

PRESS RELEASE



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Diamant Announces Restructuring Initiative to Accelerate Transformation

COLUMBUS, Ohio, October 18, 2016 – Diamant Entertainment Group today announced a restructuring initiative to accelerate its evolution to becoming a leading entertainment company with a focus on the production, acquisition and distribution of entertainment content across all media throughout the world.

Diamant will intensify its focus in specific high-growth areas where it is positioned for long-term leadership and growth, while making the company more efficient and profitable. The initiative focuses on expanding further into producing and licensing original television programming and driving sales through live event, television, Internet and other digital outlets. This will also provide more opportunities in our managed clients sector.

The restructuring initiative was outlined in an e-mail from Diamant CEO Robert Williams to Diamant staff.

“The results we anticipate in 2017 will demonstrate that this strategy is a solid foundation for growth,” said Williams. “Through our newly established relationships in the television production industry, several opportunities are now available to us to accelerate our momentum and build on our strengths.

“These actions will establish Diamant as a leading independent entertainment company,” he added. “I am confident that we’ll emerge as a stronger and more productive company with broader reach and sharper execution.”

Through this comprehensive initiative Diamant plans to increase investments in the development of original television programming that will fuel revenue growth, and drive more profitable sales and licensing opportunities for the company.

While we will continue to utilize freelance professionals, this restructuring will also include adding full and part-time employees in Ohio, Georgia, New York and California by the end of first quarter 2017 and the filling of certain key positions in Europe by the end of the year. The company also plans to consolidate much of its administrative and production (music and film) operations into one building in early 2018.

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Diamant Entertainment Group is an entertainment holding company. Through its brands, Diamant is engaged in the development, acquisition, production, and distribution of entertainment-related content for film, television, music, live events and publishing interests worldwide. The company also provide management

services to a select group of film and television actors, filmmakers, television personalities, models and musicians.