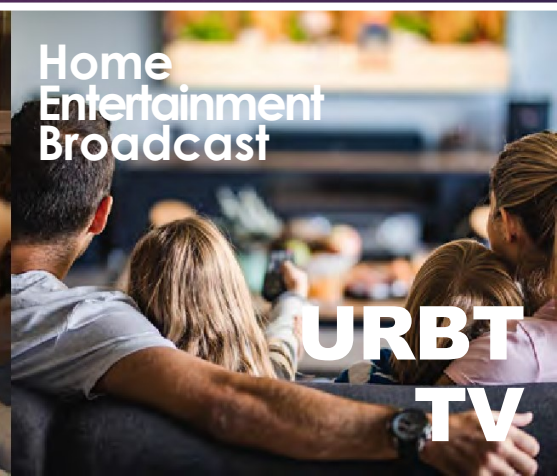




URBAN TELEVISION NETWORK CORP





URBT

URBAN TELEVISION NETWORK

Stock Symbol **URBT** | OTC Markets

Urban Television Network Corp. is an American telecommunication and entertainment company incorporated in Nevada {1986} trading under the stock symbol, URBT, on the Over-the-Counter Markets (OTC). The Company was the first minority-certified television network with the National Minority Supplier Development Council.

Urban Television Network Corp. is one of the first companies to focus on diversity and inclusion in telecommunication & entertainment industries and continues to advance forward with a diverse collaboration of entertainment entities to include URBT-TV Broadcasting and URBTPlus.

URBT is devoted to creating innovative plans and solutions which offer a diverse range of choices for broadcasting, digital streaming, technologies to media products and services, plus world-class movie and television studio development for creative content production.

URBT is bringing the right mix – effective management skills, the right formula for creative development, the right distribution vehicles with the right financial backing for creative and financial success to become the new generation leader of the entertainment media communications industry.

URBT's success spans film, television production, branded content, digital platforms and technologies that reach audiences around the globe.





URBT TV

BROADCASTING

URBT-TV is a cable and broadcast television network that appeals to the conservative voices of America airing 24 hours, 7 days a week. The network is the future of original and diverse content for multi-platform broadcasting, and it reflects America's conservative diversity in a melting pot of fresh content as well as exclusive hit shows. The network specializes in programming provided through state-of-the-art digital technology including 4D technology, and crystal-clear broadcast signal on multiple platforms (including Internet Protocols Television (IPTV)).

Included in our current roster of broadcasting stations are: Pembroke, NC/St. Pauls (WTNG), Wichita, KS, Wichita (KCTU), Dothan, AL (WBQP), Pensacola, FL/Mobile AL (WBQP), St. Thomas, Virgin Islands.

URBT

TECHNOLOGIES

URBT has embarked upon entering the cryptotechnology sector to advance the fusion between digital technologies and entertainment media. The Company's crypto mining activities will make use of Bitcoin and Ethereum, as well as other well-established cryptocurrencies, bolstering the company as a leading name in the crypto mining business.

URBT is in development of investment in an over 200 high powered system network that would dramatically boost its mining operations, which has passed its proof-of-concept stage with test computers running. URBT has earned its first dollar and beyond!

"Today, the digital money market is one of the largest financial markets in the world. Early crypto adopters have reaped a great benefit and we have seen a excellent opportunity to put our resources into mining for digital currencies because we know the potential it holds for our business and for investors alike." said Joseph Collins, CEO of URBT.



Network Corp (OTC: URBT)



URBTPlus (The App)

Digital Streaming Entertainment On Demand

URBTPlus is a digital internet streaming subscription-based service that offers video-on-demand movies and live streaming television around the globe for a monthly subscription fee based on the plan selected. The URBTPlus platform provides plans with capabilities to enjoy TV series, documentaries and feature films across a wide variety of genres and languages on devices in both standard and high definition. URBTPlus is sure to take on a new level of broadening the scope of entertainment viewing, showcasing over 5,000 movies and 50 live streaming channels as a viewer's delight.

UNBOUNDED AUDIENCE

URBTPlus serves an unbounded audience appealing to multilingual and multicultural viewers that is unmatched.

UNLIMITED VIEWING

Experience URBTPlus across multiple viewing platforms, showcasing the most exciting and top-notch programming for the viewing pleasure of consumers wherever they are.

ULTIMATE ENTERTAINMENT

The ultimate in entertainment, URBTPlus is a collaboration of Movies on Demand, Live Television, Sports, and Music on a streaming platform.



STREAM ON ANY DEVICE

TV, Desktop, Tablet, and Mobile Live TV + Movies

URBTPlus.com

\$198 **45**
FOR **DAYS**



URBT STUDIOS

STUDIO COMPLEX | EVENT CENTRE

WORK | LIVE | PLAY | ENTERTAIN

We are introducing **URBT Studios**, an entertainment and media oriented master-planned community, which will include:

- A media production and broadcast studio mixed-use complex designed as a work, shop, dine, play, entertain destination with both work-related and permanent residential housing
- 12 world-class film and television production studio soundstages
- Upscale housing (1,000 apartment/condominium residential units)
- 500-room hotel
- We are creating approximately 500 new premium-level jobs at URBT Studios
- We are creating approximately 700 new retail and dining jobs
- Includes 500,000 square feet of upscale city walk type retail space

URBT Studios fulfills the increased demand for entertainment media content production as a full service studio complex with a citywalk appeal to the public, offering expansion of outside of Hollywood regional film production with opportune revitalization development for local communities.

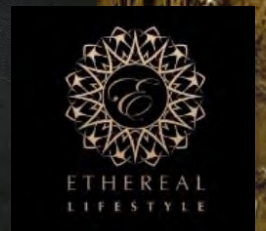


ETHEREAL LIFESTYLE

MAGAZINE - JANUARY 2022

MEET
the
POWER
HOUSE
& CEO

Business started in the
closet of a church
NOW VALUED IN THE
Mi||ions



JOSEPH COLLINS, CEO
PUNCH TV STUDIOS | URBAN TELEVISION NETWORK

EVE GOMEZ - CEO & EDITOR-IN-CHIEF "ETHERAL LIFESTYLE" MAGAZINE



JOSEPH COLLINS, CEO

URBAN TELEVISION NETWORK



JOSEPH COLLINS, JR.

CEO of Punch TV Studios and URBTV

BOLDLY, BRAVELY, BE YOU

By Ken Jones

Entering into 2022, while the world has drastically undergone significant change due to the COVID-19 pandemic, the U.S. stock market just wrapped up one of its best years on record, yet there are less

than 10 Black-owned publicly traded companies, with Urban Television Network's CEO, Joseph Collins, Jr. at the helm of one. In fact, Joseph Collins, manages the reigns as chief executive officer of two public corporations, also holding the top leadership role at Punch TV Studios, Inc. These two companies, with Punch TV Studios, a key innovator of original and creative entertainment programming that appeal to diverse audiences and Urban Television Network known on Wall Street as URBTV, the digital communications, streaming network and entertainment media conglomerate serve as chief cornerstones to a very personal promise Joseph made to himself many years ago of how he would serve his Lord, God and Savior. A promise he strives to fulfill each day, as a true pioneering visionary for the evolving future of media, entertainment and corporate business.

Joseph Collins grew up in Southern California with his two siblings from age 3, while spending summers back in Melvern, Arkansas, his southern birthplace. The memories of horseback riding and deer hunting with his grandfather gave credence to exercising patience and his patriarch's self-ownership of hunting for his own food. His grandfather's constant whisper of "Don't move too fast. Don't make noises. You will scare the food off," always resonated to a young Mr. Collins as "Be sure of your movements. Be careful of your actions and you better acquire your own." Joseph's father, evangelist Bishop Joe Collins, Sr., pastor of Ambassadors for Christ Ministry in South Los Angeles brought him up as a church-going spiritual man while his mother, Betty Collins, served as his central backbone in fostering development of Joseph's mental acumen, drive and resiliency by her daily barrages of various puzzle and memory games.

Every day and every night served as lessons for the believing in achievement. Those incredible daily exercises in intellect and at night, motivational speaking tapes from Zig Ziglar, Brian Tracey, Napoleon Hill and Earl Nightingale, among the multitude of other greats that his mother played to him like inspirational lullabies. Through these key influences, Joseph, garnered the real belief in The American Dream, the idea of creating one's own destiny and having their own business, is

something that has been a keystone of the American identity. Joseph understood in these messages, “Invest in Yourself. Invest in Building Your Own. And Do Right by Your Partners.” As he moved along his career journey, Joseph, saw firsthand the hardships of growing up in a changing America and the difficulties faced for those who come from minority communities to achieve those dreams.

In school at Garey High in Pomona, California, Joseph found his passion for the arts and entertainment production while dabbling in the world of theatre. “I always wanted to be in television,” says Mr. Collins. “Theater taught me how to express myself and I wanted to take that expression and translate it into production over the air.” Soon as a respected thespian, he learned the art of expression and harnessed his talent of organizing live productions.

Joseph Collins landed his first break in the television industry when he earned a coveted internship in the Research and Development Department at WVTM in Milwaukee, Wisconsin, now a Fox affiliate. Joseph, as the first person to arrive and last to leave the studio, diligently participated in all aspects of the television station – from being a page to working behind the camera to being a show runner. While recognizing his intense determination, dedication and with his idyllic resonating voice, Joseph’s superiors granted him the opportunity to host “The Morning Business Report” show during his summer break, becoming the youngest news reporter on television in the nation. Joseph Collins shined brightly as he brought a fresh and exciting perspective to the business news. With his consistent first to the studio regimen, Joseph, captured the attention of the WVTM CEO and also his ire as the studio chief struck up a conversation with this young intern concerning everyone who was at the studio at this time of morning was gunning for the studio head’s job. Joseph, always as the first to arrive was the only one there with the CEO, asserting it was him who “wanted his chair.” In his defense, Joseph remarked, “I don’t want your chair, I want a chair of my own,” which sent the WVTM CEO into a tailspin to fire Joseph on the spot. But that

statement “a chair of my own” sunk in and stuck with Joseph Collins over the years.

Joseph made his way back to California and while his parents were concerned with him learning trade skills and acquiring a “good” job, Joseph Collins auditioned and landed a role on a future Emmy award-winning network children’s show at a \$10,000 a month salary versus his hourly wage at McDonald’s. They couldn’t fathom that type of self-earning potential for someone his age and ethnicity and Joseph had to pass on the opportunity. Of course, this led to clashes with his family, but also drove him to start a series of self-owned businesses and daily hustles. Before age 18, Joseph started his own Rent-A-Maid service for the Hermosa Beach, California area, later worked his own recycling hustle with his uncle with these endeavors a segue to the future establishment of a full spectrum janitorial and maintenance business.

In a move back in with Dad and resulting series of disagreements, Joseph was kicked out, ending up homeless on the streets of the Skid Row district of Los Angeles. This new very adult type of life challenge, led him to embark upon a bank teller job training program at the WLCAC (Watts Labor Community Action Committee) in Watts, CA. After walking daily one hundred and two block trips each way from Skid Row to Watts down Central Avenue, Joseph would end up getting resounding encouragement and support from his class partner, whom he dubbed the “ugly woman,” in keeping his head held high, his ability to achieve and focus on his classroom achievement which in turn made her the most beautiful woman. That uplifting experience is the basis of his new book, “The Beautiful Lessons from the UGLY Woman,” a women’s guide to helping her man achieve phenomenal success.

Once again, a star pupil, Joseph successfully graduated top of his class from the program and went on to work for First Interstate Bank, and later City National in Beverly Hills, California as a computer data specialist. His father later assisted Joseph in obtaining employment at Northrup Aircraft in Hawthorne, California, building the framing for Boeing 747s and becoming a master aircraft mechanic.

At another timepoint of being jobless again, Joseph went to his family and his father's church members asking a pivotal question for him, "How can I make \$10,000 a month on my own?" His "get a good job" conscious father shooed him away, while his goal achievement seeking mother told him, "If there is anyone who can do it, you can Joseph," and his fellow church parishioners actually told him "If they had that kind of money, they wouldn't be at the church talking with him."

All along though Joseph Collins had developed another mantra of "never be denied" and he went back to work. To work for himself. With his biggest passions media, television and film. Joseph started filming weddings, and in short time becoming interested in tackling other challenges, which had him moving on to music video production. Managing all aspects of production, Joseph not only produced the videos, he also met with top executives, raised corporate funds, managed production staff, incorporated major celebrities, and created distribution outlets for his videos. Joseph Collins produced and directed more than 200 music videos and quickly became known throughout the industry for the excellence of his productions.

Joseph Collins production success allowed him the opportunity to pilot his own original video show. Video Force was a show unlike any other, spotlighting videos from both independent and major artists, in a way that allowed viewers to become exposed to all kinds of artists and their music, before the advent of BET. In order to secure the show's success, Collins became the liaison between the show and the music industry, coordinating with both independent and major music labels (such as Universal, Quality Records, and Ferocious Records) to obtain content. Video Force was able to garner the attention music industry giant Cashbox – a weekly publication magazine that reported the popularity of chart ranking music. Joseph was now able to gather statistical information about his videos, which furthered his understanding of the corporate entertainment marketplace. This knowledge helped Joseph to begin forming business relationships with cable providers in order to

reach the masses. His method was simple – Joseph knocked on the door of every cable provider.

Joseph's ambitious nature took him beyond his own music video show, and propelled him into the industry of commercial production, rapidly became one of the most respected producers of television commercials in the industry. He worked with such brands as Karl Kani and Toyota, producing numerous Public Service Announcements (PSAs) for various non-profit organizations, in addition to producing music singles and television scoring.

Joseph wanted even more, so he built up an impressive resume slate in order to apply for the position of CEO of MGM Studios. Joseph Collins believed in his ability to make impact within the industry of his passion and that his skillsets could drive MGM to greater heights especially in the forerunning role of diverse independent entertainment offerings. Turned down for the job, Joseph again with his mantra of "Never Be Denied," embarked upon building his own by forming Collins Entertainment. The focus of this company was to develop artists, both new and existing. Joseph's approach was to custom-tailor marketing strategies for each individual artist by analyzing their brand, pinpointing an area of opportunity, and applying the appropriate strategy to expand their targeted audience. As each marketing strategy included commercial packaging with sponsorship opportunities, it was unlike any other marketing campaign offered by his competitors.

By exploiting Mr. Collins' expertise in cross-marketing and re-branding, Collins Entertainment gained the ability to incorporate corporate sponsorships, thereby diversifying its client base to reach a wider audience. Joseph again realized the importance of diversity within the entertainment industry and began expanding his clientele to include high caliber clients such as athletes, musicians, and public figures.

During this time, Joseph Collins started media training programs, first at American Sports University and then helped found ES Solomon Christian University with their television and film media program. From those broad-reaching

initiatives came the formation of The Church Punch Channel, which turned out to be the early-stage development of Punch TV Studios.

Mr. Collins continued on the path to success by developing a show dedicated to martial arts news; Martial Arts TV. The show was a major success and was aired over 238 television stations across the country. On learning the business of self-syndication, Mr. Collins ultimately established the show as the nation's number one Martial Arts News show to date.

Through the purchase of used broadcast equipment, the initial incarnations of Punch TV were literally out of a rented closet in the back of a Los Angeles Church. Then came Punch TV Network. After an extensive period of pre-planning, Punch TV Network was launched and became accessible to 4 million homes throughout the United States and in the Caribbean. By its first-year anniversary, it entered into the world of broadcast television, and became accessible to approximately 55 million homes through its network of independent television affiliates. This represented a growth rate of 1,900% for the company. Normally while the cost of launching a network can be \$100 million or more (as discovered by the Oprah Winfrey Network and Magic Johnson's Aspire network), Punch TV launched for less than \$10 million through offering the minority community opportunities along with knowledge skills to group invest into a public company under their own ownership. Punch TV transitioned to Punch TV Studios with various studio facilities, building on from that small church closet to offices in Signal Hill, and production facilities in Carson, West Los Angeles and Santa Fe Springs, California.

Ever growing and moving forward to the future, Joseph Collins went to master the art of raising capital, after encountering all the roadblocks afforded to people of color in corporate ownership. Mr. Collins additionally took on the role as CEO of the oldest black-owned publicly traded media company Urban American Television, now known as Urban Television Network, stock symbol URBTV. Valued at the time of his CEO appointment at only \$25,000, Mr. Collins painstakingly went

again to work, to clean up the company's million-dollar debt, reorganize operations, and restore its Wall Street compliancy to build its highest market cap value at over \$50 million. Urban Television Network has recently launched its own streaming platform, URBTV+, bringing about a new paradigm in anytime, everywhere entertainment viewing. In the process, Joseph Collins has been looking to advance the future media entertainment with the direction of Punch TV Studios in creating inclusive global entertainment content and URBTV's upcoming media production studio complex which offer producers and public the blend of the entertainment and retail lifestyle experience.

As a trailblazer in business and entertainment, Joseph Collins was named "Entrepreneur of the Year" by the California Legislative Assembly in 1996, also garnering numerous other awards, including, most notably, a recognition by United States Senator Dianne Feinstein, who congratulated him on his "excellence in entrepreneurship, superior leadership, dedication, and perseverance." In 2016, Mr. Collins received the President's Lifetime Achievement Award by the 44th President of United States, Barack Obama.

Mr. Collins has always passed on his treasure chest of experience in teaching youth and professionals in the media arts, educating communities world-wide in building wealth through corporate economic ownership, and helping a marginalized minority base to buy, own and trade stock.

Over the span of his astonishing career, Joseph Collins' most ethereal message spread to other aspirational achievers is "boldly, bravely, be you." Go about your everyday in a very BOLD way. Be BRAVE in the face of adversity and life's challenges. And at the center of your universe you create, simply BE YOU. Be you, with all your heart, your faith, and your spirit.



URBT

BUILDING DYNAMIC ASSET PORTFOLIO TO MEET FUTURE DEMAND

Use of Proceeds

Today's entertainment production spending has surpassed \$759 billion in the U.S. and \$2.2 trillion globally from 2021 on —and with a shortage of studio facilities, demand is exceeding supply. The surge in on-demand entertainment media streaming has provoked “an insatiable appetite” for media-oriented real estate such as studios and offices, according to real estate brokerage CBRE Group (Coldwell Banker Richard Ellis).

URBT is garnering a leading edge position by advancing its concept of a local economy community revitalization development for mixed use studio, plus next generation entertainment oriented retail and nearby housing in a citywalk-type lifestyle experience.

The total cost to build out the full URBT Studios Complex is projected to be \$500 million, creating a valuable long term asset to the company and its shareholders. The timeline for the entire four phase project is estimated for completion in five to seven years. URBT has already secured \$75+ million for phase one of the development with its completion projected to generate \$180 million in profits over a 10 year span.

Together with high demand studio production leasing and entertainment content distribution revenue, our ancillary revenue streams of boutique hotel accommodations, co-working office spaces, entertainment/tech creative spaces, production support space and services, urban mixed uses, next gen entertainment & retail destinations should bring strong revenue returns and increase shareholder value.

URBT Studios Complex | Pre-Development

- Pre-Design | Land Planning
- Pre-Development
 - Architecture Design
 - Insurance, Bonding, Testing, Inspections
 - Fees, Commissions, Appraisal & Legal
- Project Management & Civil Engineering
- General Operating/Administrative Expenses
- Contingencies