

## BILL BAKULA

### BIOGRAPHY

(2017)

Mr. Bill Bakula, known as the entertainment visionary, has enjoyed a multitude of successes across a plethora of entertainment and business platforms. Most of these accomplishments have survived the test of time for more than 30 years and many have become industry standards! A great number of his triumphs have reached international acclaim. Today, his friends and peers refer to him as “The Visionary,” “The Minister of Propaganda” and “Mi Socio.”

Mr. Bakula launched his career in 1982 as a Communications Engineer at WCKT-TV (NBC affiliate) in Miami. After moving on to WSVN-TV (FOX affiliate), he began producing and promoting a variety of programs and events. The formats included news, variety, public service, religious, educational, cultural, sports, concerts, “live” events, commercials and even political campaigns and fundraisers for the less fortunate. The following is a cross section of his many achievements: Programs and specials including Pope John Paul II, Benedict XVI, David Letterman, Jackie Gleason, Bob Hope, Ricardo Montalban,



Cab Calloway, Don Rickles, Mickey Rooney, The Bolshoi Ballet, Rudolf Nureyev, Alexander Godunov, Jose Greco, Segovia, the NFL and many others; He was the Vice Chairman of the financial committee for President Bill Clinton, Vice President Al Gore and Senator Bob Graham

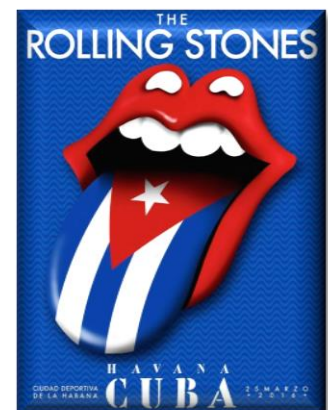


and successfully orchestrated many fundraisers and events on behalf of the DNC; during this time he also produced more than 800 concerts for such artists as Gloria Estefan, The Miami Sound Machine, Lollapalooza, James Brown, Tito Puente, Red Hot Chili Peppers, The Ramones, Big Audio Dynamite, Jane’s Addiction, Primus, Pearl Jam, Nirvana, Melissa Etheridge, Green Day, B-52s, The Police, Metallica, The Smashing Pumpkins, Ice T, Ice Cube, Public Enemy, Run DMC, 2 Live Crew, Ziggy Marley, Third World, Steel Pulse, Burning Spear, The Wailers, Bunny Wailer, Luis Miguel, Julio Iglesias, The Rolling Stones, Nine Inch Nails, Willie Dixon, Bo Diddley and Ray Charles just to name a few!



In October 2015, he realized his most satisfactory accomplishment to date, a historical agreement for which he secured to produce and promote live musical and theatrical events in Cuba with the honorable Ministry of Culture and the Instituto Cubano de la Musica (“ICM”). Just Google Bill Bakula Cuba and the story will appear in less second.

After producing a myriad of network TV specials and programs, Mr. Bakula shifted his focus to the music industry. In 1986, Mr. Bakula established a relationship with “music super agents” Buck Williams, Don Muller and Marc Gaiger to form a premier, live entertainments and alternative music promotion/production company that provided A-list concerts throughout the U.S. and Latin America.



Later, he teamed with Jack Boyle of Cellar Door Concerts to promote A-list music acts in large capacity venues. In eight short years, Mr. Bakula produced more than 800 concerts, which accounted for millions of dollars in ticket, merchandising, sponsorship and food & beverage sales.

Also, noteworthy during this era were that many of the “live” performances taking place in greater Florida—whether at nightclubs, concerts or raves—were being produced, financed and/or orchestrated by Mr. Bakula. Interesting sidebar, Mr. Bakula is also credited with starting the first “bottle service night club” and being one of the key individuals contributing to the revitalization of Miami Beach, today better known as “South Beach” or “SOBE.”

A number of projects were undertaken during this music promotions era. One such project occurred in 1991 when Mr. Bakula’s company was granted the first casino gaming license in Peru.



At the same time, Mr. Bakula acquired the “name, likeness and image” of an unknown astrologer by the name of Walter Mercado. In less than a year, Mr. Bakula built an entertainment empire for Walter Mercado in the astrological/psychic vertical by capturing the international community with TV & radio shows, vignettes, features and capsules. This was another “home run” producing millions of dollars for a number of years.

Mr. Bakula now went on to develop the world’s first pay-per-call, “live” astrological psychic consultation service for the Hispanic community. Consumers could now call a psychic for a per minute or monthly, flat rate charge that would be billed to their local, home phone number. By utilizing the already established network of media outlets to sell astrological & psychic products/services, this plan was implemented using Walter Mercado as the primary spokesperson for all 976 & 900 platforms. Mr. Bakula’s marketing acumen—with the support of TV broadcasting legends Jerry Perenchio & Ray Rodriguez (Univision), Emilio Azcarraga Milmo & Jaime Davila (Televisa) and Silvio Santos, Guilherme Stolar & Carlos Alberto Denobrega (SBT)—delivered instant, international success with these astrological/psychic products & services! This pay-per-call model was replicated throughout Latin America, the Dominican Republic, Puerto Rico, Spain, the United Kingdom, Thailand, Italy, Portugal, Malaysia, Indonesia, Singapore and Japan.

As the Walter Mercado pay-per-call platforms were continuing to make significant gains, Mr. Bakula began producing a 30-minute, weekly astrological/psychic-themed TV program entitled “Walter las Estrellas” featuring the soon-to-be, world-renowned Walter Mercado! These TV shows were quickly cleared on TV stations worldwide. Shortly thereafter, Mr. Bakula became Walter Mercado’s exclusive manager.

From there, Mr. Bakula struck a partnership with Guthy-Renker and Direct American Marketers. Together, they developed the “Circle of Power,” a concept that evolved into the top astrological/psychic membership club in the United States. Within a year, the “Circle of Power” enrolled more than 500,000 subscribers for a monthly membership fee of \$19.99! This service became one of the biggest “boons” for the telephony industry.

The next progression was fairly obvious, to create a subscription-based SMS (Short Messaging Service) service that sends mobile phone subscribers a daily text message with their horoscope prediction. Again, this service was provided for a low, monthly flat fee. Mr. Bakula also generated and marketed various “chat with the astrologer” services utilizing mobile, SMS technology.

Among other attributes, Mr. Bakula believes the soul of any successful marketing campaign has a formula and rhythm: Know the product/service inside and out; identify the audience needs; contract a credible spokesperson; maintain unparalleled customer service; create innovative promotional campaigns; don't overpay for leads; don't underestimate the competition; convert every lead to a sale; give customers great value and respect & appreciate the customer's patronage.

Note: Many of Mr. Bakula's telephony campaigns were so overwhelmingly successful that they have been recorded to overload AT&T, Sprint, Quest, MCI as well as some of the top "call centers" in the world!

1992 found Mr. Bakula joining forces with Mrs. Jaime Shoop to engage in worldwide talent management. They went on to produce television programming (music concerts) on a global basis. A small sampling of the talent included Prince, Earth, Wind & Fire, Morris Day and the Time, Jimmy Jam and Terry Louis, Luis Miguel, The Emotions, Ray Parker Jr., Phil Collins and Phillip Bailey. The year 1994 found Mr. Bakula increasingly concerned with the high cost of international long distance calls between the U.S. and Latin America. This led to the creation and development of a least-cost routing mechanism for the telecom industry; hence, long distance traffic—through his system of intelligent, telecom switching platforms—is routed to an international destination via the least-costly route and/or carrier. Today, this system is still being used by every major telecom company around the world. The results were mind-boggling—it created more than six (6) billion minutes of international long distance and saved Latinos, in the U.S. and around the world, hundreds of millions of dollars a year!

During this same period, Mr. Bakula was actively involved as a principal player along with John Cabanas, John Kluge and Stuart Subotnick in devising an exemption between the U.S. and Cuba for long distance communication routes under The Humanitarian Act. This exemption allowed Cuban-Americans the ability to talk to family members in Cuba for the first time in over 35 years!



As 1997 was winding down, Mr. Bakula looked to develop and concentrate on relationships in Asia. Simultaneously, he was decelerating the concert promotion company realizing that the music industry would soon cease to be an amorous art form. As the concert promotions model was being phased out, Walter Mercado's brand was taking the world by storm! In no time, Walter Mercado became an iconic force worldwide!

Between 1998 and 2006, with Walter Mercado on "autopilot," Mr. Bakula made countless trips to the orient to plant seeds to cultivate business relationships. During this time, he also a top advisor for numerous high profile political leaders in the region and helped bridge the cultural gaps between the east and west. One of his early triumphs—with the support of "super-agent," Lance Klein and Beverly Hills attorney, Steven Stolar—involved paving the way for Yao Ming to join the NBA. The effort was long and tedious, but ultimately, successful!



Albeit, a short stint in the gaming and stock trading industries, Mr. Bakula developed gaming brands in 2006 called “Beat the House” and “Beat the Market.” Actually, these two “intellectual properties” were originally fostered to teach the public how to better manage their money, futures and all aspects of life! Yet, as time passed, they morphed and evolved into “bigger than life” game show formats! “Beat the House” and “Beat the Market” are the first, interactive game shows that combine direct response marketing, a loyalty club and entertainment all in one. For the first time, the home audience can interact with the shows to win prizes, trips, vacations, etc. Both the contestants and the home audience have the ability to win—it’s a win-win!

Alas, let us not forget about the entertainment values of the shows—they’re exhilarating, nail-biting, roller coaster rides that, above all, maintain pure, unadulterated fun!

Beginning in 2007, Mr. Bakula created AstroLottos, gaming and lottery models using astrology and mystical themes as the promotional messages. Themes include Tarot, I-Chin, Chinese Zodiac, Numerology, etc. Utilizing Walter Mercado as the spokesperson was a match made in heaven! The wheels were set in motion as Mr. Bakula started developing a pipeline of products including casino, lottery and social games, slots, lottery and POS-type terminals, online and sweepstakes.

Although Mr. Bakula has been actively involved in the Brazilian territory since the early nineties, in 2007 he decided to further explore and concentrate his efforts in this country’s vast resources and opportunities.

In 2011 Mr. Bakula launched the first lottery terminals in the U.S. Since gaming and lottery businesses are all about the chance and hope of winning, what better predictor than one of the oldest methods in the world, “astrological messages,” which instill players with confidence and faith, and ultimately, generates more play! Since launching, many of these games have been documented to be outperforming some of the top, established games in the U.S..

Mr. Bakula—along with Silvio Santos, Ratinho, Gugu Liberato, Carlos Alberto Denobrega, Brazilian TV star, Mariette Detotto (his fiancée) and Jassa Dos Santos, one of his closest friends— has been developing a multitude of businesses through a wide range of industries in Brazil.

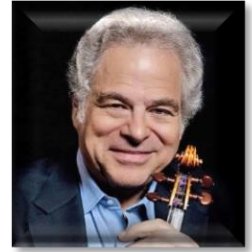


Today, Mr. Bakula focuses mainly on “lead generation” programs, broadcast, web based products and services, gaming, renewable energy, nutrition, micro loans, financial products, high tech security and remains on the cutting

edge of technology as he continues to develop very creative marketing concepts and programs for a broad cross section of industries.

Over the years, Mr. Bakula has created, developed and marketed a myriad of lucrative ventures with various lotteries, nutritional products, wireless carriers, mobile phone manufacturers, telecom companies, TV & radio networks—both domestically and internationally, music & entertainment promotion and management companies and so much more!

Mr. Bakula has maintained a high profile and a consistent presence in research programs for the cure of cancer and diabetes via nutrition. He contributes to and supports homes for the elderly and orphans and continues to support a number of organizations dedicated to the arts, such as The Itzhak Perlman Music Program. He is devoted father, life partner and family man, works fearlessly to help and be the voice for the underdog and the less fortunate, while his passion will always be to promote his philosophy throughout the world.



**“RATHER THAN GET RETARDED BY PROBLEMS,  
VISIONARIES IMMEDIATELY FIND A SOLUTION  
AND LEADERS THE PREVENTION”**

