

Frisco School of Rock Franchise

March 2009



SAVING ROCK & ROLL ONE KID AT A TIME!™

the paul green

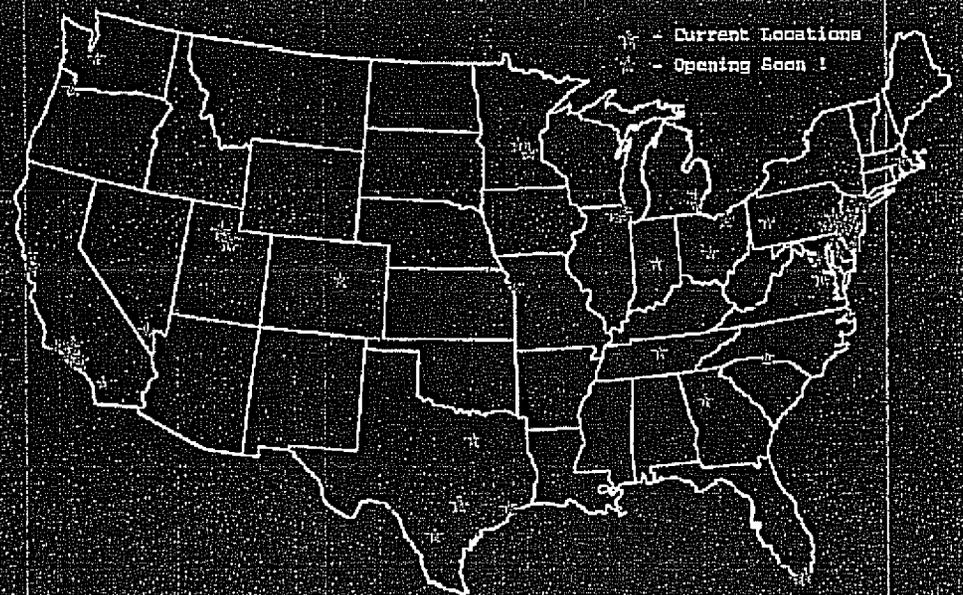
school of rock music

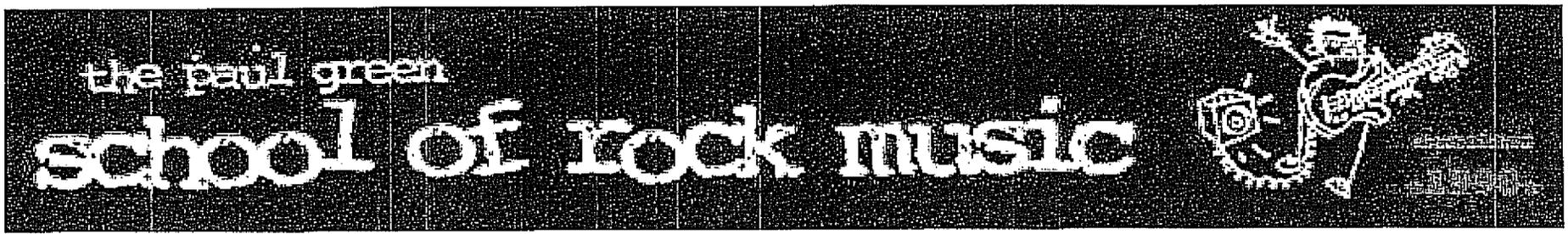


*The original performance-based, interactive
music school*

- Founded in Philadelphia in 1998
- Approximately 40 schools today
- Goal of 200 schools by 2010

Our goals at the Paul Green School of Rock Music are: to help our students realize their potential as artists, to put them on stage in front of as many people as possible, and to help foster a new generation of incredible musicians





Revenue Streams

*School of Rock: Core Program
Students 7-18
Weekly Lessons & Rehearsals*

*Graduate School of Rock: Adults
Students over 18
Weekly Lessons + Rehearsals*

*Pre School of Rock
Students under 7
Service offering to preschools*

*Summer Camps
2-Week Rock n' Roll Boot
Camps*

*Shows
Ticket sales from
concerts*

*Merchandise
Full line of apparel,
etc.*

the paul green

school of rock music



Other Factors

School of Rock All-Stars

The cream of the PGSORM crop.

With Paul Green himself as the Music Director, these kids represent the hardest working and most accomplished students in our schools. Touring, bigger stages, and playing with accomplished rock stars such as Alice Cooper, Eddie Vedder, Peter Frampton, and Jon Anderson of Yes.

School of Rock Festival

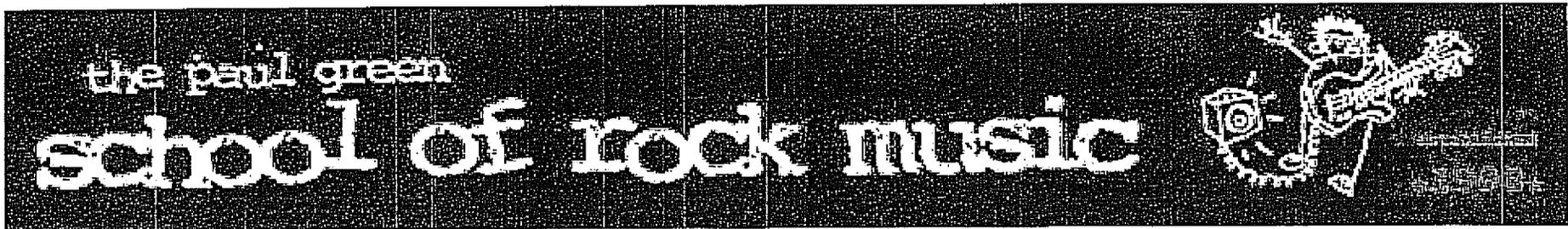
3-Day Music Festival

Headline bands, Indie rock bands and all branches of PGSROM doing what we do best...playing the best music ever made, and playing it well

Corporate Initiatives

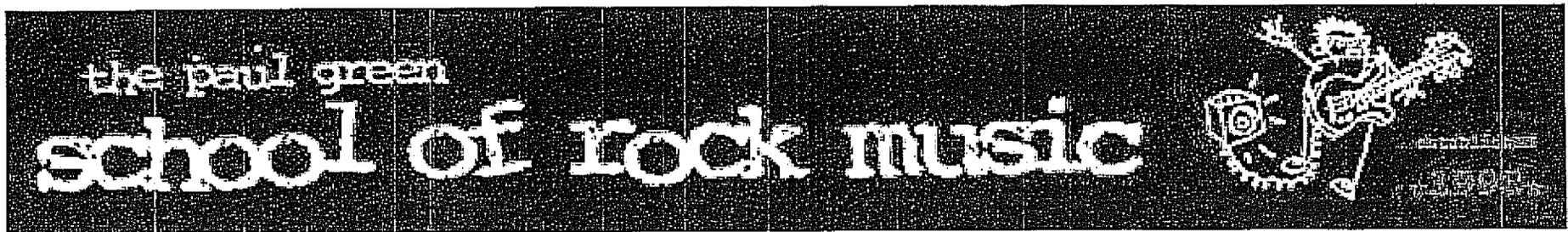
Marketing, Partnerships, Licensing, and Sponsorships (Brand Development)

Examples: Hard Rock Café, Sam Ash, Guitar Center, etc.



Musicmaker Enterprises

- Comprised of 5 Equity Investors
- Owns exclusive rights to PGSORM franchises in Detroit and Dallas/Ft. Worth
- Current Management Structure
 - **CEO - Dean Tarpley**
 - Company growth & strategy
 - 25 yrs experience with strategy management for Fortune 100 companies (primarily in Retail sector)
 - **COO - Terry Longhway**
 - School operations & music programs
 - 15 yrs consulting and management for Fortune 100 companies
 - Vice President of \$20 million consulting services organization (65 direct reports)
 - Lifelong passion for Rock n' Roll (been playing, recording, producing music since age 10). Currently play in bands. Family roots in music education.
 - **CFO - Elizabeth Odom**
 - Financial controls and management
 - 30 yrs experience with business process and financial management Fortune 100 companies
 - **Two Silent Investors**
 - Retired Doctor
 - Lawyer (Verizon Communications)



Benefits to City

- Proven establishment to become long-term tenant that will be family-friendly entity
- SOR to be good corporate citizen that will give back to the community
 - Scholarships
 - Wonderful facility for kids, especially those that are "at-risk" or with special needs
 - Entertainment destination for families
 - Venue
 - Music Festivals (street fests)
 - 40+ concerts per year
- At its height, SOR will employ 20 – 25 employees
- Will make Frisco a viable music "scene" within DFW metroplex
- Integrate a great "décor" into Downtown area
- Work closely with other businesses to cross-promote and bring a great art "vibe" into downtown