



BEAUTIFUL AFRICA™
A NEW WAY TO LOOK AT AFRICA
COMPANY BACKGROUNDER

The Beautiful Africa™ Mission: To change the negative perception of the African continent.

The Beautiful Africa™ Objective: To create, **A New Way to Look at Africa™** through the use of multi-media materials that educate, inspire, and entertain a worldwide audience. **Beautiful Africa™** will also partner with like-minded organizations that are committed to promoting the beauty of the African continent.

Beautiful Africa... A New Way to Look at Africa™

OUR COMPANY: Beautiful Africa™ is a multi-media company that creates, produces, licenses and distributes educational, entertainment, toy and gift content and products throughout the world. **Beautiful Africa™** is integrated with a social network that provides an online environment for global communications via blogs, forums, video and photo sharing. We are proud that our company gives a portion of its revenue to improving the economics, environment, health, education and welfare of children in Africa.

The Company was founded in 2006 by Lap Ngo, a world renowned visual fine artist who has spent over thirty years

documenting the beauty of Africa through his paintings. **Beautiful Africa™** is supported by Grapevine Star Entertainment Inc., a leading next generation media and entertainment company. Lap Ngo, Jacob R. Miles III, CEO of Grapevine Star Entertainment Inc., and Donna Steele, Vice President Sales & Marketing, lead the **Beautiful Africa™** movement.

Beautiful Africa™ has offices in the United States, Europe and Africa. The company was founded in Paris, France and now has offices in historic Grapevine, Texas, Freetown, Sierra Leone and Addis Ababa, Ethiopia. The company's headquarters are in Grapevine, Texas.

OUR TEAM



Jacob R. Miles III, Founder, President and CEO has over 25 years experience with Toy, TV and Internet companies. His senior executive experience includes product development, engineering and operations having worked for the General Mills Toy & Entertainment Group, TONKA, Hasbro, The Family Company, UCH (an internet portal company), and Urban Television Network Corp. (a broadcast television network).

Lap Ngo, International Artist and culturally diverse person, received his Masters Degree in Fine Arts from École Nationale Supérieure des Beaux Arts in Paris in 1972 and lived and painted in Africa for almost 30 years. Out of Africa since 1996, he now divides his time between the U.S. and the South of France (Provence) where he continues to paint, write, teach, conduct workshops, give lectures and demonstrations.

Donna Steele, Vice President Marketing, has more than 12 years experience in the children's educational and inspirational markets where she was Senior Vice President for a Dallas based company. In addition to Mrs. Steele's sales and marketing experience, she served as a technology executive for more than 15 years during which time she also managed customer service, sales support, information technology, and voice and data communications.

Scott Monaco, VP Creative Development, has over 10 years experience in illustration, product design, graphic design and web design and development. His creative experience is primarily in branding, advertising and multi-media areas. He has worked with Ignition Design Studios, Calise-Sedei Agency and Springboard Agency. He is co-founder of Spiniker Media Group and founder of QuietYell LLC.

Rene' Bell, Elementary Teacher, has a bachelor's degree in Elementary Education from the University of North Texas and a Masters degree in Elementary Science from the University of Texas at Dallas. She received many awards, including Teacher of the Year in 1997. Currently, Mrs. Bell teaches 2nd grade in the Plano I.S.D. where she is team leader and chairman of the Math Vertical Team.

Kathy Lehan, Consultant and Author, has a Bachelors of Science in Business Administration and a Masters of Arts in Instructional Design and Curriculum Development. She spent 25 years working in marketing and marketing research, and taught at both public schools and for the community college where she wrote curriculum on medical topics for EMT classes. She is the author of Save Yourself! The Plain Truth as well as numerous business articles. Currently Ms. Lehan teaches creative writing classes for her local recreation center and consults on marketing research projects as an independent consultant.

LaTonya Donaldson, Teacher, graduated from Texas Tech University in 2001 with a BA in English and Secondary Education and has taught elementary, middle and high school students in English, Social Studies, ELAR, and Pre-AP ELAR throughout her teaching career. Mrs. Donaldson currently teaches middle school in the McKinney I.S.D.

Maureen Reynolds has an Associates of Arts in Early Childhood Education from Bellevue Community College in Washington. With more than 15 years teaching experience, Mrs. Reynolds retired in 1998 due to illness and started painting and writing.

Grapevine Star Entertainment (GSE), is a global provider of research based content, product development, and licensing. GSE has 500 consumer focused niche social networks.



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"A New Way to Look at Africa"
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"Global Media & Entertainment Content Representatives"
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OUR PRODUCTS



Eco-friendly and socially conscious brand that is a reflection of all that is beautiful about Africa – its people, natural resources, heritage, culture and arts.

Beautiful Africa™ is dedicated to showcasing and promoting all that is beautiful about Africa through a full line of media, entertainment and consumer products to a global audience. Based upon the works of inter-nationally acclaimed artist, Lap Ngo, our products educate, inspire and entertain the whole family.

BEAUTIFUL AFRICA™ PRODUCTS

- Beautiful Africa™ children's educational books feature twenty-four story books and resource books that teach and entertain young readers in the areas science, technology, culture, ethnicity, special needs, diversity, animals, family and more.

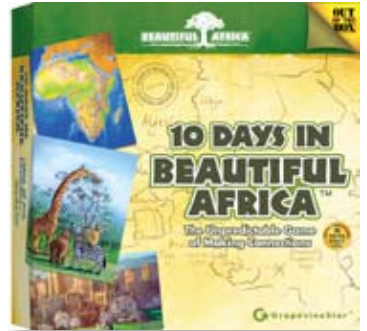


- » Features all original illustrations.
- » Designed for pre-kindergarten through fifth-grade students.
- » Written, edited, and tested by professional educators.
- » Curriculum and ready-to-use activities that support national standards.
- » Practice pages for essential basic skills plus additional puzzles, games, and activities.
- » Available in English, French, Spanish and Portuguese.

“Dramatic illustrations and engaging stories make these children’s books outstanding.”
-Parent of 6-year old



- 10 Days in Beautiful Africa™ board game. Get Packing! Players have 10 Days in Africa – touring by plane, by car, and on foot. They chart their course from start to finish, using destination and transportation tiles. The first traveler to make connections for a ten days' journey wins the game.
- » National Parenting Seal of Approval, Parents Choice Gold Award, Major Fun Award, Dr. Toy Smart Play/Smart Toy Winner, and Mensa Select Award.

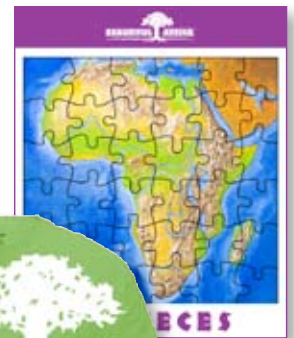


This award-winning game makes learning African geography easy and fun!



- Beautiful Africa™ videos. Tour, documentary and educational videos that spotlight what's beautiful about Africa.
- Teaching tools including learning cards, flip charts, puzzles, posters and more.

- Music, dance, clothing, jewelry, video games, crafts, plush, toys, gift, stationery, back-to-school and more.
- Food and beverage, home décor, fine art and more.



MEET THE ARTIST BEHIND THE PROJECT



*Self-Portrait of Lap Ngo
(Watercolor)*

Lap Ngo, International Artist. Born in Northern Vietnam in 1945, Lap Ngo's love for art began at the early age of six where he spent his childhood roaming freely in the famous islands of his native coastal town of Halong Bay. But, as war and poverty ravaged his country, he and his family were forced to flee first to Southern Vietnam, then to the neighboring countries of Laos and Thailand where he spent his early adult life practicing the basics of drawing and painting.

At the height of the Vietnam War, Lap Ngo saved enough money from several art exhibits to purchase a one-way ticket to France. He departed from Vientiane, Laos in 1968 leaving behind his family and the Southeast Asia he loved. In Paris, 1968, he was admitted to the École Nationale Supérieure des Beaux Arts and began his studies in painting and engraving.

In 1972, he obtained a Masters Degree in Fine Arts and for the next three years continued his studies in printmaking technique. During his time in Paris, Lap Ngo participated and won several prizes in yearly exhibitions at the Salon des Artistes Français and the Salon d'Automne. It was during his travels to many of Europe's National museums that he first became mesmerized by the translucent serenity of the 14th century Flemish paintings of Jan Van Eyck

as well as the detailed work of the Italian Renaissance painters such as Botticelli and Raphael.

Shortly after completing his university studies, Lap Ngo moved to the United States and began teaching art classes for the Northern Virginia Community College from 1975 to 1978.

In 1978, Lap Ngo moved to the Western African nation of Niger and began giving private art classes to the international community there. He became the first teacher to introduce wood cutting and etching techniques in his seminars and workshops for Nigerian artists. His success as a teacher led to a one-man art exhibit for visiting former Vice-president of the United States, Walter Mondale, his wife and the accompanying White House staff.

Lap Ngo spent the next 24 years living and traveling throughout North and West Africa in countries such as Cameroon, Guinea, Ivory Coast, Morocco and Tunisia. He continued to give private art classes to the international communities of each country and held yearly art exhibits sponsored by various institutions including the U.S. Information Agency (USIA), the European Economic Community (EEC), Ernst & Young and the respective Ministries of Culture and Fine Arts. As a result, he developed an extensive repertoire of art clients in Western Europe, Africa, Southeast Asia, Australia, Saudi Arabia, and the United States.



Bedouine, oil on canvas

Lap Ngo's paintings have often been described as "versatile yet peaceful and luminescent." His love for details and serene atmosphere in his work can be attributed to his Southeast Asian roots. Working mostly with oils, watercolors and the old European technique of egg tempera on wooden panels, his paintings include portraits of nomads and luminous landscapes he encountered in his African travels to very surrealistic compositions inspired by the European Masters which he studied during his years in Paris.

Out of Africa since 1996, he now divides his time between the U.S. and the South of France (Provence) where he continues to paint, write, teach, conduct workshops, give lectures and demonstrations.