

# **Early Equine, Inc. Announces the Purchase of Certain Assets of Crazy for the Boys, LLC and its First Major Motion Picture Production**

**MT. KISCO, NY November 3<sup>rd</sup> 2015** / Early Equine, Inc. (OTC Pink: EEQU) EEQU purchased certain assets of Crazy for the Boys, LLC.

EEQU purchased certain assets of Crazy for the Boys, LLC, including rights to a “five girl pop girl group,” as well as original master recordings and certain music publishing rights. The Crazy for the Boys assets shall be used for exploiting the lucrative “tween” demographic across a multitude of media platforms. The objective is to embark on creating, launching and marketing original “Pop Music” groups commonly referred to as “Boy Bands” and “Girl Groups.” This asset purchase resulted in a change in control of EEQU.

In connection with the asset purchase, Duane Jenson, Teresa Hardman and Shelly Goff resigned from the Company’s Board of Directors. Also in connection with the asset purchase, Duane Jenson, Teresa Hardman and Shelly Goff tendered their resignations as officers of the Company. Concurrent with the resignations, Brian Lukow, Brian Gold and Aimee O’Brien were appointed to our Board of directors. In addition, Brian Lukow was appointed chief executive and Aimee O’Brien was appointed vice-president and secretary.

EEQU is slated to produce its first major motion picture entitled “Crazy for the Boys,” in the spring of 2016, in the Schenectady-Albany, New York region.

EEQU expects to generate revenues from streaming music and video royalties, sales of recorded music, home video, motion pictures, music publishing, live performances, licensed merchandise and corporate sponsorships. EEQU will focus on providing family entertainment content to the tween market, consisting of children between the ages of 8 to 14 years old. This demographic represents a significant marketing opportunity for companies who are successful in penetrating it. According to an article appearing in Ad week on June 25, 2012, there are currently over 35 million tweens in the United States alone. The article went on to indicate that over the last decade, the tween population has grown at twice the rate of the overall U.S. population; aggregate spending by U.S. tweens was over 43 billion per year; and tweens influence a staggering \$150 billion of their parents’ spending. The biggest segments of tween spending are clothes, music, toys, hobbies, video games and entertainment. We will require a significant capital infusion to effectively compete in this market. We do not currently have any commitment for financing. However, we believe that if we secure sufficient financing, that we have identified a niche market for our products to effectively compete with more well established companies with significantly greater assets than ours.

EEQU will be headed by industry veteran Brian Lukow, the co-creator of Billboard's #1 selling boy band, Dream Street.

Brian Lukow commented, "Our business model shall be based on leveraging the film, Crazy for the Boys, as a highly entertaining movie that will launch a character driven five girl pop group. The environment is ripe to build entertainment brands for the lucrative tween market by combining traditional media along with social media for today's savvy generation of kids. The accessibility of YouTube, Facebook, Instagram and other popular social media outlets has made the world much smaller and the market much larger. We believe we have the perfect infrastructure in place to reach critical mass and provide superior entertainment for today's youth on a global basis."

### ***About Crazy for the Boys***

Crazy for the Boys is a modern day "Grease" based on the fictionalized back-story of five girls who comprise the Company's new five girl pop group. The movie is a perfect teen "coming of age" musical "dramedy" completely capturing the nuances of High School: bullying, teen angst, unrequited love and peer pressure. The movie will help put a face and personality on the five group members. In addition, the movie will serve as a 100 minute commercial to help the girl-group to reach critical mass with tweens. It will also provide an abundance of unique content for social media and viral marketing, including several fully edited professionally produced music videos. The movie release will feature original hooky pop songs and infectious choreography.

**Brian Lukow** was a Senior Vice President of Investments at Lehman Brothers from 1984 - 1992. During that time, he specialized in investments in the Entertainment Industry, including the takeover of Columbia Pictures by Coca Cola and the acquisition of Universal Pictures by MCA. From 1992 -1996, Mr. Lukow was a Managing Director and wealth management specialist with Ladenburg Thalmann. Mr. Lukow was most recently the highly talented co-creator and co-producer of Huckapoo. Prior to that, Mr. Lukow was the co-creator and Executive Producer of Dream Street, a very successful boy band, and one of the best-selling pop music acts in recent years whose debut album reached # 1 on the Billboard Magazine. For the past 3 years, Mr. Lukow has been managing Member of Crazy for the Boys, LLC. Prior to that, Mr. Lukow was President of Entertainment Brands, Inc.

In addition to his production credits, Mr. Lukow is also an accomplished songwriter. Among Mr. Lukow's writing credits is the song "Jennifer Goodbye," which was recorded by Dream Street on its first album; that album went on to sell nearly one million units. Mr. Lukow is a co-writer on five of the original Huckapoo recordings as well. Additionally, Mr. Lukow is the Associate Producer of the motion picture "The Biggest Fan" starring Dream Street along with Cindy Williams and Pat Morita. From 1992 to 1996, Mr. Lukow was President of Brirock Entertainment, a firm specializing in artist management. Mr. Lukow is the writer of the film "Crazy for the Boys" and has co-written several of the songs on the soundtrack. He has also been featured in articles in the New York Times, New York Magazine, The New York Daily News and several other publications. In addition, Mr. Lukow is a significant contributor to the New York Times bestselling book: Raising a Star: The Parent's Guide to Helping Kids Break into Theater, Film, Television, or Music by the renowned youth talent agent, Nancy Carson.

## **About Early Equine, Inc.**

With its acquisition of certain assets from Crazy for the Boys, Early Equine, Inc., is expected to become a multifaceted media and entertainment company focused on creating, launching and marketing original Pop Music groups commonly referred to as “Boy Bands” and “Girl Groups”. The Company expects to generate revenues from sales of recorded music, DVDs and videos, motion pictures, music publishing, live performances, licensed merchandise and corporate sponsorships. Additional information can be found at <http://www.otcmarkets.com/stock/EEQU/filings>

*This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as such, may involve risks and uncertainties. These forward looking statements relate to, amongst other things, current expectation of the business environment in which the company operates, potential future performance, projections of future performance and the perceived opportunities in the market. The Company’s actual performance, results and achievements may differ materially from those expressed or implied in such forward-looking statements as a result of a wide range of factors.*

### Contact

Brian Lukow  
Early Equine, Inc.  
914-574-6174  
[brian@entbrands.com](mailto:brian@entbrands.com)

**SOURCE:** Early Equine, Inc.