



EXECUTIVE SUMMARY
By Lynne Pittard, President/CEO

Visual Arts Network (VAN) is a broadcasting TV network. Our vision and mission is dedicated to a platform to fill the enormous void found in the broadcasting of visual arts. VAN is focused on entertaining and inspiring creativity in all generation. VAN began 24/7 transmission via Internet Protocol TV on Sept 15, 2007. VAN offers diverse arts programming as a specialty network to inspire creativity, entertain and fill the need for quality family programming with art for all generations.

The current economic crisis provides VAN a rare opportunity to be supercharged as the first 24/7 specialty network dedicated to the visual arts and crafts. To save money, consumers are more likely to rely on TV and the Internet to be entertained, educated, inspired and informed. The latest in broadcasting technology provides savings, convenience and variety to viewers and networks. With increased competition ... content remains one of the few elements that allow VAN to successfully differentiate its offering. The visual arts provide a hands-on therapy to inspire a proactive escape from the challenges of today. Great opportunities are available in the visual arts industry that allows VAN to rival the Food Network and other specialty networks for success.

Take a moment to stretch your imagination to the unlimited prospects available to make a positive difference in society by bringing the arts into every home. From our early years to our golden years art touches every aspect of our daily lives. The Visual Art's surround us daily and can excite, stimulate, inspire, inform, express and motivate us. Society and viewers from every generation benefit from more exposure to the arts.

There was no dominant national player in the commercial arena focused on visual arts broadcasting until VAN. In thinking outside of the box VAN established the first "for-profit" format to generate the perfect opportunity to promote the arts, entertain, share unique talents and inspire an individual's creativity. VAN will provide a world of new programming to excite and capture viewers. Programs like "Art Search" and a talk show with Pierre Matisse will share artist stories and cover the arts around the world. Movies, sitcoms, game shows and news focused on the world of art will capture our imaginations and draw us in. A variety of feature shows will cover unlimited art forms and offer industry advice on the arts. VAN's daily lineup of art shows will inspire children to seniors, to learn everything from computer art to photography art, and painting to crafting. Viewers will be amazed at the variety of extraordinary art forms brought into their homes from around the world.

The visual arts format has traditionally been a not-for-profit arena requiring public support or federal funding to survive. In today's challenging economy the "not-for-profit" format of the past, contributes to decreased exposure of the arts in our school systems and the entertainment field. The lack of television exposure plays a part in the current struggles found in the performing and visual arts. VAN assists the arts industry by connecting it to its target audience and offers full coverage in the entertaining world of creativity. We open the door for advertisers to reach a multi-generational target audience of art lovers and for our viewers to tap into the exciting and entertaining world of visual arts.