

THE COMPANY

■ Industry

The history of popcorn goes back to 16th century Aztec Indian ceremonies. Cortes got his first sight on popcorn when he invaded Mexico. Popcorn was very popular from the 1890's until the great depression. Street vendors used to follow crowds around pushing steam or gas powered poppers through fairs. During the depression, popcorn sold at 5 or 10 cents a bag was one of the few luxuries down-and-out families could afford. The popcorn business is one of the few industries which survived the depression. Today, Americans consume 16 billion quarts of popped popcorn each year.¹ Patents on file in the US Patent Office date back to Civil War era, and during the 1920's there is literature which introduces Caramel Crisp—the candy coated popcorn concept.² During 20's and 30's the caramel corn product fell on hard times due to a shortage of sugar. The 40's and 50's brought a rejuvenation of the product and the equipment to produce the gourmet snack product. Today, there is a greater demand for fresh caramel, cheese, and a variety of other flavored of the popped corn with its sweet, tangy, and warm aroma. Teddy B's has captured the recipe and the passion. The market driver is quality taste, freshness, and... ambiance.

■ Mission Statement

Teddy B's LLC (Teddy B's) high quality gourmet popcorn is popped in coconut oil. Each flavor is individually handcrafted daily in their local stores with the best of ingredients, delivered to the customer as a fresh and delicious treat.

■ Vision Statement

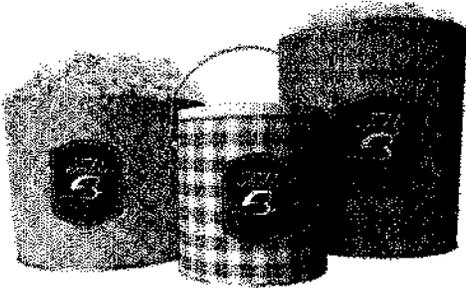
Teddy B's Popcorn is an experience for all popcorn lovers. Located in the upper Midwest, each store is decorated with lighting, vibrant colors and characteristic props. The fresh popped popcorn is gourmet and the flavors are original, made with high quality, natural ingredients. Also available online, Teddy B's sells five premium popcorn flavors (Cheesy Bear, Honey Bear, Butter Bear, Sugar Bear, and Healthy Bear) and their signature teddy bears.

PRODUCT OFFERING

■ Bear Corn Assortment Offering

"Warm is fresh - Daily is the best"

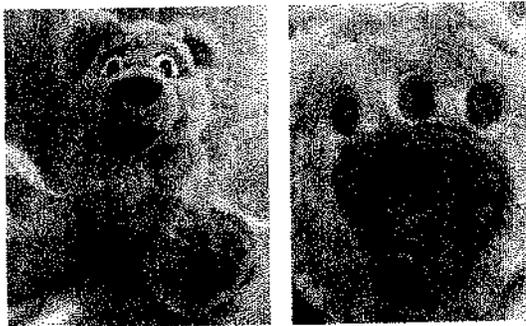
Sold by the bag or in the "Bear Can"



- "Cheesy Bear" is delightful full-flavored real-flavored real-cheese popcorn, delivered warm to the customer.
- "Honey Bear" is a delicious dark caramel with sweet honey taste.
- "Butter Bear" is the movie style popcorn that makes your senses of smell and taste create the feeling of being at the movies.
- "Sugar Bear" is the kettle corn that people love with sugar and salt flavor.
- "Healthy Bear" is popped only in coconut oil.

■ Bear Mascot Offering

Teddy B - "THE" Mascot of Teddy B's



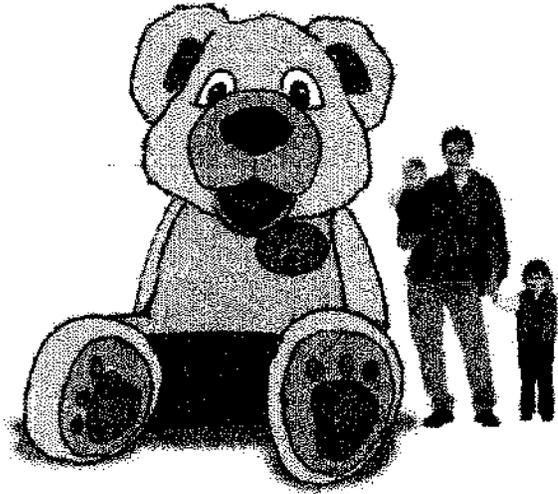
The Marine Bear (Memorial Day Holiday)

Teddy B is a 16 inch branded bear icon for the retail store and e-commerce. Teddy B is a modeled brand that will allow Teddy B's Popcorn to be creative year round. Each quarter of the year, Teddy B will outfit upcoming holidays

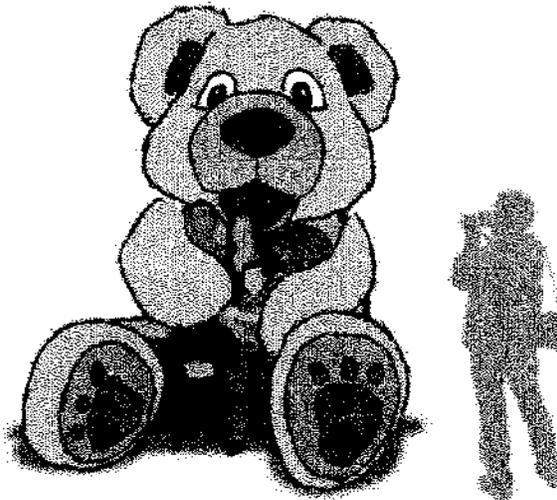


with five styles to choose from. Teddy B also comes with a stand so the bear's position is upright. You will be able to model Teddy B on your dresser or mantel, not just the usual bed theme.

Teddy B Photo Prop and 8x10 framed photo souvenir



Approximately 8' tall x 8' deep x 8' wide, this seated Teddy Bear will be constructed of carved foam and other supporting materials, and covered with batting and Faux Fur. Arms will be stuffed and movable for photo op. Fur and other details will be made according to design specifications. Fur will be selected from available colors and styles. Teddy Bear will contain a hard seat for photo op. Bear-theme frames will be available for purchase to attractively display



customer photos taken at Teddy B's.