

**Archie Comics Entertainment, LLC**  
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**Industry:**

Entertainment, Media,  
Television, Motion Picture  
and Licensing

**Management:**

Allan Grafman, *President*  
Chuck Grimes, *CEO*

**Board:**

Michael Silberkleit  
Richard Goldwater  
Greg Battersby  
Allan Grafman  
Chuck Grimes

**Current Investors:**

\$3 million from founders:  
Michael Silberkleit  
Richard Goldwater  
Chuck Grimes  
Greg Battersby  
Allan Grafman  
Fred Mausser  
Victor Gorelick

**Use of Funds:**

- Expand ArComEnt's operations in 2003-4
- Launch new motion picture and television projects
- Retire loans from ACP and founders

**Business Description: Archie Comics Entertainment, LLC ("ArComEnt")** exploits entertainment opportunities associated with the intellectual properties of its affiliate Archie Comic Publications, Inc. ("ACP") and the intellectual properties of third parties under license.

**Lines of Business:** Television programs  
Motion pictures  
Video and DVD productions  
Music and musical groups  
Stage plays  
Videogame, Online and Internet Activities  
Licensing & Commercial Tie-ups  
Place based "Experience" venues  
Themed restaurants

**Properties (a sampling):**

**ARCHIE, BETTY,  
VERONICA & JUGHEAD**



**JOSIE and the  
PUSSYCATS**



**KATY KEENE**



**SABRINA the  
TEENAGE WITCH**



**THE WEB**

## **Management Team:**

- **Allan Grafman** has 25 years experience leading public and private entertainment and media companies. At Tribune Entertainment Company, he served as VP and, together with his team, grew the company from \$2 million to over \$120 million in revenue. He also served as EVP and CFO of Hallmark Entertainment, VP and GM of Capital Cities Cable Television and, most recently, President /CEO of a media technology company.
  - **Chuck Grimes** has been advising ACP and other leading licensors for over 25 years. He is a leading intellectual property and licensing attorney, published author and producer.
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**Competitive Advantage:** ArComEnt's business is uniquely based upon the marketplace awareness of the ACP properties. For more than 60 years, millions of people have read ARCHIE comics each month – more than read SPIDERMAN comics, X-MEN comics, BATMAN comics, SUPERMAN comics, or any other comic. ACP properties are fan favorites. For example, the SABRINA television show ran for seven seasons and was the #1 anchor of ABC's TGIF Friday night lineup. ArComEnt's business model is similar to other business successes like Marvel, Disney, Henson, Saban, Sesame Workshop and other intellectual property asset based companies.

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**Consumer Bond and Brand:** ArComEnt preserves, builds upon and benefits from the bond of trust which ACP has been able to establish with the consuming public. Over the past sixty years ACP has adhered to an unswerving commitment to produce only socially responsible, morally uplifting, wholesome, family oriented comics and entertainment projects. This commitment has made the properties of ACP that ArComEnt exploits unparalleled consumer brands. ArComEnt also works to affect socially important projects and to support public service endeavors.

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**Past and Current Operations:** ArComEnt was established through the acquisition of the intellectual property and licensing assets of Archie Comics Online, LLC and Riverdale Productions, LLC. Among the assets that ArComEnt thus controls is the exclusive right to exploit all non-comic publishing lines of business associated with the ACP properties. The ACP properties have been largely kept off the market in preparation for the launch of ArComEnt.

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## **Current Plans and Future Operations:**

### **Current Television:**

- “ARCHIE COMICS’ RIVERDALE STARS Talent Search” television reality series

### **Future Television:**

- “ARCHIE COMICS’ RIVERDALE” 1-hour live action television dramedy series
- “JOSIE AND THE PUSSYCATS” 1-hour live action television dramedy series
- “SABRINA SECRETS” ½-hour animated television shows
- “CHRISTMAS IN RIVEDALE” holiday live action television special
- “MAKING OF ....” live action and animated television shows

### **Current Motion Picture:**

- “BETTY & VERONICA” live action theatrical motion picture

### **Future Motion Picture:**

- “AJBVR & THE WEB” live action – CGI theatrical motion picture
- “SABRINA THE TEENAGE WITCH” live action theatrical motion picture remake
- “KATY KEENE Teen Model” live action theatrical motion picture
- “DILTON DOILEY” live action theatrical motion picture
- “COMET BOY & THE WIZARD” live action theatrical motion picture

- “JAGUAR” live action theatrical motion picture
- “STEEL STERLING” live action theatrical motion picture
- “SABRINA MEETS...” series of live action direct-to-video motion pictures

**Current Music and Live Productions:**

- “THE ARCHIES” musical group and tour

**Future Music and Live Productions:**

- “JOSIE AND THE PUSSYCATS” musical group and tour
- “ARCHIE – EVERYMAN” stage play

**Business Strategy - Strategic Relationships:** ArComEnt’s management currently works out of the New York offices of ACP and also the Connecticut offices of Grimes & Battersby, LLP. As ArComEnt finds it makes fiscal sense to do so, ArComEnt will proceed with and incur the capital and operating expenses associated with the launch of new entertainment projects. Often, a project will be pursued without a capital outlay or operating expense obligation on the part of ArComEnt, because the project will be done on a joint venture or licensed basis with a strategic relation partner. For example, a television broadcaster to fund the Riverdale Stars talent search, a record company to create and tour THE ARCHIES musical group, a restaurateur to build and launch themed restaurants, a videogame company to create and launch videogames, etc.

**Financial Projections:** The intellectual property and licensing assets that ArComEnt will now be exploiting have generated millions of dollars in profits for unaffiliated third parties over the years. Now ArComEnt and its shareholders will become the primary beneficiary of these and future successes.

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>25% of Projected Revenues</b>					
<b>Expenses</b>					
<b>Profits (Losses)</b>					

**(PLEASE REFER TO THE BUSINESS PLAN FOR DETAILED FINANCIAL PROJECTIONS.)**

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