



BEAUTIFUL AFRICA™ MISSION. To change the negative perception of the African continent.

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.

DESCRIPTION. 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.

WHO. Beautiful Africa™ was co-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 Marketing, lead the Beautiful Africa™ movement.

WHAT. Media, Social Network, Books, Curriculums, Video, Music, Paintings, Exhibits, Events, Toys, Games and Gifts that provide a new view of Africa, a Beautiful Africa. A company that gives a portion of its revenue to improving the environment, health, education and welfare of children in Africa.

WHERE. 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.

WHY. Africa is one of the most important continents in the world whose magnificent beauty is often overlooked because of the poor environment, health, education and welfare that exists there today. Beautiful Africa™ is a movement dedicated to changing people's minds about Africa by providing **A New Way to Look at Africa.™** Beautiful Africa™ was developed to educate on and showcase the beauty and promise of this great land.