

Stock Symbol-	SUFF.PK
Market Cap-	\$1.69.m
Recent Price-	\$0.01
Intermediate Target Price	\$0.05
52 week trading range:	\$0.00 - \$0.08
Shares Outstanding:	153.76m

CORPORATE INFORMATION
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SUFFER

SUFFER, based in Las Vegas, Nevada, engages in the manufacture, sale, and retail of mixed martial arts (MMA) apparel products, fight gear, and training videos.

News Flash: on April 2, 2011, SUFFER announced that the company had signed a Letter of Intent with a UK based Distributor and will be planning a road show promotion tour.

Company President, Joseph Lewis stated, "MMA fans in the UK have been ordering their products online via our website for quite some time. With this expansion of our distribution network we look forward to SUFFER being placed in retail storefronts throughout the UK."

In researching the Company, we have learned that SUFFER is composed of four main elements.

- 1) SUFFER APPAREL-** is the unit of SUFFER that designs and produces clothing for retail. The clothing caters to the MMA fan base of both Men and Women. The Company is looking into a design phase for Juniors and Kids, while also looking to expand into the Jewelry market. The apparel unit of SUFFER is the main revenue producing unit where an array of products ranging from Tee Shirts, Fight Shorts, Hoodies, and Thermals are sold. The Company has its eyes on pursuing other extreme sports like skateboarding and motorcross to market their apparel line.
- 2) SUFFER TRAINING CENTER-** serves as a private facility for members of the UFC, STRIKEFORCE, as well as the other MMA Fight promotions to train and test new equipment being developed for retail by SUFFER. In addition to Research and Development, the SUFFER Training Center serves as a facility for filming promotional Training MMA Videos.
- 3) SUFFER MEDIA-** operates the marketing side of SUFFER and produces periodicals and videos to cross promote SUFFER products and their athletes. Recently, Suffer Media released a magazine that was completely funded by ad placements.
- 4) SUFFER FIGHT GEAR-** is expected to license out its name to certain gear manufacturers that currently have distribution in place, as well as produce the line of training gear used at

SUFFER TRAINING CENTER. The vision at SUFFER is to sell bags, gloves, mouthguards, pads, fight cages and mats.

WHY YOU SHOULD CONSIDER SUFF.PK

Last month, on May 24, 2011, the Company announced it signed a Letter of Intent with a China based Manufacturer and Distributor with anticipated values in the millions of dollars. Joseph Lewis, President of SUFFER, stated, “SUFFER has been accepting orders in China for some time, and the UFC recently announced during their summit that they are spending money to promote the sport there. As China’s economy continues to grow leaps and bounds, we want to be part of it. MMA is very popular there.”

Some of the terms of the LOI call for SUFFER to allow the China based Manufacturer and Distributor the use of trademark rights related to Apparel and Fight Gear. SUFFER still designs the Apparel here in the United States, but the actual manufacturing and distribution would take place in Mainland China. The Company will retain a percentage of the Gross sales Revenue, and agrees to provide access to its athletes such as Frank Mir and Robert Drysdale.

The bottom line to all of this is the Company is projecting that the LOI could bring in \$30 million in projected annual sales by use of its Trademark of Apparel (T-shirts, Hoodies, Caps, etc.), of which SUFF.PK would get \$3 million in anticipated retained percentage. The use of Trademark associated with approval Fight Gear is projected to bring in \$5million in sales, of which SUFF.PK would receive \$500,000 for its anticipated retained percentage. MMA and UFC fans will recognize the name Frank Mir, who is a Director of SUFFER. In a recent interview with Small Cap Voice, Mir stated that the Company is anticipating sales of \$30 million for next year.

The popularity of MMA and UFC is truly global wide and SUFFER plans to grow along with the sport. Our Intermediate target price of \$0.05 could be obtained if the business plan is followed and the recent LOI’s turn out to be as successful as the Company is projecting them to be.



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