



SUNRISE CAPITAL GROUP

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Presents:

BRAVO SMOKES CORPORATION



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THE BRAVO SMOKES VISION

THE MISSION STATEMENT

BRAVO® Smokes was developed to provide an **almost harmless** smoke to address the issue of the over 2 million deaths worldwide annually related to tobacco cigarettes. BRAVO is the only smoking cessation product that has clinically supported studies. These studies were conducted by the Roswell Park Cancer Institute in Buffalo, NY. and other prestigious institutions

The U.S. has 366,000 deaths a year caused by smoking **tobacco**. Bravo has recently started negotiation **for** obtaining a manufacturing plant in China where annual deaths from smoking related illness tops 1.2 million. (a great concern to the Government Authorities)

Bravo Smokes is legally allowed to advertise on radio and television **without legal restrictions imposed on the cigarette industry**).

Bravo Smokes Corporation is the pioneer in lettuce cigarettes and is now poised to complete its new integrated manufacturing facility to exploit its BRAVO® products.

THE PRODUCT

BRAVO is the only clinically approved, non-tobacco smoking product that simulates the appearance and sensual appeal of a tobacco (cigarette) yet is totally devoid of harmful nicotine, tobacco tars and **their** resultant health hazards.

BRAVO looks, feels, burns, and smokes like **ordinary** tobacco cigarettes. It is processed from wholesome lettuce leaves. It **avoids** the Nicotine and other major **cardioactive** and **carcinogenic activity** that cause debilitating and deleterious effects on the lungs heart and cardiovascular system.

BRAVO's claims of relative safety are amply substantiated through scientific testing already performed by respected independent researchers at prestigious institutions and subsequently published in scientific journals such as the AMA, the AJ of Obstetrics and Gynecology and The Lancet.

BRAVO has been proven to be significantly safer than tobacco cigarettes. Many smokers have found that BRAVO is able to replace their tobacco cigarettes allowing them to gradually reduce their consumption and even stop smoking depending on their motivation and commitment to quit.

The Company has documented numerous testimonials praising Bravo's effectiveness in this regard. In fact, the Company confidently holds that BRAVO is the answer to the smoking problem and is superior to any of the other smoking cessation products, from the safety, cost and timeline perspectives.

Major tobacco companies claim to have spent over a billion dollars in their failed attempts to make cigarettes less harmful. BRAVO fills that need with its commercially produced medically acceptable smoking cessation product.

BUSINESS OVERVIEW

The Company, having established a newly constructed plant located in Croydon, PA, near its source of raw material now seeks additional funds in order to:

1. Further refine its product and manufacturing operations; eliminate subcontractors; reduce unnecessary transportation costs by constructing a fully integrated facility; and thus further improve its products and reduce unit costs
2. Expand patent protection and intellectual property rights that exclusively protect its non-nicotine, non-tobacco smoking products
3. Acquire a manufacturing plant in China to address this market
4. Provide an extensive advertising /marketing campaign.

HISTORY

Bravo Smokes products are the result of over 40 years of research and experimenting with over 200 different plant leaves and other commercially grown vegetables crops before settling on lettuce as the ideal source for nicotine free, non-tobacco **and** safer smokes.

A graduate of Columbia University, Puzant C. Torigian, D.Sc, a manufacturing pharmacist, has broad experience and skills in pharmaceutical research, manufacturing and marketing. He holds four US Patents in the field and is currently preparing applications for two additional patents relating to non-tobacco smoking **production**.

Dr. Torigian realized a market **and** after the US Surgeon General's Report in 1964 regarding the hazards of smoking tobacco cigarettes has induced more than 20 million Americans to quit smoking. However, more than double those numbers have taken up the habit since. In 2005 there where over 400 billion cigarettes manufactured and consumed in the USA alone.

The company was first established 1966. An integrated manufacturing plant was designed and constructed in Hereford, Texas' high plains agriculture belt. Subsequently a 30,000 sq. ft. curing plant was added. The company produced and sold over nine million packs distributed throughout the US, Canada, and England. These sales figures were without a full time salesman, just word of mouth and proven testimonial.

Dr. Torigian's research was so well received that on August 24, 1967, he was asked to speak at a U.S. Senate hearing about the dangers of smoking.

With the company's rapid growth and **rapid** success, it was not long before a major US mail order and **Chain of** health food stores customer, General Nutrition Corp. (GNC), acquired the company. Unfortunately, new management altered the process, then launched an unsuccessful advertising/marketing strategy changing the brand name to TRIUMPH which eventually resulted in the company failure.

Subsequently, Dr. Torigian regained all patents and intellectual property rights and in 1997, Dr. Torigian was again able to attract funding to set up a 10K sq/ft pilot processing plant in Atlanta, Ga. near a Fresh Express (lettuce) processing plant. The company's ability to set up the balance of the planned fully integrated plant was curtailed when its investing source was unable to meet its full commitment to provide the balance of the \$3.5 Million projected requirement. To preserve its operation, all the equipment and lab was moved to Wheeling WV adjacent to a Lettuce processing plant and a small office/laboratory was set up in Cliffside Park, NJ to allow the founder to seek new funding and selling inventory via its website on Internet. As of 2005, the company relocated its New Jersey offices to Fort Lee, and leased a new 22,000 sq/ft facility in Croydon, PA; has forwarded all equipment to this new location, and has established a raw materials provider relationship locally.

BRAVO Opportunities

BRAVO Positioning

Bravo smokes is actually an alternative to current tobacco cigarettes.

BRAVO was developed to look, feel, burn, and smoke like ordinary tobacco cigarettes. By eliminating the Nicotine and other major carcinogens, **BRAVO** Smokes provide an answer/solution to the smoking problem.

Target Market

The tobacco cigarette market that we are exploiting consists of:

- Over one billion smokers worldwide
- Over 2 million smoking related deaths a year
- China has over 350 million smokers
- Over 45 million in the U.S. alone
- Tobacco companies sell over 400 billion cigarettes a year
- Selling in excess of \$100 billion a year in cigarettes alone
- A US cessation market (pills, patches, gums, inhalers) that generates over \$10 billion in annual sales



Target Customers

Management believes its primary customers in the U.S. are the 44.5 million smokers and the 350 million smokers in China. Bravo would like to address the 1.2 million deaths associated with smoking in China. And the 31.5 million Americans that have a desire to stop smoking or who would prefer to 'cut down' on their consumption of tobacco and nicotine but who would still enjoy smoking if the smokes were less hazardous.

The Company has found that Bravo appeals to those smokers who no longer find smoking rewarding or enjoyable, and have a commitment but who also need a temporary 'crutch' to assist them in quitting.

DIFFERENTIATORS of BRAVO

The Process

BRAVO®, processed from the outer wrap leaves of varieties of lettuce, provides a very low cost raw material grown in the temperate zones, worldwide. In reality, a sanitary waste product that is freely available from lettuce processing plants. The normal lettuce processing facilities produce lettuce for fast food and supermarket chains.

Fresh outer leaves of lettuce are immediately **milled** to a rough slurry and transported to our processing plant where the Company's equipment treat the slurry further wash and treat with proprietary enzyme mixtures in four steps creating *sheets of "lettuce paper"*. The sheets are collected in rolls, and are then shredded to resemble tobacco fibers. Re-flavored and conditioned to allow the standard high- speed cigarette packaging machines to pack, carton and box the BRAVO smokes.

The process requires constant quality control to assure a uniformly acceptable product. These controls include moisture levels at each step, fiber thickness and length, tightness of stick, porosity of the cigarette paper, retention of filter tip, uniformity of distribution of flavoring, etc.

Proprietary Knowledge

Over the years of development and production, management has learned from ongoing research, three different methods of producing its "Safer Smokes".

1. The original method which was labor intensive utilizing the Founder's patented curing ovens over a period of 92 hours employing auto-enzymatic activity to transform the green to golden brown resembling cured tobacco leaves. Constantly increasing labor costs and facilities requirements indicated a need for a more cost effective method.

2. From that, “Operation Tomorrow” was devised by the founder. It altered the operation to forming sheets of “NOBACCO®” similar to “Homogenized Tobacco leaves” that are currently used as wrappers for cigars and filler for cigarettes. This process introduces taste and aroma challenges that are avoided using the founder’s newest process #3.
3. The newer production of “lettuce paper” simulates a newer paper making method, requiring the Company’s specially engineered equipment planned for the new facilities that will produce the ideal product. It more closely resembles a pulp *fine paper* making process. It produces smoking products that in the management’s experience are superior to any tobacco product. It will be an integral part of Phase I and Phase III in the construction of our fully integrated plant.

The currently marketed inventory was produced using method #2 above. Its quality is suitable as a smoking cessation product but the new facilities will produce the superior desirable and universally accepted product of method #3.

Low Cost

In 1999, cost of production using the processing and manufacturing methods described above, resulted in a finished cost of approximately \$874 per (500 pack) case. Upon completion of an integrated facility, Management estimates this cost will be reduced to approximately \$325 per case or \$.65 per pack. For reference, the Company sells a case of Bravo for \$1,750 to wholesale distributors. Today, Bravos are sold over the Internet in a range of \$5.50 – \$7.50 per pack in a kit form.

On the Internet, an eight pack Cessation Kit retails for \$61.00 and an 18 pack Cessation Kit retails for \$101.00: including shipping and handling charges. Initial test marketing has indicated a willingness by consumers to freely accept this price and we are experiencing repeat business from the initial sales, **as well as referrals to new smokers by current users.** Since Bravos are not subject to tobacco taxes in most states, pricing competes with cigarettes in most states at an increased margin.

Management intends to market its Bravo brand through wholesale distributors at a price of \$1,750 per case (and \$3,000 at retail or sold through the Company's own distribution system or through its web site).

BRAVO is currently priced comparable with tobacco cigarettes. The consumer will see Bravo as superior to tobacco cigarettes-yet, as state cigarette taxes increase, and our production costs decline, the Company's products will easily compete with tobacco cigarettes, if necessary.

The primary focus of BRAVO products is that because 85% of the 44.5 million U.S. smokers prefer to smoke a '*safer smoke*' (less hazardous) or make an effort to quit altogether annually. Thus there are two market potentials, which eventually can be satisfied.

As more desirable smoking products are developed and distributed, new markets, domestic and foreign alike, each with their own taste preferences, they will be available and targeted through manipulation of our enzyme flavoring combinations.

Regulatory Agencies Involvement & Controls

Because the product is not used as food, drug or cosmetic, the FDA has not compelled BRAVO products to put the Surgeon General's Warning on its packs or even claimed regulatory jurisdiction

Similarly, the Dept. of Agriculture does not consider BRAVO to be a food. The FTC permits the company to advertise BRAVO on radio and TV without the restrictions it has placed on cigarette advertising.

Finally, BRAVO is not subject to Federal Tobacco taxes, nor most state cigarette taxes. The company is not aware of any **health regulating** agencies that have rulings affecting its products

VEHICLES OF BRAVO

The Internet

The predecessor Company exercised several successful methods of marketing the product as a "*Safer Smoke.*" Management has decided to alter this strategy to include both those smokers

that wish to quit altogether and those that wish to use a **safer (less harmful)** product. In early 2003, it became prudent for Management to opt for sales on the Internet to penetrate the smoking cessation niche market, a \$6 Billion annual market at the time and in 2005 a \$10 Billion market. The program's success in 2003 overwhelmed our staff's ability to fulfill orders in a timely **fashion**. We learned that most potential customers require a secure order site for them to reveal credit card information without fear of identity theft.

Consequently, we ceased advertising and quickly revamped the entire order processing system. We revamped our website to provide a secure, user-friendly site www.bravosmokes.com. The revamping was time consuming and costly but produced the platform that we use today. With our new secured website, we are able to dispatch an order confirmation automatically; print a computer generated shipping label and invoice for inclusion and attachment to pre-packaged Kits.

The Media

BRAVO Smokes has recently partnered with the Global Media Fund LLC who will focus our marketing campaign through a national newspaper, radio and television. This national campaign will be complimented by targeted regional campaigns led by both the company and our partner's independent distributors throughout the country. This will provide the brand recognition necessary to increase sales over the Internet and through planned infomercials as well as driving sales through traditional storefront locations.

Strategic Partnerships

At present Bravo is in negotiations to form strategic partnerships with key international partners for rights to export the product initially, and to later license the rights to produce the product locally. Certain international partners have been identified and discussions have begun regarding import/export and licensing arrangements.

Professional Assistance

BRAVO has been closely working with Crucible Capital Group Member NASD/SIPC in an effort to expand its future potential. Not only is Bravo seeking investor capital, but we also rediscover the core competence of **BRAVO** in order to pursue the opportunities in the area of Asia-Pacific, which is one of the specialties of Crucible Capital Group Member NASD/SIPC.

ECONOMIC LOGIC OF BRAVO

At the present the Company's distribution has been direct to consumer via Internet with its fulfillment center that was located in Wheeling, WV. **and now moved to the new CROYDON, Pa Plant facility.** The majority of its 2003, 2004, 2005 and 2006 sales to date have been over the Internet using limited radio advertising.

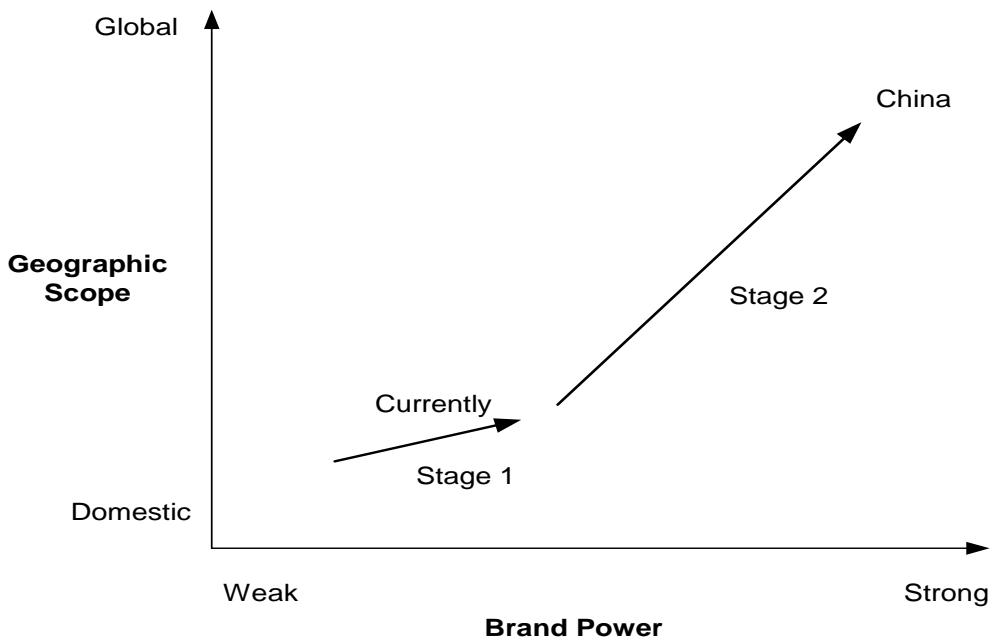
The Company does not intend to remain limited to this method of distribution. Following the completion of the funding for the integrated facility, the company will continue growing through its Internet channel. We also expect to present this product as a candidate for infomercial telecasts and believe that this exposure coupled with the media placement offered by Global Media will serve to brand our product on the national level.

Additionally, the Company will select distributors with significant geographical reach, enabling the Company to effectively penetrate the market and establish a brand position among the thousands of retail outlets. Management has had discussions with both distributors and merchandisers who have expressed a strong interest in representing the Company's products in their respective territories. The company has also begun to engage in conversation directly with independent drug and supermarket chains to distribute the product. Additionally, the Company has had conversations with international companies that are interested in exportation and later, licensing rights.

STAGING OF BRAVO

The company is dedicated to brand the name of BRAVO and other smoking products produced by the company through a national paper, radio and television campaign. This aggressive advertising campaign could be fueled by the conjunction with Global Media Fund LLC.

With the increased recognition of Bravo and the strategic development of international partnership, Bravo will target the global market such as China, South America and Europe.. The strategic staging of **BRAVO** can be presented as below.



NICOTINE AND TOBACCO

The principal **toxic and addictive** alkaloid (nicotine) and other substances contained in tobacco tars have a deleterious effect on the human body. Nicotine contents in the inhaled smoke of different brands vary from one to three percent.

The typical package of cigarettes contains approximately 40 milligrams of nicotine. A typical smoker inhales about 1.7 milligrams of nicotine per cigarette. There is sufficient nicotine in a single pack to kill the average person if ingested at one time. **While** Nicotine is regarded as being highly addictive and toxic, **tobacco tars are highly carcinogenic.**

Many smokers develop tolerance to nicotine, even so, digestion is frequently interfered with and the heartbeat accelerates with an accompanying constriction of peripheral blood vessels. This results in an elevation of blood pressure by as much as ten millimeters. In a research study the temperature of the extremities such as hands and feet may drop by as much as four degrees Fahrenheit following the consumption of a single cigarette. Clinical tests have proven this by using BRAVO vs. tobacco to confirm these parameters with BRAVO acting as the placebo.

Management has compiled substantial evidence in the form of unsolicited testimonial letters to the effect that 'smoking' BRAVO can eliminate a moderate nicotine addiction sometimes after several packs. Similarly, a heavy smoker can frequently quit after smoking a few cartons. Improved quality brands will experience greater repeat business not generally available to cessation products.

RESEARCH AND DEVELOPMENT

Ongoing effort of product/process improvement, and the development of uniform production; new brand development, utilizing natural flavoring techniques, equipment refining, automation, quality controls, development of new harvesting techniques, and transporting and processing the lettuce fibers will be coordinated.

The R&D team will also sponsor further clinical testing to support any claims of relative safety of BRAVO smoking products.

Dr. Torigian's strong belief that a re-emergence of his lettuce fiber smokes is imminent, And he is again preparing to submit two new patent applications utilizing engineering and automation techniques to better control the entire process.

While initial sales effort is aimed at the USA smoking cessation market, estimated to be in excess of \$10 Billion market today, the longer range goal is to market to cigarette/cigar smokers as a safer smoke. This market represents over \$100 million in annual sales. Thus the smoker, who wishes to continue smoking with reduced hazards, will embrace BRAVO brands as they are marketed, with major risks reduced or eliminated. In this vein, BRAVO SMOKES has also developed a product (NOBACCO®) that can eventually be sold to tobacco cigarette manufacturers. Admixtures, offer safer tobacco cigarettes by blending with tobacco thus reducing overall hazards of tobacco only. This concept has already been substantiated by a major tobacco companies in their laboratory reports of results of such admixtures.

Another strategy of Bravo smokes is to address the new interest of the Chinese government to focus on the 450 million smokers of China. Bravo is currently in negotiations with foreign companies to help locate a plant.

Additional research will be performed to refine the development of our FUMARILLO® Brand, designed for the little cigarillo type smokes. Our NOBACCO® product also lends itself to the accommodation of machinery that produces little cigars mechanically. Original testing of FUMARILLO has projected a strong interest from Hispanic smokers and opens another export market opportunity to South American countries in addition to the large Hispanic population in the US.

BASIC RAW MATERIALS RESEARCH

While current sources of waste lettuce leaves are abundant for our first few years of operation, steps will be taken to assure a continuous and abundant supply for future needs. A research project group will be assembled to investigate a number of new projects to satisfy future needs.

For all practical purposes, The Company's raw material is available in virtually unlimited quantities. Our primary source is our partner in Florence, N.J. They supply commercially prepared salads for use in fast-food restaurants and supermarkets nationally. To date the Company has obtained its raw material virtually for free.

Suitable varieties of Lettuce (grown worldwide in temperate zones) are harvested two crops a year.

It is estimated that about 25% of lettuce is not harvested at the field for practical reasons. Experiments have been performed to utilize this waste in a financially appropriate fashion.

Additional effort will be made to harvest, compress, dry and transport the dried lettuce to processing plants. Lettuce is composed of 95% water, thus reducing transportation costs; simultaneously allowing for long term stockpiling is critical to the process.

It is planned that farmers may be contracted to plant third and/or dedicated **third** crops of lettuce, providing them with added new incomes.

Activities with various University Agriculture and Scientific Departments for crop development and Clinical/Chemical studies **are ongoing**.

PROPRIETARY MATTERS

The Company holds exclusive rights to certain patents, related to aspects of the processing of lettuce into a substance that closely resembles tobacco. Detailed information on the status of such patents is available upon request.

The Company possesses other intellectual property rights that would limit competition against it. Further, the duplication or replication of clinical studies that have been performed on the Company's brands would be very time consuming and can only be performed on a commercially produced product to claim validity. The Company believes that a competitor would need to invest a substantial amount of time and effort and money to successfully market products similar to the Company.

The company has taken other means of protecting its proprietary knowledge by isolating purchasing its enzyme sources and will soon produce its own enzyme manipulating systems to further protect its proprietary knowledge.

The company has also trademarked several of its products all registered with the U.S. patent office. Other brands are trademarked for eventual registry.

Our current competition does not have the product research and clinical testing that Bravo has. evidenced **proof** that our product is relatively safer than tobacco.

A fortunate time lag will result from of the cost associated with clinical studies publications and the time and cost in producing a commercial product that warrants clinical studies.

It should be borne in mind that not only must our competitors be concerned with the use of any vegetable product used in the commission of a smoking product; that such studies absolutely require clinical proof of clinical safety. Even humectants, such as propylene glycol or glycerin; always used in tobacco cigarettes are avoided in BRAVO products; because they too produce carcinogenic activity as do burn accelerants. BRAVO products avoid the use of most artificial or synthetic flavorants also found to be carcinogenic.

The Company feels that even though there is competition, it **cannot** provide the same clinical research that Bravo Smokes has **already** accomplished in less than five years, even with ample funding. One must consider the time lag in having such clinical studies published in peer reviewed prestigious institutions and respected researchers similar to those that the BRAVO management has already achieved.

Therefore one must consider the cost of a production batch plus the several clinical **studies** that have proven the relative safety of Bravo which has permitted the Company to obtain Product Liability insurance, whereas tobacco products must be self insured, as an economically impractical risk.

CLINICAL STUDIES

The Company's principal product, **BRAVO**, has been subject to extensive clinical studies by numerous highly respected researchers and prestigious institutions. In excess of eight institutions including the Roswell Park Cancer Institute in Buffalo, NY have 'tested' Bravo in comparison with a tobacco cigarette to determine a variety of health and physiological consequences and

attributes. Bravo was used as a 'placebo' in comparison to a cigarette containing tobacco in those studies and are available upon request or **please** go to the Company's Website **www.bravosmokes.com**. Some of the **many** unsolicited testimonial letters extolling the virtues of BRAVO are also exhibited on the site.

These studies focused on the cardiovascular system, reflex action depression, fetal growth rate metabolism, and extremity temperatures, among others. One study indicated that smokers **also** reduced the frequency of smoking tobacco cigarettes after smoking BRAVO. Other studies found Bravo to be free of Aflatoxins, often produced during their curing process to be one of the most toxic or cancer causing compounds normally found in cured tobacco cigarettes.

All of these studies were independently funded and were unsupported by the BRAVO Company. To the best of Management's knowledge, BRAVO is the only non-tobacco smoking product that has undergone such extensive testing. This testing is extremely time consuming and expensive and in the Company's case has been conducted over a period of several years by some of the most renowned researchers in medicine and pharmacology. The results of such testing have been widely published in prestigious medical and scientific journals with peer review and would, in Management's opinion, take many years to duplicate.

PRODUCT LIABILITY INSURANCE

The manufacture and sale of **tobacco products** entail significant risk of product liability claims. Consequently, no tobacco company is able to obtain general product liability insurance (most are 'self-insured')

BRAVO Smokes Management, on the other hand, has **always** obtained product liability insurance, having proved that few of the risks associated with the consumption of tobacco have been found to be present in its processed lettuce smokes

LEGAL PROCEEDINGS

The Company may be engaged from time to time in routine legal proceedings; most are incidental to normal business. At the present time, the Company is not involved in any litigation.

RELATED PARTY TRANSACTIONS

There are no transactions between the Company and individual owners or managers or employees that, in the opinion of Management, could be interpreted or characterized as related party transactions. The Company has, however, entered into agreements with the owners regarding repayment of certain expenses.

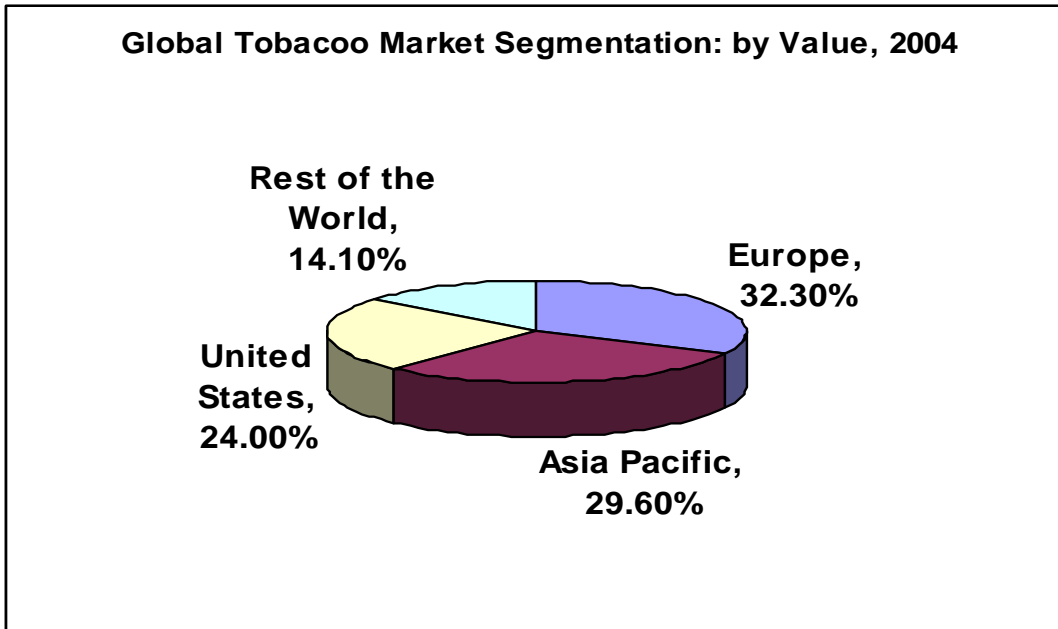
PROJECTIONS

Management believes the Company has made conservative assumptions with respect to its forecast of future operating results. The Company believes there is a significant and growing market for a cost effective stop smoking product and that BRAVO will fill an important niche in this market. Newer products are anticipated to fill a larger market for smokers who would prefer to continue smoking, if most of the hazards to smoking are removed.

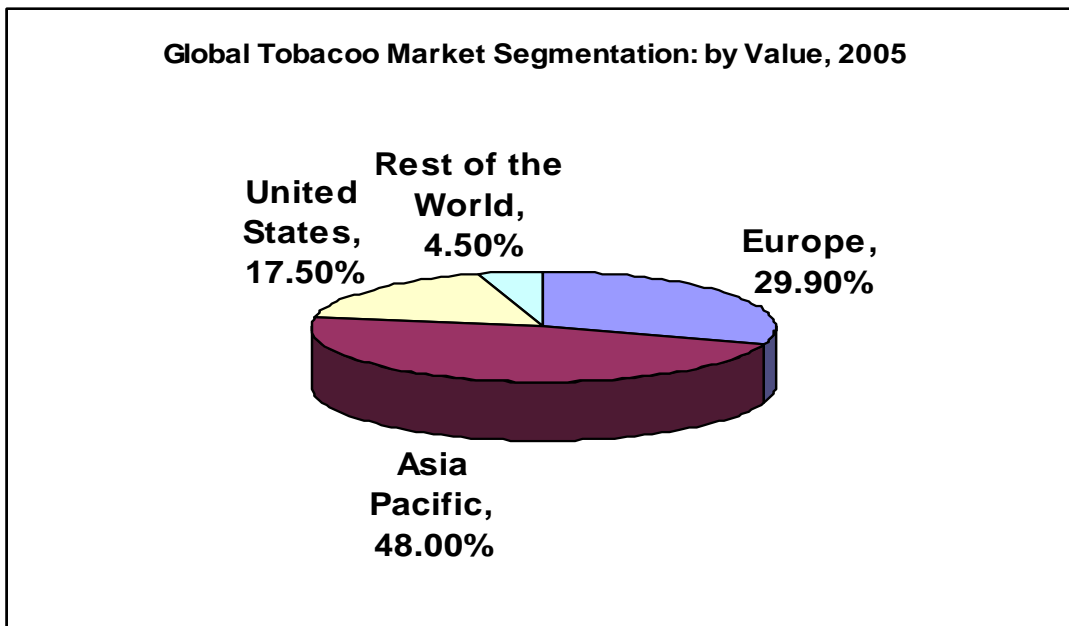
MARKET OVERVIEW

Market Segmentation

In 2004, Europe accounted for 32.30% of the global tobacco market, following by Asia Pacific, United States, and the rest of the world. In 2005, the segment of Asia Pacific outpaced Europe in the global market, and the rest of the segments faced a declining trend.



Source: Datamonitor

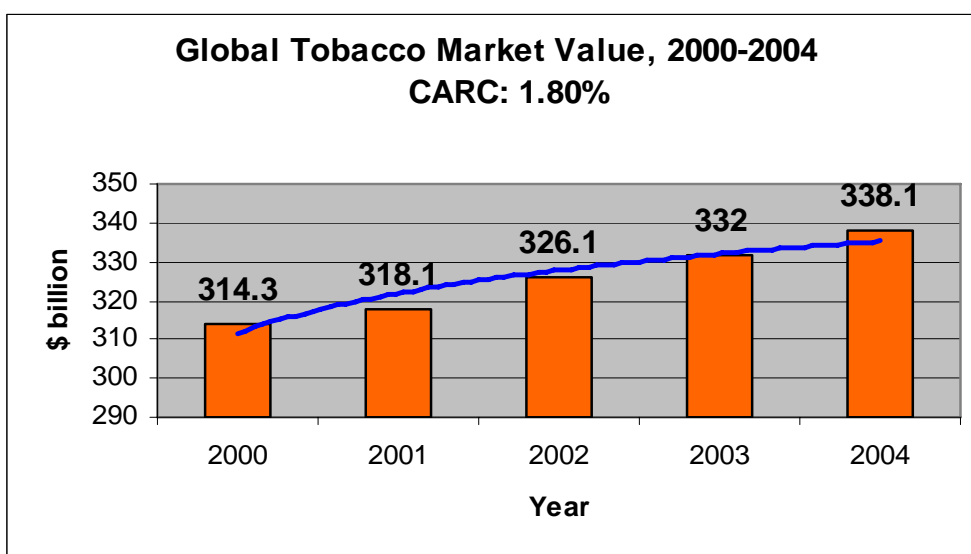


Source: Datamonitor

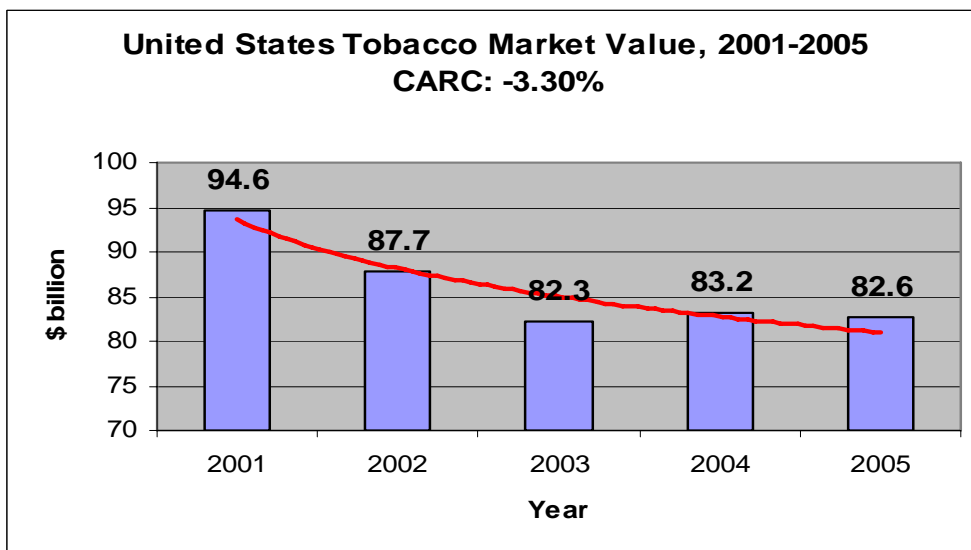
Market Value

Aggressive anti-smoking campaigns and the increased conscious of health associated with smoking have put a significant impact on the tobacco market. The slight growth of global market and the declining U.S market are reflecting this trend.

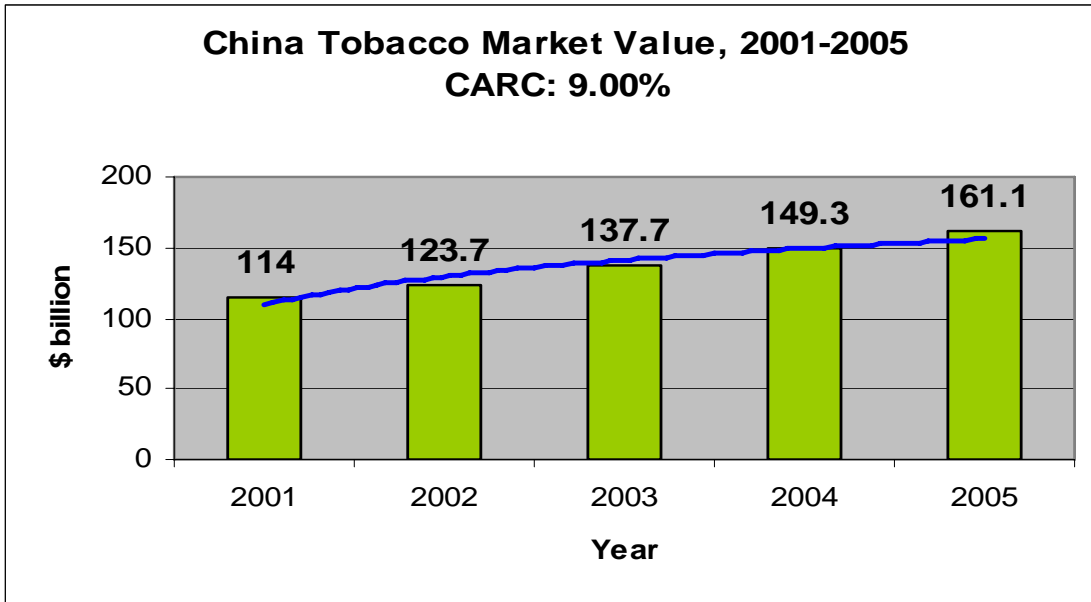
The global tobacco market generated \$338.1 billion in 2004, which accounts for a compound annual rate of change (CARC) of 1.80% for the five-year period from 2000 to 2004. By the same token, United States has -3.30% CARC. Relative to the declining United States market, China has 9.00% CARC in the period from 2001 to 2005.



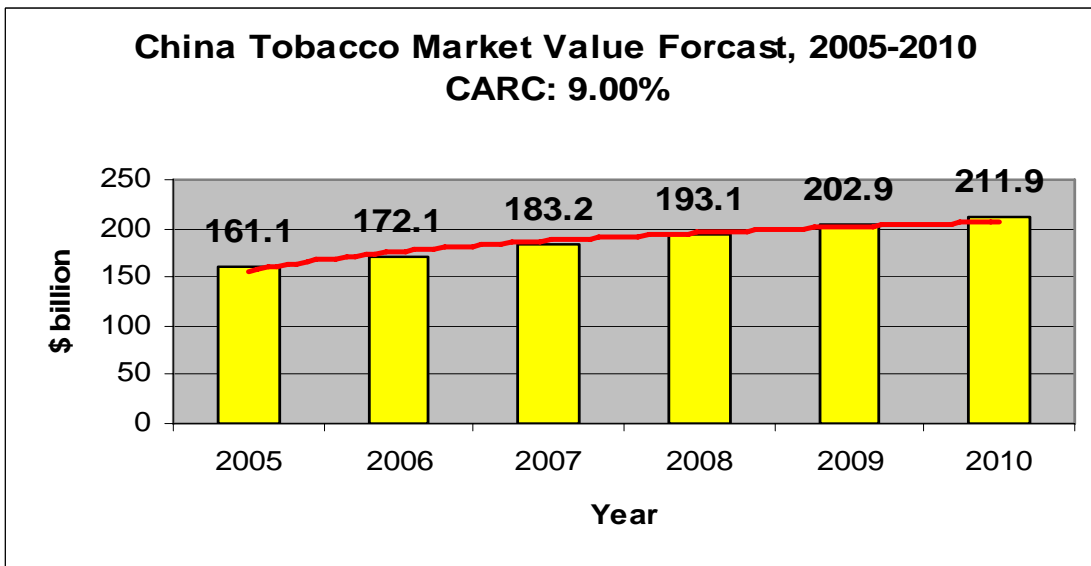
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Source: Datamonitor



Source: Datamonitor



Source: Datamonitor

Financial Summary

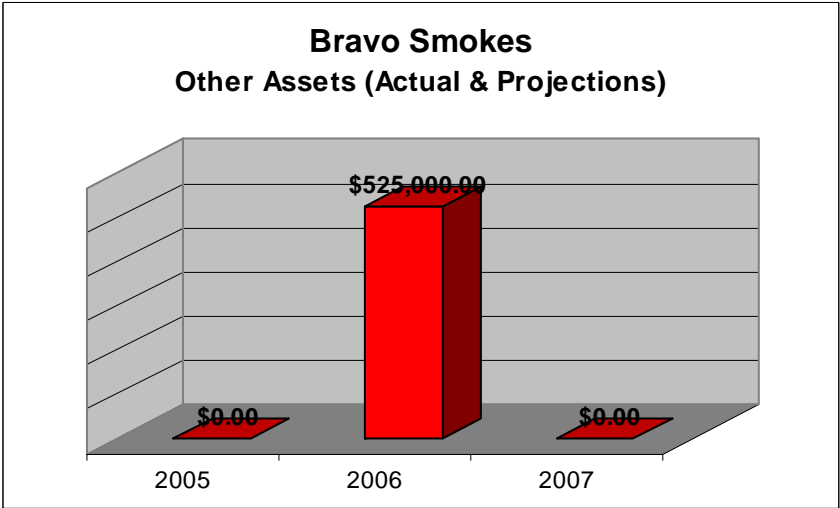
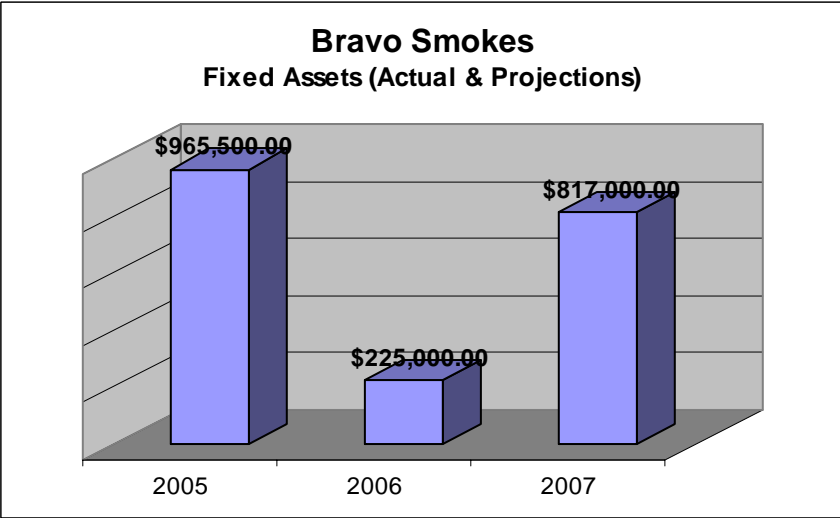
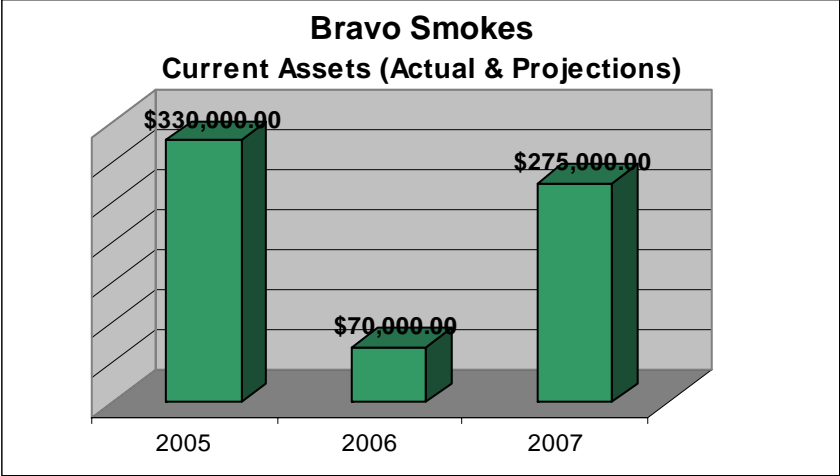
Current fiscal projections, as represented by Bravo Smokes, Inc. management, are shown below.

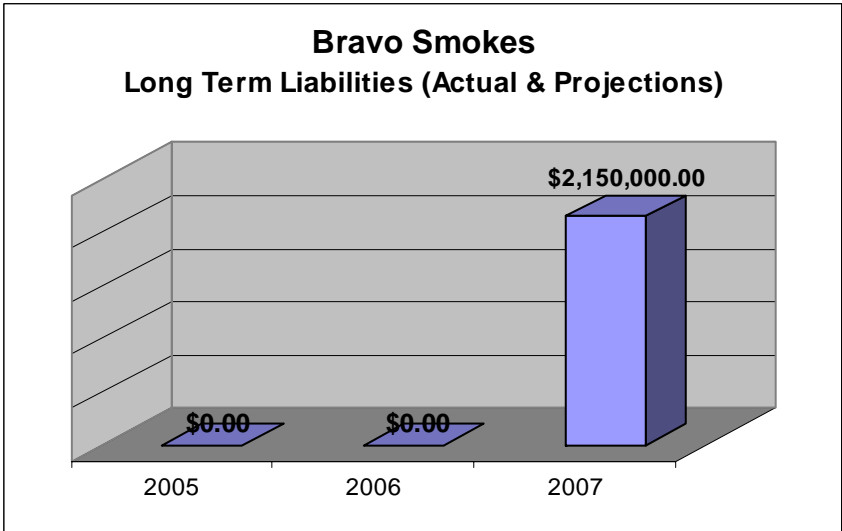
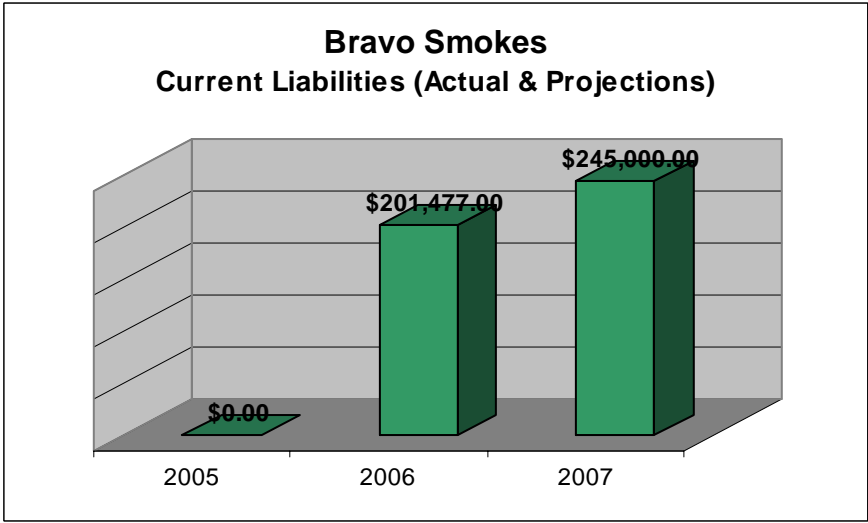
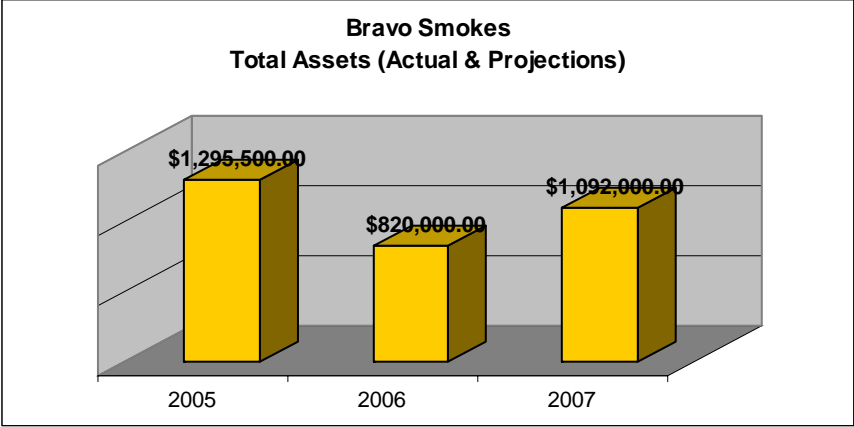
Income Statement

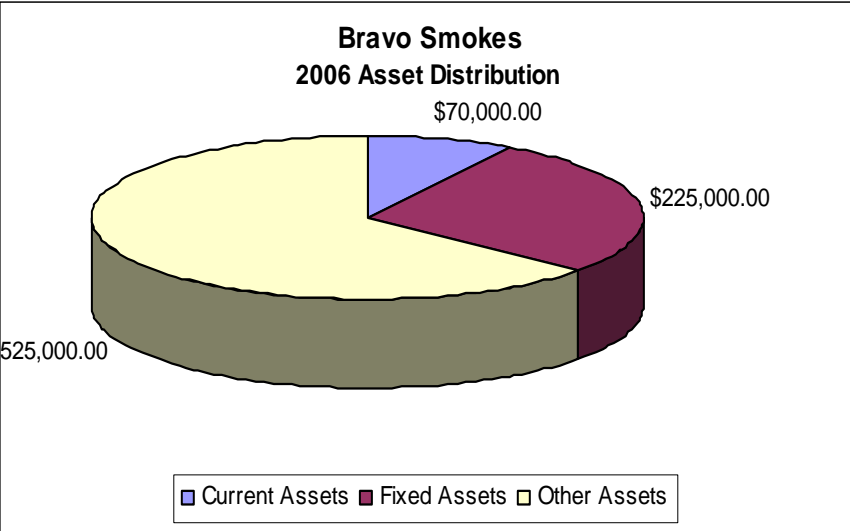
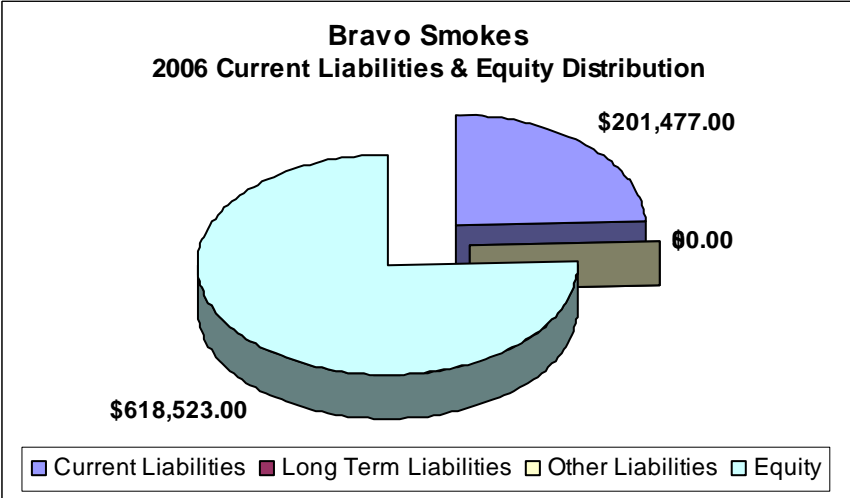
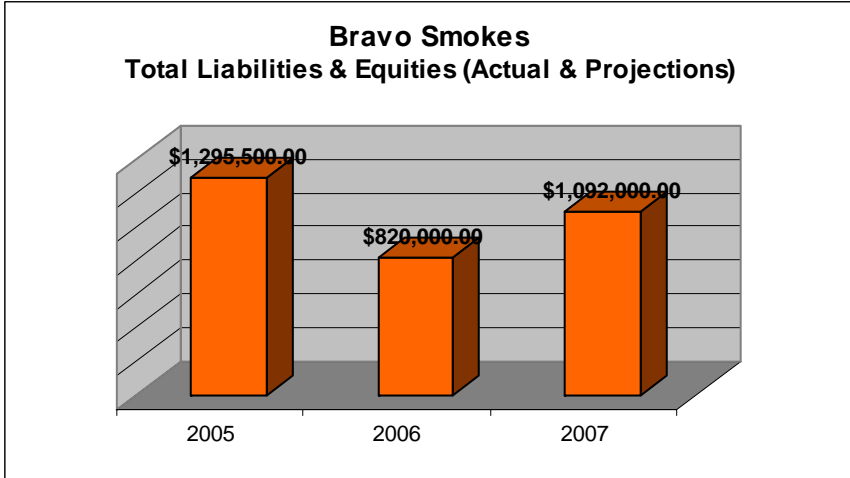
	2005	2006	2007	2008	2009
			Projected	Projected	Projected
Net Sales	\$0.00	\$0.00	\$2,220,000.00	\$5,775,000.00	\$18,900,000.00
Growth Rate		0.00%	0.00%	160.14%	227.27%
Gross Profit	\$0.00	\$0.00	\$1,161,000.00	\$4,067,000.00	\$18,068,000.00
Gross Profit %	0.00%	0.00%	52.30%	70.42%	95.60%
EBITDA	\$0.00	\$0.00	(\$599,000.00)	\$1,115,100.00	\$9,797,300.00
EBITDA %	0.00%	0.00%	-26.98%	19.31%	51.84%
Operating Income	\$0.00	\$0.00	(\$599,000.00)	\$1,115,100.00	\$9,797,300.00
Operating Income %	0.00%	0.00%	-26.98%	19.31%	51.84%

Balance Sheet

	2005	2006	2007	2008	2009
			Projected	Projected	Projected
Current Assets	\$330,000.00	\$70,000.00	\$275,000.00	\$0.00	\$0.00
Fixed Assets	\$965,500.00	\$225,000.00	\$817,000.00	\$0.00	\$0.00
Other Assets	\$0.00	\$525,000.00	\$0.00	N/A	N/A
<i>Total Assets</i>	\$1,295,500.00	\$820,000.00	\$1,092,000.00	\$0.00	\$0.00
Current Liabilities	\$0.00	\$201,477.00	\$245,000.00	\$0.00	\$0.00
Long Term Liabilities	\$0.00	\$0.00	\$2,150,000.00	\$0.00	\$0.00
Other Liabilities	0	0	0	0	0
Equity	\$1,295,500.00	\$618,523.00	(\$1,303,000.00)	N/A	N/A
<i>Total Liabilities & Equity</i>	\$1,295,500.00	\$820,000.00	\$1,092,000.00	N/A	N/A







SUMMARY

Management believes that it has developed a timely product with an economically feasible manufacturing process. Backed with clinical studies, and a track record of proven consumer acceptance, the company's products are the answer to the smoking problem worldwide.

The next plateau can be reached with further product improvement that can only be accomplished while in production to permit the establishment of reproducible quality controls. That function can also make it acceptable as "*The Safer Smoke*", for smokers who would prefer to continue smoking, if the tobacco hazards are reduced. Such a product can be developed using the Company's "unique patented process and technical know how. The intent is to convert lettuce to a satisfying smoking experience, reminiscent of tobacco. The Company, having already proven the sales and marketing potentials of its products feels justified in seeking additional funds to reach the next plateau of production and sales. The Company is poised to expand rapidly as its integrated production facility, is completed. The Company also feels that a well-balanced management team developed as a result of attracting adequate funding can guide the Company's profitable growth. Its future funding can be accomplished through normal financial institutional assistance. The ultimate brand from this effort can capture a share of this massive \$100 billion dollar domestic market. And, the income derived from foreign operations is 5-10 times the US market.

The new funds will help in penetrating the Chinese market and for a full roll out of our marketing campaign. Additionally, the funds will also be used to eliminate subcontractors and allow for instituting pharmaceutical type quality controls, all under one roof.

Based on our projections, management is able to project an ebitda of \$9.6 million in 2008 on U.S. sales alone.

MANAGEMENT

Puzant Torigian D.Sc. R.Ph.– Chairman

Dr. Torigian, A pharmaceutical Chemist, with a background in all phases of research, Product development, quality controls, process validations. And management including, Public relations and advertising is the holds four US patents and is preparing two new applications for submission. He us the fonder who's efforts over the past 35 years have provided measured success surviving takeover and setbacks. A graduate of Columbia University, he was CEO of M.R. Thompson, VP with Sterling Drugs, Int'l: He returned to assume ownership of the family Injectables Pharmaceutical company as President of Torigian Laboratories, Inc. He acquired the failing company and in seven years, he increased sales six fold, and developed major contracts with the Military purchasing units of the USA, including the antidote for nerve gas contract with the US Army. He sold the business to retire but set up Challenger Industries, Inc. A Consulting company to Pharmakon, USA; for IND and NDA off HIV treatment, then a consultant to Bayer GmbH before re-establishing BRAVO SMOKES Corporation.

John H. Chapel – Chief Operating Officer

John H. Chapel currently serves as Chief Operating Officer of Bravo Smokes Corporation. John has spent the past 25 years in retail consumer and financial services. John has extensive expertise in managing all aspects of a high volume retail product and service organizations including national sales campaigns, multi-channel delivery systems, customer service support, and fulfillment divisions.

John has also served as President of TDWaterhouse Brokerage, and CEO of Wall Street Connect, LLC. He has also been a member of numerous boards including the Chicago Stock Exchange and Knight Capital Group.

Steven Allen Cunningham – Chief Information Officer

Steven Cunningham is a graduate of Georgia State University where he received undergraduate degrees in Accounting and Psychology and an MBIS degree in Information Systems. Steven has over 35 years of practical experience in senior management positions.

He served as senior vice president for a major financial institution in the SouthEast for 12 years. Steven's career at the financial institution was marked by record making technology implementations. Steven then advanced his career by becoming Chief Information Officer for a Fortune 1000 conglomerate. The conglomerate consisted of 26 diverse companies. Steven's 11 year tenure at this company was noted by many of his leading edge technical solutions being publicized in industry trade magazines due to the competitive advantages that they offered the company.

Steven is now the Principal Partner and Owner of a nationwide software development and consulting group. He serves as the outsourced Chief Information Officer for Safer Smokes, Inc. as one of his consulting arrangements.

Steve Sackler - VP Marketing

C.E.O. of Sound Communications, a media buying agency, His clients include, BMG Records, Bang, Olufsen, BriteSmile, Chevrolet, Friedrich Air Conditioners, Gillette, Glaxco-Wellcome, Hess Gasoline, Hewlett Packard, Key Bank, Michael Bloomberg for Mayor, National Dairy Board, NFL Properties, Panasonic, RCA Records, Solomon Smith Barney, Stock Distillers, and Theragran.

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