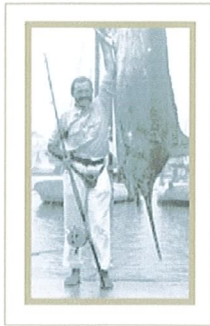


INVESTOR SUMMARY

BRAND BUILDERS HOLDINGS, LLC



Ernest Hemingway[®]
TRAVEL & TOUR COMPANY

\$1,000,000 Maximum

8% PARTICIPATING UNITS

1,000,000 Units at \$1.00 per Unit

Minimum Investment 25,000 Units (\$25,000)

Each Unit Consists of:

8% Preferred Return

Priority Distribution

One Warrant to Purchase an Additional Unit at a Discount

HIGHLIGHTS

- 8% per annum Preferred Return, paid monthly
- 30% of cash available for distribution allocated to Unitholders, paid quarterly
- A Warrant to purchase an additional Unit at a discount in the next round of financing
- Total return is estimated to be approximately 30% by the year 2008
- Participation in profits from the Ernest Hemingway trademark
- Profit participation in a Key West travel/tour company, current and future signature Hemingway business opportunities/products and a future entertainment/educational center
- Experienced management team to maximize the Hemingway potential and to add other brand names

THE OPPORTUNITY

Brand Builders Holdings, LLC seeks to launch, develop and promote high quality family entertainment venues linked to well-known, but underutilized marks for famous Americans. Licenses will be for travel/tour companies, high-tech entertainment venues, retail, restaurants, logo merchandise and ancillary products.

The first mark for BBH is Ernest Hemingway, one of the legendary icons of the twentieth century who commands immediate recognition worldwide. He is renowned for his literary achievements and uninhibited life that provided much of the background for his award-winning novels and short stories. In the early stages of development is the John Steinbeck mark and destination site negotiations in Monterey, CA.

INVESTMENT OBJECTIVES

- Preserve capital
- Provide cash distributions
- Develop Hemingway brand name products/services
- Launch other marks for famous personalities

MANAGEMENT TEAM

- Bradley J. Turner, 47, Chairman & CEO. Mr. Turner has an extensive background and experience in executive management, corporate finance, business development and marketing of Fortune 1000 corporations and start-up companies
- Michael B. Hainkel, 47, President. Mr. Hainkel has more than 23 years combined experience in the financial operations of a variety of companies in the retail, real estate development, manufacturing and energy industries in both the corporate and consulting arenas.
- Dan Berman, 46, Vice President, Marketing. Mr. Berman has held top management positions, including President of his own multimillion-dollar company. His prior 25 years of experience includes executive sales and marketing positions with several *Fortune* 500 companies
- Mark Peterson, 58, Vice President, Strategic Planning. Mr. Peterson has been in theater-related work since 1965 and has worked on some 100 special format theater projects since establishing his consulting practice in 1985.

OPERATIONS

The Company intends to develop the Ernest Hemingway name, signature, and likeness in Key West, Florida, which already has an established market for the brand. The Company's products and services (which initially will consist of a travel and tour company) will be marketed to the tourists and local residents in Key West, Florida, as well as to the Ernest Hemingway audience and tourists around the world.

The Company's license to own and operate an Ernest Hemingway-branded travel and tour company includes the right to produce and market Ernest Hemingway-branded merchandise, subject to the Licensor's right to approve merchandise items. The Company is also negotiating for other licenses including a digital motion picture theater and retail store operations; however, there is no guarantee those licenses will be obtained and the Company's business model does not depend on such additional licenses.

The Company currently intends to lease or purchase a building located at 623 Duval Street, Key West, Florida in connection with the establishment of digital-type theater operations. The Company intends to use proceeds of this Offering to secure the location.

The Company currently intends to lease or purchase a building located at 201 Simonton, Key West, Florida in connection with the establishment of retail store operations. The Company intends to use proceeds of this Offering to secure the location.

PROJECTIONS

The Private Placement Memorandum provides pro forma projections for a number of scenarios and should be read in its entirety. Projections are displayed as "Optimum", "Moderate" and "Low" for review by potential investors. The internal rates of return for just the travel and tour company operations range from 33% to 27% by year five.

SUITABILITY

- Individuals with income in excess of \$200,000 in each of the two most recent years or joint income with that person's spouse in excess of \$300,000 in each of these years and has a reasonable expectation of the same income level in the current year; or
- Individuals or spouses with net worth of at least \$1,000,000, including home, home furnishings and personal automobiles.

RISK FACTORS

This Summary offers only limited descriptive material regarding an investment in Brand Builders Holdings, LLC. It does not purport to be complete. All financial projections are estimates only and are subject to adjustments and limitations. This is not an offer to buy or sell securities. Such an offer may only be made when preceded or accompanied by a Private Placement Memorandum.

CONTACT

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