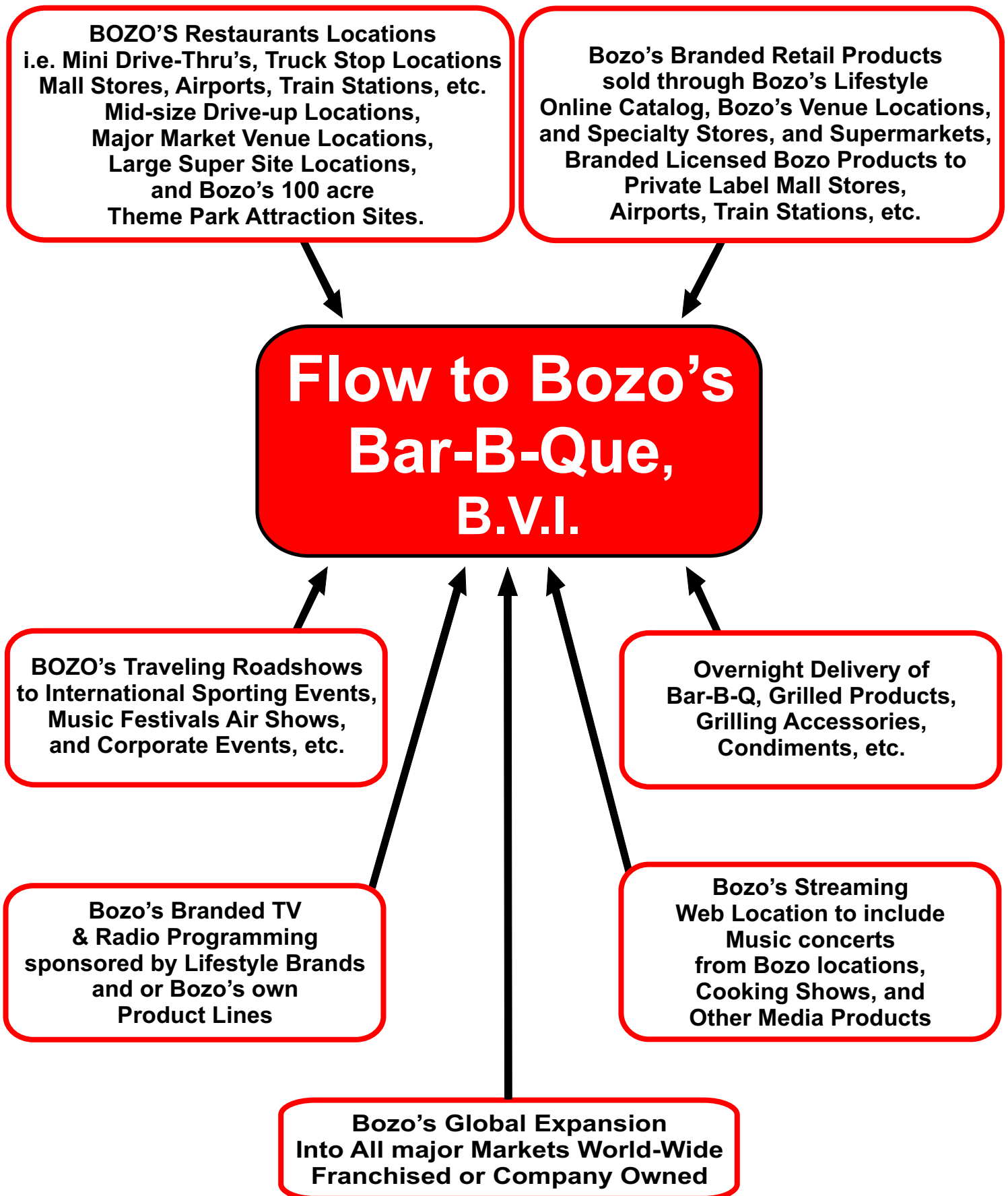
The developed world is experiencing a fundamental shift away from *cooking* at home, as more than half of all meals purchased at restaurants are *eaten* at home, according to *The NPD Group* and *Restaurants USA*. The average American now eats more than 30 “to go” dinners per year. “Take-away” is projected to be a \$195-billion segment, representing a 10-year growth rate triple that of on-premise sales.

5. The live music concert business continues to grow.

Despite declining sales of pre-recorded music and escalating concert ticket prices, U.S. concert attendance rose 6%. Gross ticket sales hit \$1.7 billion, an increase of 9%, according to *Billboard* magazine.

6. Casinos have discovered that food has entertainment value.

Casino hotel operators are responding by developing or “importing” high-concept, brand name eateries. Because of the unique 24-hour atmosphere, restaurants operated by internationally acclaimed chefs are the highest grossing in the industry. Gross sales of a casino restaurant will be double or triple those at a “high street” location. **Bozo's** is an ideal component for the new breed of “mega-resort” hotel-casino properties, which typically feature a dozen or more sit-down restaurants, as well as theaters, arcades and amusement-park attractions/rides.



Investment Highlights

- Unique, powerful concept with diverse revenue streams.
- Solid foundation for building a superior international brand.
- Related markets are large and poised for continued growth.
- Industry trends are favorable.
- Strong projected cash flow and rate of return.
- Strong appeal to strategic partners/investors.
- Solid advisory team with a proven track record.
- Broad market appeal to counter-balance recession period.
- Multiple exit opportunities.
- Multi-faceted Branding, Licensing and Franchising opportunities Internationally



site development

The company has identified 15 cities internationally as targeted A-sized units of **Bozo's Hot Pit Bar-B-Q**. In identifying possible new locations, the Company will focus on cities that have strong traditions in culinary, cultural and musical diversity, as well as strong business in residential districts. Potential expansion markets are categorized in the table below.

Mr. Tigrett's track record includes the creation and development of two of the world's most prestigious restaurant/entertainment brands; and a proven ability to develop high-traffic world-class concepts. It is anticipated that **Bozo's Hot Pit Bar-B-Q®** will be a sought-after tenant for landlords and developers of entertainment-centric developments.

The Company believes there are a number of A-unit opportunities through franchising and joint ventures. Franchising and/or joint ventures is believed to be an effective means of entering these markets, while substantially reducing the Company's financial and development risk. Nashville, Tennessee, Mr. Tigrett's home, was used as a "model" for A-size (The Smoke House Unit-350 plus capacity) for **Bozo's Hot Pit Bar-B-Q®** "worldwide." The Super-Sites with capacity of 1500 we believe will become major culinary music day and night life Meccas in practically every world capitol, just as the Hard Rock Cafe's have proven, and the now House of Blues, which has opened the same size super sites in 10 cities in the USA alone. The smaller 150 capacity drive-ups and the Baby Bozo's d\Drive-thrus have phenomenal potential for secondary, less populated markets World-wide. The Trucker's Drive-Thru the developers feel is unchallenged throughout the world and has massive potential on any freeway or truck rout on the planet. The multi-faceted 100 plus acre Bozo's theme Park has potential in every major family and tourist road corridor, with good weather conditions, in every developed country world-wide.

PHASE ONE (years 1-5) - Opening (franchised or Corporately owned) of all size Bozo's B-B-Q units in major markets in the USA for National Brand Development. Opening of A-size and Super-Size Bozo's Hot Pit Bar-B-Que for International Branding in Capitol cities throughout Western and Eastern Europe, Asia (Including Australia), the Middle East, and ascertained capitol markets in Central and South America.

PHASE TWO (years 5-10) - Development of appropriate size Bozo's units in secondary markets world-wide.

Copyright applications have been filed for the following artwork:

Capsule Hotel

Capsule Hotel Fantasy Suites (sign)

Nirvana R.V. Park

Welcome to World's First Truckers'
Drive-Thru Pit Restaurant

The Amazing 2000-Year-Old Mummy

House of Illusion

Two-Headed Cow

World's Biggest Ball of String

The Sacred White Buffalo

Elephant Rides -- Only Available Here
In All USA

Nirvana Park Divine Lakeside Sites

Trout Farm -- You Catch 'Em, We Cook 'Em

World's First Truckers' Drive-Thru Restaurant

Road Rats Bar & Grill –
Truckers Only – Dancing Girls

No Truck Too Big, No Stomach Too Big

Hog Heaven 24/7

28 ft. Man-Eating Shark

B-B-Q King

Gospel Brunch Holy Smoke Every Sunday

1-888-Pigs-Fly



Exit Strategies

Management is confident that the achievement of the Company's multi-year plan will enable Bozo's Hot Pit Bar-B-Que Ltd. and its affiliates to choose between two alternative liquidity events: 1) an Initial Public Offering [IPO], the timing of which would be based largely on public markets, or 2) merger with, or acquisition by a larger/public restaurant company – The envisioned scope of Bozo's Hot Pit Bar-B-Q products/services – live entertainment, lifestyle product merchandising, media properties and special events – and the inherent diversity of revenue streams will also position the Company as a major lifestyle brand asset, thus expanding the international "brand" appeal to potential acquirers to include certain diversified international media/entertainment/mass merchandising branded companies.

Option 1 – Initial Public Offering

The public markets have proven their willingness to place a significant value on stocks of companies with strong restaurant and food-service related brands. The stocks of certain of these companies trade at relatively high price/sales and price/earnings ratios. These strong valuations are representative of the importance investors place on powerful brands as well as investor confidence in sustained expansion/growth potential for highly recognizable brands.

During the dark recession days ahead, many institutional dining and entertainment companies will fall by the wayside, leaving room for a new bright-light entertaining authentic concept. Hard Rock Café and The House of Blues have proven that new concepts in dark times can become an oasis of acceptability.

Option 2 – Merger or Acquisition

The current economic environment has separated the men from the boys in most corporate fields. This has contributed to a rash of merger and acquisition activity among most industries. We feel the Bozo's Hot Pit Bar-B-que can be positioned as a bright new asset for international companies desperately looking for growth industry "brands".

Option 2 continued

The National Restaurant Association's Restaurant Industry Report forecasts "restaurants will continue to increase their share of market, diversifying their offerings through multiple concepts." Restaurant Industry also predicts that the fastest growing concepts will involve "casual dining, entertainment, "branded" products, and international growth appeal, as well as concepts that fulfill the newest demand, "authenticity."

Bozo's Hot Pit Bar-B-Que, Ltd. management believes that the multi-faceted corporate divisions of **Bozo's Hot Pit Bar-B-Q** are well aligned with consumer "needs" in the international restaurant industry growth sectors, which require fresh new authentic concepts of international mass appeal.

This alignment combined with the originators proven ability to quickly establish a "major brand" World-presence will strongly position the Company as an attractive acquisition candidate for an international company seeking to accelerate its multi-concept, multi-brand profile. Furthermore, the opportunity to acquire a proven brand developed by a world-class management team will be perceived as a means of reducing risks related to concept development and diversification.

Assuming a leading national or multi-national company were to acquire Bozo's Hot Pit Bar-B-Que at a multiple of earnings, based upon forecasted earnings at the Bozo's Hot Pit Bar-B-Que Ltd. level at the end of 2015 of approximately \$30 million, this represents a valuation range of approximately \$150 million to \$300 million, at a conservative 5-10 times earnings. This does not consider the premium that might be paid for a strong international brand with continued growth potential. It is important to note that the company's eight-year plan includes only 15 company-owned operating locations and accounts only for the revenues and earnings of Bozo's Hot Pit Bar-B-Que Ltd., and does not factor in interests which may be held by international joint venture partners or franchise owners.

BOZO'STM

HOT-PIT BAR-B-QUE

**THE BRAND, TRADEMARKED
PRODUCT-LINES, DRAWINGS,
ARCHITECTURAL PLANS,
MARKETING STUDIES,
BUSINESS PLANS,
AND PRO FORMA**

ARE NOW AVAILABLE

**ALONG WITH MR. TIGRETT'S
CONSULTANCY TO**

PROFESSIONAL DEVELOPERS

**THOSE WISHING TO PURCHASE
SEE THE UNIQUE
FOLLOWING OPPORTUNITY...**

**THIS UNIQUE NEW ORIGINAL
MULTIFACETED “BRAND” HAS BEEN DESIGNED
FOR WORLD–WIDE EXPANSION IN REGIONAL-
NATIONAL & INTERNATIONAL MARKETS.**

**IT IS NOW BEING OFFERED FOR
ACQUISITION - IN ITS ENTIRETY ALONG WITH
THE CONTINUOUS CONSULTANCY OF ITS
CREATORS.**

**IT IS AVAILABLE EXCLUSIVELY TO PROVEN
QUALIFIED INVESTOR GROUPS-DEVELOPERS
AND EXPERIENCED FOOD SERVICE OR
ENTERTAINMENT CORPORATIONS AND THEIR
BROKERAGE OR NEW ACQUISITION
REPRESENTATIVES OR OFFICERS.**

**WE ASK ALL INTERESTED GROUPS TO
CLOSELY STUDY THIS DRAFT PROTOTYPE
DOCUMENT THOROUGHLY - PAYING SPECIAL
ATTENTION TO THE EXTENSIVE ENCLOSED
ROLL OUT EXPANSION PROFORMA IN THE
EXCEL DOCUMENT LOCATED IN THE ASIAN AND
AMERICAS PDF’S.**

**FOR THOSE WITH GENUINE INTEREST
CONTACT THE HARD ROCK CAFE & THE HOUSE
OF BLUES FOUNDER AND CREATOR I.B.TIGRETT
AT:**

ONE.WORLD.BRANDS.@GMAIL.COM

NOTE: THE CREATORS USE ALL LEGAL MEANS AVAILABLE WORLDWIDE TO AGGRESSIVELY PROTECT COPY RIGHTS

THE EXTRAORDINARYTM BOZO'STM HOT-PIT BAR-B-QUE

**ALREADY A BRAND KNOWN
TO ALL ENGLISH-SPEAKING
EARTH CITIZENS - BOZO'S
IS PART OF THE AMERICAN
VERNACULAR.**

**NO PROMOTION
OR ADVERTIZING NEEDED!
ALREADY SMOKIN' IN THE
AMERICAN BRAIN!**

**TOSHI ANDO – ARCHITECTURAL DESIGNER & MAYA
3-D ARTIST – JAPAN**

**MARK GENEST – ARCHITECTURAL & NEW MEDIA
DESIGNER – CANADA**

ALAN ALDRIDGE – ARTIST – LOS ANGELES

**PROFESSOR KEITH CRITCHLOW – PRINCE OF WALES
SCHOOL OF ARCHITECTURE - LONDON**

**MARIO GRZINIC – ECOSUSTAINABILITY
CONSULTANT – ASIA**

MARKS AND BARFIELD – ARCHITECTS – LONDON

**JOHN LYONS – SOUND AND LIGHTING –
CALIFORNIA**

**PUBLIC RELATIONS REPRESENTATION – LONDON &
NEW YORK**

**PAULA GOLBIN – ENTERTAINMENT, TV,
MULTIMEDIA AND PARTNERSHIPS**

**DAN AKYROYD – JOHN GOODMAN – ACTORS –
ENTERTAINMENT CONSULTANTS**

ISAAC BURTON TIGRETT – BRAND DEVELOPER





MILD

SAUCE

Five Year Plan

BOZO'S HOT PIT BAR-B-QUE LTD.

The five-year financial forecast was developed by the management of the Company and is based upon assumptions that the Company believes are reasonable. Such assumptions may be incomplete or incorrect, and unanticipated events and circumstances are likely to occur. Actual results for the periods in the projections will vary and the variations may be material and adverse. As the Company has not yet opened its first location, there is no operational data upon which to base future projections. Assumptions are, however, based on management's highly successful past experience building and operating similar facilities and businesses.

LOCATIONS

Types of Locations

There are 2 types of locations that the forecast encompasses:
Joint Ventures / Franchises, and Super Sites.

Small foot-print Units 250-350 capacity,
and Super Sites 1500 capacity
for Major International Capitol Cities and Large USA Markets.

NOTES IN VIEWING THESE FINANCIALS

**PLEASE NOTE THAT THE FOLLOWING
FINANCIALS INCLUDE CORPORATE REVENUES
AND BOZO'S HOT PIT BAR-B-QUE LOCATIONS
THAT INCORPORATE 7 REVENUE STREAMS:**

- 1. Breakfast, Lunch And Dinner and Happy Hour**
- 2. Late-night Live Music And Dancing**
- 3. Bozo's Drive-up Take-away and Deliveries**
- 4. Bozo's Special Events, Private Parties, Corps. Etc.**
- 5. Bozo's Off-premise Local Catering**
- 6. Bozo's Location-Based Over-night Fed-ex Delivery**
- 7. Bozo's In-house Merchandise**

UN-DEVELOPED FINANCIALS NOT INCLUDED:

**Revenues for Baby Bozo's Drive-Thru
Bozo's B-Size 150 Capacity Unit
World's First Trucker's Drive-Thru and Club
Financials for Bozo's 100 acre Theme Park
Revenue Streams from TV, Radio and Internet Events
Revenue Streams from Specialty Stores and Food Markets
Bozo's Branded Alcoholic Beverages
Bozo's Traveling Road Show
Co-Branded Products with other "Life-Style" Companies**

LINK TO PRIMARY BOZO'S FINANCIALS

**CONSOLIDATED CORPORATE REVENUES
5 YEAR ROLL-OUT FOR BOZOS AS:**

**BOZO'S GIANT SHOWROOM SUPER-SITES
(LOS ANGELES USED AS MODEL MARKET)**

**BOZO'S MAJOR MARKET SUPPER CLUB
(NASHVILLE, TENNESSEE USED AS MODEL MARKET)**

**OVER-NIGHT FED-EX PRODUCTS DELIVERY - FDA KITCHEN
P&L, CONSTRUCTION, EMPLOYEE AND FOOD COSTING**

BOZO'S BRANDED MERCHANDISE SALES AND MUCH MORE

BOZO'S FINANCIALS IN EXCEL FORMAT

LINK  www.bozosbar-b-q.com/excel

EXECUTIVE OVERVIEW

Bozo's Hot Pit Bar-B-QUE was conceived as an International Brand over the “ancient culture” of grilling and barbequing which exists in every country on the Earth. From China to the Americas, from Japan to India, Australia and all of Eastern and Western Europe, this culinary pastime represents a massive billion dollar marketplace. Supported by Branded TV and Radio Shows, this multi-faceted international concept consisting of Branded grilling accessories, beverages, clothing, sauces, herbs and spices, catering to sports, music, corporate events, novelty products, and its online presence will be developed for each culture. **Bozo's Hot Pit Bar-b-que** has unlimited potential. It is designed as a fun, dynamic environment to bring pleasure to all age groups. Music, dancing and good food is an international past-time. Bozo's has been created as an oasis for the worrying times we live in.



B-B-Q KING

BOZO'S

HOT PIT BAR-B-Q

SINCE 1923

RIBS * CHICKEN

CATFISH

TEXAS BRISKET

HUSH PUPPIES

MUSIC

COOKED WITH LOVE