

EXECUTIVE SUMMARY SUPPORTING MUSICIANS IN THE GREAT STATE OF TEXAS

Few states have as rich a musical heritage as Texas, and we plan to keep it that way! Find out how Songwriters Across Texas and Lucky 7 Downloads are helping to keep music alive and well in the Lone Star State.

Songwriters Across Texas (SAT) was created in 2012 with the goal of supporting and showcasing musical talent in the great State of Texas. Following our purchase of SAT in 2017, we have overseen management and production of this outstanding live music show for cable TV, showcasing both established artists and promising newcomers — each featured in their own exclusive half-hour episode. There are more than 75 hours of programming available featuring almost 1,000 recorded songs by such notable Texas musicians as Bob Schneider, Miss Lavelle White, A.J. Vallejo, Erin Ivey, Warren Hood, and many more.



Bob Schneider (left) and Warren Hood (right) take to the Songwriters Across Texas stage in 2019.

Our video *The Making of Songwriters Across Texas* (at SongwritersAcrossTexas.com/tv-show) highlights the motivation and dedication of the folks behind this groundbreaking TV show, as we revitalize the brand with enhanced production values and increased capital investment.

You may also like to see a short teaser video (at SongwritersAcrossTexas.com/teaser) that was made to promote the TV show.

Under the SAT brand, we also produce a weekly radio show on 107.9 KFAN hosted by Karl Anderson, a highly respected fixture in the Austin music and acting community for over 25 years. SAT also supports local artists with a popular monthly event called *The Supper Club*, where we honor members of the music community for their persistent and selfless dedication to artists across Texas.

Music Downloads = Money for Musicians

To further support the artists that appear on our TV and radio shows for the SAT brand, we encourage them to distribute their music and videos on our *Lucky 7 Downloads* website. But this premium music distribution website is not just for established local artists, we also make these powerful online benefits freely available to any and all aspiring musicians in Texas and beyond.

The primary business of Lucky 7 Downloads is to distribute awesome music and video content, and to support local musicians the best way we can: Allowing them to sell their songs and make money.

We encourage people to visit the [Lucky 7 Downloads](http://Lucky7Downloads.com) website where they can pay to download music and watch videos. We in turn are then able to share our website revenues with artists. Relative to most other popular download and streaming sites, we pay artists more per download! Not only that, but we also provide musicians with a secure, dynamic and vibrant online platform — at no cost — that they can use to promote their art and build their audiences, all from the perspective of their own individual brands.

Our strategy begins by offering retail merchants (primarily bars, pool halls, and arcades) an opportunity to share our business initiatives and sell their customers original songs available on our website, each priced at \$1.00 + sales tax. Customers can either purchase Music Packs of pre-selected songs or a Music Download Gift Certificate that can be redeemed at the *Lucky 7 Downloads* website for the full value of their purchase. Customers select from more than 21,000 songs (and growing) to download and play on their computers and mobile devices, similar to the way the *iTunes*® application works.



There are more than 21,000 songs to purchase on Lucky7Downloads.com.

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Free-to-Enter Sweepstakes Contest



Queens of Texas music: Erin Ivey (left) and Miss Lavelle White (right).

One of the ways we promote the sale of music products from independent musicians is to give our customers a number of free promotional entries to a sweepstakes contest (just like the way the *McDonald's Monopoly*® sweepstakes game promotes the sale of burgers at the fast food chain *McDonald's*®). The number of free promotional entries we give to each customer corresponds to the amount spent on the product(s) they purchase.

Customers can tell at the click of button if they have won a promotional prize in the sweepstakes contest because we have already determined which free entries are winners. On January 1 of each year, we create a finite number of free entries to the sweepstakes contest and assign a promotional prize to specific entries on a completely random basis. For the next 365 days, those entries and assigned promotional prizes are locked in place.

This means there is **no element of chance** involved in winning a promotional prize, and we are able to tell customers if they have won anything using our "Reveal All" technology built in to the software.

Free Sweepstakes Games – No Cost and No Risk

However, for residents of Texas only, we offer an entertaining and fun alternative to simply clicking a button. We have a wide variety of free sweepstakes games that reveal — as they are being played — whether or not our customers have won a promotional prize or not. And because we know how popular our sweepstakes games are, we allow anyone to play every day for free — without buying music.

The free sweepstakes games are a sincere thank-you gesture to our customers who support our efforts to help local musicians. However, please note that purchasing **music is not required** to play the free sweepstakes games and **does not affect** the prospects of winning a promotional prize, and that **no purchase or donation** is ever required to play the free sweepstakes games.

Please enjoy a presentation video describing the role of the Lucky 7 Downloads website at the following address: SongwritersAcrossTexas.com/info.

The official rules of the free sweepstakes games are always posted clearly and prominently in every location we sell music and offer the free sweepstakes games. The official rules of the free sweepstakes games are also published online at the following URL: Lucky7Downloads.com/Rules.



Guitarist, songwriter and sensational stage performer, Ginger Leigh.



For those who win a promotional prize, we have all kinds of wonderful gifts to choose from at our Prize Redemption Center (similar to the redemption centers you will find at the restaurant and entertainment chains *Chuck E. Cheese*® and *Dave & Buster's*®). Customers can select from promotional prizes ranging from Teddy Bears to T-shirts, Bags O' Silver to exclusive holiday vacations. And much more...

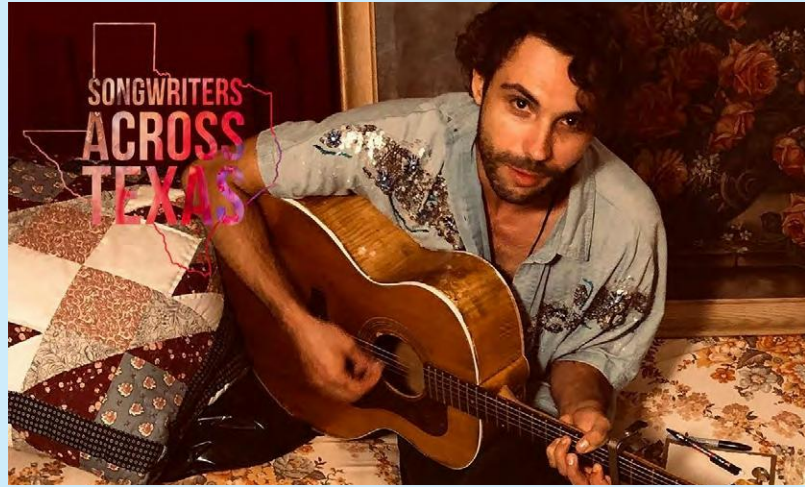
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Everyone's A Winner!

It's important to note that, while not everyone wins a promotion prize in the sweepstakes contest, no one ever loses when they buy music at the *Lucky 7 Downloads* website. Every customer keeps the music they pay for to the full value of their purchase, and can download those songs to their computers and portable devices at their own convenience. There's no time limit to redeem the Music Download Gift Certificates, or any other gift certificate for products: If a customer chooses to wait a week or a year, we will always honor the full purchase value of each Music Download Gift Certificate, and every gift certificate for other products.

We are extremely proud to be supporting local musicians in the great State of Texas. We also enjoy the loyal patronage of our customers who appreciate receiving free entries to our sweepstakes contest and the exciting sweepstakes games they pay nothing to play and risk nothing of value.

We hope this has been a helpful introduction to *Songwriters Across Texas* and *Lucky 7 Downloads*. Our overwhelming ambition is to create a platform for hard-working musicians to be heard and to help them sell their music to an admiring audience. As we go about our business, it is our sincere intention to comply with all laws in every respect, and we look forward to working with you to show our 100% commitment in that regard.



Texas songwriter, Shane Cooley, releases 50 songs during the recent lockdown.

To discover more about Songwriters Across Texas,
please go to: SongwritersAcrossTexas.com.

To visit the Lucky 7 Downloads website,
please go to: Lucky7Downloads.com.

We look forward to hearing from you if you have any questions or comments.

For more information about Songwriters Across Texas or the Lucky 7 Downloads website,
please write to us at the following address: **Lucky 7 Downloads LLC, PO Box 1628, Round Rock, Texas 78680.**