



Data as of 10/6/2008

SUMMARY OVERVIEW

Platinum Studios (**OTCBB: PDOS**) is a multi-media entertainment company that controls an international library of comic book characters and animated storylines. Platinum Studios adapts, produces and licenses these properties across all major media platforms including print, film, television, online, mobile/wireless, gaming, and merchandising.

Platinum Studios' library contains more than 5,600 niche characters and storylines that span the full range of entertainment genres and styles. Among its many properties is the web comics community known as DrunkDuck, and Wowio, a leading online source for downloading digital books and comics.

The Company is working with leading companies in the entertainment industry to develop its various properties into projects. The Company believes it is well positioned to emerge as a front-runner in the 21st century in the creation of new comic and animated content that is developed across all media platforms. Through its Wowio.com subsidiary, Platinum Studios is also nicely positioned to stake a significant share of the rapidly emerging "eBook" market.

HISTORY OF PLATINUM STUDIOS

Platinum Studios, LLC was formed as a California limited liability company in November of 1996. It functioned as such through September, 2006. On September 15, 2006, Platinum Studios filed with the State of California to convert Platinum Studios, LLC into Platinum Studios, Inc., a California corporation. This change in structure was made in preparation of a private placement memorandum and common stock offering that was executed throughout the remainder of 2006 and 2007. Platinum filed its initial registration of its securities with the SEC on November 24, 2006, and became a reporting company when its registration statement was deemed effective January 10, 2008, maintaining this status through to the present date. Platinum Studios also took the necessary steps in January, 2008, to be listed as an Over the Counter Bulletin Board stock, and has traded publicly in the U.S. since Feb 1st.

MISSION STATEMENT

Platinum Studios' mission is to serve as a "conduit" between creators of comic-based content and comic-based entertainment consumers. The Company provides the many talented comic artists access to broad media exposure, with the potential of multiple streams of revenues for the creators and multiple touch points for their intended audience. Platinum Studios' properties span many diverse genres including horror, science fiction, thriller, action/adventure, comedy, children's, romance and superhero. Platinum Studios is also fully committed to the development and dissemination of reading books worldwide, via electronic format, so that consumers everywhere have affordable access to many literary classics.

DISCLAIMER

This report may include forward-looking statements that involve a number of risks and uncertainties. Actual results could differ materially from those anticipated, therefore such projected events and anticipated results are not warranties or guaranties that such events will occur or that the Company will achieve such results. Equiti-trend Advisors LLC ("Equiti-trend") has been retained by Platinum Studios, Inc. for communications services and consulting work. Equiti-trend was paid 400,000 restricted (144) shares of PDOS stock for its services. Equiti-trend may sell these shares to pay for expenses incurred. For more information on Equiti-trend's relationship with Platinum Studios, please call Equiti-trend at 858-436-3350. For more information on Platinum Studios, please visit www.platinumstudios.com. Platinum Studios has authorized Equiti-trend to disseminate this report on its behalf. BE PREPARED TO LOSE SOME OR ALL OF YOUR INVESTMENT WHEN BUYING SHARES OF PDOS STOCK. Investors are strongly encouraged to do their own research, and to view all of Platinum Studios' financial filings in the EDGAR database, controlled by the SEC, at www.sec.gov. Do not rely exclusively on this report in a decision to purchase shares of PDOS stock. More than one writer / analyst contracted by Equiti-trend may have contributed to this report. While efforts were made to remain objective and factual, this report should be considered a buy-side, or client-side stock report. The *Fair Value Estimate* herein is a subjective estimate derived from available financial information, as well as other pro forma information provided to us by Platinum Studios, Inc. Equiti-trend utilizes *discounted cash flow analysis* of estimated future revenues and cash flow of the subject company (based on available information), in order to develop a *possible best-case* market valuation and market capitalization for the subject company, 12 to 24 months in the future.

CLOSING SNAPSHOT

Last Trade: \$.05
Bid x Ask: \$.045 x .05
Volume: 429,268
Avg. Volume: 95,844

**per day, last 10 market days*

FINANCIAL STRUCTURE

Authorized Shares: 500,000,000
Total Outstanding: 246,279,701*
Estimated Float: 98,958,791
Market Cap: \$12.3 Million
Preferred Shares: None Issued

*Total Outstanding Shares After Current Offering is Completed (See S8 dated 9-17-2008)

CORPORATE INFO

Listing: OTC BB
Ticker: PDOS
EDGAR Status: Fully-Reporting
Fiscal YE: Dec 31
Year of Inc: 2006
State of Inc: California
Corporate HQ: Los Angeles
Founded: 1996
Industry: Media; Entertainment



PLATINUM STUDIOS

11400 West Olympic Blvd
 Fourteenth Floor
 Los Angeles, CA 90064

www.platinumstudios.com

Brian Altounian, President; COO
 (310) 807-8100

Investor Relations:

Equiti-trend Advisors LLC
 (800) 953-3350

TRADING DATA

12-Mo. High:	.23	(02-04-08)
12-Mo. Low:	.045	(10-06-08)
3-Mo. High:	.15	(07-09-08)
3-Mo. Low:	.045	(10-06-08)

Avg. Daily Volume:	63,300	<i>Last 50 market days</i>
Avg. Daily Price:	.0981	<i>Last 50 market days</i>
Avg. Daily Volume:	47,900	<i>Last 200 market days</i>
Avg. Daily Price:	.1367	<i>Last 200 Days</i>
<i>* Trading data per Bigcharts.com</i>		

Sep 2008	921,560 total shares traded
Aug 2008	673,730 total shares traded
Jul 2008	1,014,515 total shares traded

MARKET MAKERS

ARCA	BMAS
FANC	#2 HDSN 14%
HILL	#1 NITE 75%

Market Makers listed as trading shares of PDOS stock in Sep-2008; Top two in volume indicated with their respective overall percentages.

WOWIO.COM

With the motto "The Future of eBook Distribution", Wowio has modeled itself after other highly successful Web-based companies that each has revolutionized their respective media-based industries. What iTunes has accomplished in the music industry, what Netflix has done within the movie rental space, Wowio has begun doing in the immense literary / book marketplace. Wowio is part of a revolution in the books market, one that is cost-effectively delivering books to consumers worldwide, in electronic format. The Wowio marketing plan has various revenue-producing elements built into it, including advertising.

Historically, all major media channels have utilized advertising to subsidize their costs, except books. Books generate over \$37 billion in revenue each year in the U.S. alone, all without advertising subsidy. With the recent advent of hardware readers, the eBook experience is now inline with the e-based music and video market segments. The highly popular and multiple platform-friendly PDF file format has also made the widespread dissemination of eBooks possible and cost-effective. Also significant, books are very attractive to major advertisers since book readers tend to be better educated and generally have higher incomes. Books are also the second most commonly "gifted" consumer category.

MARKET POSITIONING

Platinum Studios has positioned itself within four key market segments, all with tremendous revenue and growth potential. These are:

- **Filmed Entertainment**
- **Digital Media**
- **Merchandise & Licensing**
- **Print Publishing**

See Page 5 for more details on these key market segments

Over the past ten plus years the adaptation of comic / animated storylines into film and related multimedia production has become extremely popular and a financially rewarding endeavor within the entertainment industry. Examples of these include the more obvious, mainstream character adaptations, such as **Iron Man®**, **Superman®** and **Batman®**, but also many not so obvious comic-based projects such as the hugely successful **Men in Black®** franchise (one that Platinum founder Scott Rosenberg was responsible for during his tenure at Malibu Comics).

1-MONTH PRICE & VOLUME CHART



KEY MANAGEMENT BIOS**Scott Mitchell Rosenberg, Chairman and Chief Executive Officer**

Scott Mitchell Rosenberg, Chairman of Platinum Studios, has played an integral role in creating (both developing and acquiring) the world's single largest independent library of comic book characters that are poised for adaptation to film, television and other media. These characters and storylines, which comprise the Platinum Studios Library, have been published in millions of books all over the world, including blockbuster titles such as *Cowboys & Aliens* and *Unique*. Scott established Platinum Studios in 1997, following a successful, high-profile career as the founder of Malibu Comics, a leading independent comic book company that was sold to Marvel Comics in 1994. During his time at Malibu, Scott led many successful comic spin offs into toys, television, and feature films, including the billion-dollar film and television phenomenon *Men in Black*.

Scott is a true pioneer and leader in the comic book industry. He worked with Adobe and their Photoshop software team to develop computer coloring of comic books—a process that is still the industry standard. Scott's valuable time today is spent on developing Platinum's comic book properties. He has been, and is in the process of, developing Platinum's properties into a slate of high profile, live-action feature films, television series for major networks, direct to DVD features, direct to web content pieces, and many, many other avenues. His vision has allowed Platinum to develop the business model of the future where properties are developed simultaneously for multiple distribution models, maximizing profitability, visibility and availability for everyone involved, from the creator to the consumer.

Brian Altounian, President & Chief Operating Officer

Brian Altounian's extensive background includes business development, finance, operations and administration. Brian has worked with a variety of start-ups, Fortune 100 companies, and both public and private organizations. He has worked in the entertainment and high-tech industries, the bread and butter of Los Angeles' commercial culture. Brian has held numerous management positions, including having recently concluded his tenure as board member and Audit Committee Chairman of Cereplast, Inc. (OTC BB: CERP). In addition, he has served on the board of Machine Talker (OTC BB: MTKN), as Chairman of the Board of Directors of XsunX, Inc. (OTC BB: XSNX), and has utilized his knowledge and expertise to enable a number of emerging companies access capital via the public markets, including Warp9 (OTC BB: WNYN), Imaging3, Inc. (OTC BB: IMGG) and BioSolar, Inc (OTC BB: BSRC).

Prior to the above positions in the high-tech arena, Brian spent 12 years in the entertainment industry with a successful consulting practice. He advised entertainment companies in the areas of finance, administration, operations and business development. His clients included Disney Interactive, Two Oceans Entertainment Group, Papazian-Hirsch Entertainment, The Santa Barbara Grand Opera Association, International Documentary Association, In-Finn-Itty Productions and many others. He also held senior management positions in-house at Lynch Entertainment, Time Warner Interactive, National Geographic Television and WQED. He was Consulting Producer on *Random 1*, a reality television series that debuted in November 2005 on the A&E Network, and Executive Producer of the award-winning documentary feature film, *Lost in Woonsocket*.

Brian holds an MBA from Pepperdine University, and an undergraduate degree from UCLA. In June, 2007, he founded Lost & Found in America (www.lafia.org), a non-profit media organization that creates awareness campaigns for community-based non-profits.

Helene Pretsky, Executive Vice President, Business Affairs & General Counsel

Ms. Pretsky, a securities and corporate attorney with expertise in intellectual property, has focused her twenty-one year legal career on representing start-up and early-stage revenue companies in the high-tech, emerging technologies and entertainment industries. During her initial seven years of practice at Brobeck, Phleger & Harrison and, thereafter, at two prestigious Century City law firms, Ms. Pretsky provided the full range of corporate representation for private and public companies, including public offerings, private placements, mergers and acquisitions and preferred stock financings; complex patent, trade secret, copyright and trademark licensing and protection agreements; cooperative research, development and commercialization agreements; and domestic and international distribution and sales arrangements.

Over the last five years, Ms. Pretsky served as General Counsel and VP of Business Affairs for a cutting edge mobile payment services hardware and software solutions company, which she also co-founded. Ms. Pretsky provided the full range of corporate and securities work for this business, including preparation and negotiation of private placements, technology development and license agreements and strategic partnership contracts with Motorola, Nextel, Sprint, SafeNet and TNS. She was also instrumental in creating the company's overall business and intellectual property strategies.

Ms. Pretsky, a magna cum laude, Phi Beta Kappa graduate of the University of California, Los Angeles, received her J.D. from the UCLA School of Law, where she graduated in the top 15% of her class and was a member of its prestigious Law Review.

ALSO SIGNIFICANT...

Randy Greenberg, Executive Vice President, Film & TV**Richard Marincic, Vice President, Film & TV****Dan Forcey, Vice President, Content Development****Zachary Penninton, Vice President, Creative Design**

PLATINUM STUDIOS – SUMMARY OF KEY CORPORATE DEVELOPMENTS

1997: Company begins operations
1997: Begins internal development of Macroverse
1997: Acquires film/television rights to Bonelli library
1997 ~ 2005: Platinum Studios builds IP library to over 3,800 characters / storylines
2006: Company begins transition from acquisition / development stage to a strategy of monetizing intellectual property
2006: Acquires <i>DrunkDuck</i> as part of new Digital Division
2006: Company launches Platinum Print Publishing Division
2007: Disney completes acquisition of <i>Unique</i> property from Platinum Studios
2007: Company signs option agreement for <i>Cowboys & Aliens</i> with Dreamworks, Paramount & Universal Pictures
February 1, 2008: Platinum Studios begins trading as a fully-reporting OTC BB listing under PDOS
January 10, 2008: Company signs agreement to co-produce <i>Dead of Night</i> with Hyde Park Entertainment; HPE responsible for arranging financing for project
June 12, 2008: Company secures fair market valuation of its intellectual property (comic characters / storyline properties) of \$150,000,000
June 30, 2008: Company sign licensing agreement with Brash Entertainment for video game rights to <i>Cowboys & Aliens</i>
July 15, 2008 – Completes Wowio acquisition for just over \$3,000,000 (in PDOS stock)

PLATINUM STUDIOS APPOINTS INDUSTRY POWER PLAYERS TO BOARD OF ADVISORS

▪ Mark Canton:	former Chairman of <i>Sony Pictures Entertainment</i> and current Chairman of <i>Atmosphere Entertainment</i>
▪ Ed Dille:	Chairman of <i>Fog Studios</i>
▪ Richard Fowkes:	Head of Business Affairs for <i>Legendary Pictures</i> and former EVP in charge of business affairs for the Motion Picture Group at <i>Paramount</i>
▪ Andrea Hein:	former President of <i>Viacom Consumer Products</i> and current EVP of <i>First Wives World</i>
▪ Michael Helfant:	former President and COO of <i>Marvel Studios</i>
▪ Gale Anne Hurd:	Chairman of <i>Valhalla Motion Pictures</i>
▪ John W. Hyde:	former President and CEO of <i>Film Roman</i> , former Vice Chairman of <i>Starz Media</i> and current Chairman of <i>Rehab Incorporated</i>
▪ Rob Kenneally:	Senior Television Agent at <i>Creative Artists Agency</i>
▪ Steve Milo:	former President of New Media for <i>Marvel Comics</i>
▪ Glenn Rigberg:	President of <i>Rigberg Entertainment Group</i>
▪ Gareb Shamus:	Founder of <i>Wizard Entertainment</i>
▪ Dean Stackel:	Senior Vice President, Emerging Opportunities for <i>Yahoo!</i>
▪ Charlie Weber:	former CEO of <i>Lucasfilm</i>

SUMMARY OF RECENTLY ANNOUNCED PROJECTS

1. **Cowboys and Aliens** – Dreamworks / Paramount
 - From the Platinum Macroverse; Production anticipated to begin in Spring-Summer 2009 for a projected Summer 2010 release
2. **Atlantis Rising** – Dreamworks / Paramount
 - From the Platinum Macroverse; Production anticipated to begin Early 2010, with a Summer 2011 release
3. **Unique** – Disney
 - From the Platinum Macroverse; Acquired by Disney in 2007 and currently in active development
4. **Dead of Night** – Co-Production with Hyde Park
 - From the Bonelli Library; Production anticipated to begin January-February 2009 in New Orleans
5. **Witchblade** – Co-Production with Arclight Entertainment
 - From the Top Cow Library; Production is anticipated to begin in late-Spring 2009 in Australia

PLATINUM STUDIOS - SOURCES OF REVENUE

1. Filmed Entertainment 2. Digital Media 3. Merchandise & Licensing 4. Print Publishing

1. FILMED ENTERTAINMENT

1. **Multi-stream approach**
 - License to Studios/Networks
 - Generally higher-budget “tentpoles”
 - Joint Ventures/Co-Productions
 - Mid- to lower-budget films
 - Direct-to-DVD Projects
 - Low-budget genre films
2. **Revenues come from up-front licensing fees and back-end participation**

2. DIGITAL MEDIA (WEBSITES, ETC.)

1. **WOWIO**
 - On of the world’s leading distributor of free copyrighted eBooks
2. **DrunkDuck.com**
 - User-generated content with online community
3. **Syndicated Video Network**
 - Branded player
4. **Mobile Distribution**
5. **Revenues based on advertising and sponsorships**

3. MERCHANDISING / LICENSING

1. **Video Game Licensing**
 - Brash Entertainment
 - *Cowboys & Aliens*
 - Vanguard Animation
 - *Worlds At War [NOTE: THIS HASN'T BEEN ENTERED INTO YET]*
2. **Film Merchandise**
 - Dead of Night*
 - Co-Produced Film; Merchandising opportunities exist
3. **Revenues from Royalties on Licensed IP**

4. PRINT PUBLISHING

1. **Direct Market**
 - Platinum Label direct to comic-book stores
2. **Retail Market**
 - Through established publishing partners
3. **Broader Offering**
 - Specialty print projects
4. **Custom Comics**
 - Graphic Novels/Comic Books (other projects)
 - Educational initiatives
5. **Special Imprints**
 - Vanguard Comics
6. **Revenues from Direct Sales and Royalties**



PLATINUM STUDIOS

OTC BB: PDOS



wowio
FREE BOOKS + FREE MINDS™



REASONS TO INVEST

- At its 12-month low currently, largely due to macroeconomic problems and the mortgage meltdown of 2008, PDOS is a bargain currently at less than \$.10 per share
- The firm of [Sanli Pastore & Hill](#), experts in business & IP valuations, assessed Platinum's intellectual property library at \$150,000,000—further confirming the undervalued price currently of PDOS stock
- Upfront license fees generated by Platinum's Filmed Entertainment Division are estimated to be \$2.5 - 3.0 million in 2009, and \$3.0 -3.5 million in 2010, enough—according to management—to easily cover operating expenses
- The above estimates do not include any revenue assumptions from Platinum's three other business segments, or any back-end revenues from its film projects—an area where significant revenue, and revenue growth is likely
- Largely unknown at this point by the financial markets, PDOS has potential to be the next big entertainment stock—an area of the stock market that has proven to be recession proof time after time
- Platinum's key management players possess tremendous skills in their respective areas of expertise, as well as proven track records of success

SUMMARY FINANCIAL INFORMATION

QUARTER ENDED 6-30-2008

Total Assets	\$ 483,361
Total Liabilities	\$ 7,400,549
Accumulated Deficit	(\$ 15,476,293)
Net Revenue for Quarter	\$ 376,885
Total Costs & Expenses	\$ 1,552,828
Operating Loss for Quarter	(\$ 1,175,943)
Total Net Loss for Quarter	(\$ 1,351,102)
Net Loss per Share	(\$.01)

Fair Value Estimate: \$.50 – \$.65 per share

(next 12 - 24 months*)

Bulls Say:

Platinum Studios is positioned for tremendous revenue growth over the next three to five years. While the majority of revenue expected in the near future will come from "up front" licensing agreements, where PDOS receives a fee ranging from \$100k to \$500k for the use and development of a comic character / storyline from the Company's vast intellectual property holdings, the revenue potential from the back-end of these projects and from the Company's other operations (including Wowio) is enormous. With the recent valuation of Platinum's intellectual property indicated to be \$150 million, the stock is undervalued by at least 10- to 20-fold currently at \$.05. In time, as revenues grow and the market becomes better acquainted with this fledgling entertainment company, PDOS should trade at more appropriate levels. Strong value purchase as any price below \$.15 per share.

Bears Say:

Platinum Studios' biggest inhibitor to growth and success is its limited history trading in the capital markets. Having only begun trading in February, 2008, there is currently a very limited audience aware of this young entertainment-based company. This lack of trading support means that reported revenue growth, large contracts signed, and other good news could go largely unseen and unheard of by the financial markets. This leaves the door open to shorting and other harsh activities commonly carried out by the wholesale element of the markets that could potentially pin this stock down at low levels well into 2009. Without proper capitalization, Platinum's marketing efforts could also potentially be hampered. Eventual growth and success is also dependent on current management (i.e. Scott Rosenberg) remaining in their current roles. A shakeup or alteration in leadership could be catastrophic for the young company.

*For more information on how the Fair Value Estimate is derived, see the Disclaimer on page 1 herein