

EXECUTIVE SUMMARY FOR:

The SkyVault GroupTM
Multimedia Publishing Company

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www.skyvaultgroup.com

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EXECUTIVE SUMMARY

The SkyVault Group™, EIN# 33-0678413 (dba SkyVault™ Multimedia Publishing, SkyVault™ Network, SkyVault™ Bookstore, SkyVault™ Radio, SkyVault™ Video, Centurion Seminars, and SkyVault™ Web Design & Photography), is a for-profit, Tampa Bay-based B2B provider. The company seeks to become a premier source of web site design, web site development, digital photography, video, e-commerce, publishing, and web-centric marketing consulting services for small and medium sized American **businesses** in the area and nationwide.

In addition, The SkyVault™ Group produces, publishes, and promotes both Internet-deliverable and hard copy informational materials for **writers** and **aspiring authors** in six media formats: printed books, ebooks, audio books, video presentations, web sites, and seminar packages. Diversifying an author's forms of communication allows the client to position their publication as either a lead-in product or a 'long copy' sales letter, with a strong back end product line. This assists the author in building a profitable business around their book.

The SkyVault™ Group generates revenue from six primary income streams:

1. Web site design, development, and photographic services
2. Ecommerce marketing and promotion fees
3. Writing, editing, and publishing fees from authors
4. Sales of information products created in-house
5. Sales of software and information products created by affiliated authors
6. Seminar, speaking, and coaching fees

Solid strategic partners have been secured, as have client authors and a customer base. Leads-generating strategies are in place, providing a constant supply of fresh opportunities to do business. A large stock of information product inventory has been accrued, and a robust network of online ecommerce web sites has been established around **skyvaultpublishing.com** and **skyvaultgroup.com**, the main corporate sites.

Expansion capital is now being sought, through a loan or limited partnership arrangement, in order to move the company into office facilities, rent seminar space, purchase additional computing equipment, hire outsourced staffing, and establish an operating reserve. Loan repayment will be supported by an increased client and customer base resulting from heightened capacity, lower cost of sale, and enhanced customer service capability.

PUBLISHING & PRODUCTION WORK FLOW CHART

