

SEMI-ANNUAL REPORT

of

SADDLE RANCH MEDIA, INC.

for the 6 Months Ended

JUNE 30, 2016

OTC PINK: **SRMX**

CUSIP: **786239 103**

1) Name of the issuer and its predecessors (if any)

Saddle Ranch Media, Inc.
(formerly Automated-X, Inc. and
Interline Resources Corporation)

2) Address of the issuer's principal executive offices

Registered Address and Principal Executive Office
881 Baxter Drive, Ste 100
South Jordan, UT 84095

Principal Executive Office
3780 W, Richmar Avenue,
Las Vegas, NV 89139

3) Security Information

Trading Symbol: SRMX
Exact title and class of securities outstanding: Common & Series B Preferred
CUSIP: 786239 103

Common shares:
Par or Stated Value: $ 0.005
Total shares authorized: 500,000,000 **as of:** 6/30/2016
Total shares outstanding: 87,442,551 **as of:** 6/30/2016

Series B Preferred shares:
Par or Stated Value: None
Total shares authorized: 3,000,000 **as of:** 6/30/2016
Total shares outstanding: 1,000,000 **as of:** 6/30/2016
The Series B Preferred Stock has the right to vote 80% of the votes on any matter requiring the vote of shareholders.

Transfer Agent
Transfer Online, Inc. 512
E. Salmon Street
Portland, OR 97214
503-227-2950

Is the Transfer Agent registered under the Exchange Act? Yes

List any restrictions on the transfer of security:

None

Describe any trading suspension orders issued by the SEC in the past 12 months.

None

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:

1. On 1/23/2015 two then majority shareholders each retired 100 million common shares to Treasury
2. On 8/15/2015 the Company acquired Saddle Ranch Pictures, Inc. (”SRPI”) in a cashless exchange of 90 million of the Company’s common shares for 525 common shares of SRP1.
3. Also on 8/15/2015 the Company spun-off its ownership of QUICKflickUSA, Inc. to two of the Company’s then majority shareholders for the surrender of a total of 90 million of the Company’s common shares.
4. On 8/25/2015 the Company’s new majority shareholder surrendered 30 million of the Company’s common shares to Treasury.
5. On 11/4/2015 the Company registered a Form D with the SEC to report that it had made its first sale of 200,000 unregistered common shares at the price of $ 0.025 per share (proceeds of $ 5,000) pursuant to a Regulation 506(c) offering of a total of 40,000,000 unregistered common shares at the offering price of $ 0.025 per share (which would generate gross proceeds of $ 1 million in the event that all of the offering is subscribed.)

4) Issuance History

List below any events, in chronological order, that resulted in changes in total shares outstanding by the issuer in the past two fiscal years and any interim period. The list shall include all offerings of equity securities, including debt convertible into equity securities, whether private or public, and all shares or any other securities or options to acquire such securities issued for services, describing (1) the securities, (2) the persons or entities to whom such securities were issued and (3) the services provided by such persons or entities.
The list shall indicate:

1. On January 22, 2014, the Company filed an Amendment to the Articles of Incorporation to designate the preferences, rights, and limitations of 1,000,000 shares of Series B Preferred Stock.

2. On January 27, 2014, Veidt Research, LLC purchased 1,000,000 Series B Preferred Stock of the Company.

3. On March 24, 2014, Veidt Research, LLC entered into a Stock Purchase Agreement with DNDK Partners, Inc. to sell 1,000,000 shares of restricted Series B Preferred Stock and

446,541,107 restricted shares of common stock of the Company. The transaction closed on March 26, 2014. The Series B Preferred Stock has the right to vote 80% of the votes on any matter requiring the vote of shareholders.

4. On April 8, 2014, the Board of Directors of the Company and DNDK Partners, Inc. voted its 80% votes in favor of the Amendment of the Articles of Incorporation to reduce the authorized common stock from 2,000,000,000 to 500,000,000 shares and to reverse split the common stock on the basis of 1 share for 5,000. The reverse split was approved by FINRA on May 20, 2014, and effective on May 21, 2014, leaving issued and outstanding 166,277 shares of common stock.

5. On May 27, 2014, the Company acquired 100% of the issued stock of QUICKflickUSA, Inc., a Washington corporation, for 60,000,000 shares of common stock of the Company.

6. On July 24, 2014, a non-affiliate holder of aged debt, Media Capital Holdings, LLC entered into a Debt Conversion Agreement with the Company to convert $12,500 of aged debt into 190,898 shares of common stock of the Company.

7. On August 11, 2014, two non-affiliate holders of aged debt, Canadian International, Inc. and DDOT, Inc. entered into two separate Debt Conversion Agreements with the Company to convert a total of $38,650.50 of aged debt into a total of 2,576,666 shares of common stock of the Company

8. On November 20, 2014, the Board of Directors and majority Shareholders approved a 5-for-1 forward split, which became effective December 3, 2014, such that the Company's stock increased to 314,669,205 issued and outstanding common shares.

9. On January 23, 2015, two majority shareholders retired 100 million each of restricted common shares. The shares were retired to the Company's treasury, which reduced the total common shares to 114,669,205 issued and outstanding.

10. On April 6, 2015 the Board of Directors approved the issuance of 1,000,000 restricted common shares to our CEO, Michael Marcovsky; 573,346 restricted common shares to John White, our then Vice President and Director; and 500,000 restricted common shares to Alan Bailey, our CFO, all in lieu of compensation due to these respective Officers . The stock was actually issued by our Transfer Agent on June 29, 2015, and increased our total common shares to 116,742,581 issued and outstanding.

11. On August 15, 2015 the Company entered into a Securities Exchange and Acquisition Agreement with Saddle Ranch Pictures, Inc. ("SRPI") wherein the Company acquired SRPI in a cashless exchange of stock, being the exchange of the Company's 90,000,000 common shares for all of the 525 issued and outstanding common shares of SRPI. The 90,000,000 common shares were issued 85,500,000 to Philip Cohen and 4,500,000 to Tifanie Joudeh (the two shareholders of SRPI).

    Prior to closing the SRPI acquisition, the Company approved the transfer of 100% of its ownership in its wholly-owned subsidiary,QUICKflickUSA, Inc., to two of the Company's major shareholders Integrated Management USA Corp. ("Integrated") and

Revcon Investment Corp. (“Revcon") , in equal amounts, in exchange for the surrender by each of Integrated and Revcon of 45,000,000 of the Company’s common shares (total 90,000,000 common shares surrendered). Also on August 15, 2015 Philip Cohen acquired 1,000,000 of the Company’s Series B preferred shares (being all of the issued and outstanding Preferred shares) from DNDK Partners, Inc.

12. On August 25, 2015 Philp Cohen agreed to surrender back to the Company’s Treasury 30,000,000 of the Company’s common shares that he received from the SRPI acquisition, such that his holding was reduced to 55,500,000 common shares. Also on August 25, 2015 the Company agreed to issue 500,000 common shares to John White (a former Vice President and Secretary of the Company) in recognition of his continuing services as a consultant to the Company.

    The net result of the August 15 and 25, 2015 stock transactions resulted in the reduction of the Company’s issued and outstanding common shares from 116,742,551 to 87,242,551, while the Company’s issued and outstanding Series B preferred shares remained unchanged at 1,000,000. This was also the closing position at September 30, 2015.

13. On November 4, 2015 the Company registered a Form D with the SEC to report that it had made its first sale on October 27, 2015 of 200,000 unregistered common shares at the price of $0.025 per share (proceeds of $ 5,000) pursuant to a Regulation 506(c) offering of a total of 40,000,000 unregistered common shares at the offering price of $ 0.025 per share (which would generate gross proceeds of $ 1 million in the event that all of the offering is subscribed.)

5) Financial Statements

The Accompanying Unaudited Consolidated and Condensed Financial Statements for the 6 months ended June 30, 2016 on pages 6-9 have been prepared from the books and records of the Company and have not been subject to independent review and audit. The financials reflect all adjustments known to management necessary to fairly reflect the results of operations and financial position of the Company for the periods presented.

In June 2014, the FASB issued ASU 2014-10, “Development Stage Entities (Topic 915): Elimination of Certain Financial Reporting Requirements”. ASU 2014-10 eliminates the distinction of a development stage entity and certain related disclosure requirements, including the elimination of inception-to-date information on the statements of operations, cash flows and stockholders’ equity. The amendments in ASU 2014-10 are effective prospectively for annual reporting periods beginning after December 15, 2014, and interim periods within those annual periods. The Company has adopted ASU 2014-10, thereby no longer presenting or disclosing any information required by Topic 915.

SADDLE RANCH MEDIA, INC.
CONSOLIDATED BALANCE SHEETS
(Unaudited)

	June 30, 2016	December 31, 2015
Assets		
Current assets		
Cash	$ 9,227	$ 4,018
Note receivable	282,500	282,500
Accrued note interest receivable	32,750	24,181
Prepaid expense	2,136	2,591
Total current assets	327,313	313,290
Other non-current assets		
Investments, at cost, in production LLC's	1,506	1,507
Investment in digital screen assets, at cost	50,000	
Security deposit	2,810	2,810
Goodwill	1,524,772	1,524,772
Total non-current assets	1,579,088	1,529,089
Total assets	$ 1,906,401	$ 1,842,379
Liabilities and shareholders' equity		
Current liabilities		
Accounts payable and accrued expenses	$ 397,198	$ 136,191
Due to related party	50,375	55,000
Notes payable	355,000	355,000
Total current liabilities	802,573	546,191
Shareholders' equity		
Series B preferred stock, no par value, 3,000,000 authorized; 1,000,000 issued and outstanding	-	-
Common stock, $ 0.005 par value, 500,000,000 authorized; 87,442,551 issued and outstanding at June 30,2016 December 31, 2015, respectively	437,213	437,213
Additional paid in capital	260,361	260,361
Treasury stock	1,150,000	1,150,000
Accumulated deficit	(743,746)	(551,386)
	1,103,828	1,296,188
Total liabilities and shareholders' equity	$ 1,906,401	$ 1,842,379

The accompanying notes are an integral part of the financial statements

SADDLE RANCH MEDIA, INC.
CONSOLIDATED STATEMENTS OF OPERATIONS
(Unaudited)

	For the 3 Months Ended June 30,		For the 6 Months Ended June 30,	
	2016	2015	2016	2015
Revenues	$ 9,568	$ 19,362	$19,889	$ 36,305
Cost of sales	-	-	(2,000)	(19,313)
Gross margin	9,568	19,362	17,889	16,990
Operating expenses	(293,911)	(28,771)	(421,921)	(114,020)
Net operating loss	(284,343)	(9,409)	(404,032)	(97,030)
Other income(expense), net	211,544	(3,948)	211,672	(7,896)
Net income(loss)	$(72,799)	$ (13,357)	$(192,360)	$(104,926)
Income (loss) per share basic and diluted	$ (0.001)	$ 0.000	$ (0.002)	$ (0.001)
Weighted average shares outstanding	87,442,551	116,742.581	87,442,551	115,705,893

The accompanying notes are an integral part of the financial statements

SADDLE RANCH MEDIA, INC.
CONSOLIDATED STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY
For the Six Months Ended June30, 2016
(Unaudited)

	PREFERRED SHARES		COMMON SHARES		ADDITIONAL	TREASURY	ACCUMULATED	SHAREHOLDERS'
	NUMBER	AMOUNT	NUMBER	AMOUNT	PAID IN CAPITAL	STOCK	DEFICIT	EQUITY
January 1, 2016	1,000,000	-	87,442,551	$ 437,213	$ 260,361	$1,150,000	$ (551,386)	$ 1,296,188
Loss for period	-	-	-	-	-	-	(192,360)	(192,360)
June 30, 2016	1,000,000	-	87,442,551	$437,213	$260,361	$1,150,000	$(743,746)	$1,103,828

The accompanying notes are an integral part of the financial statements

SADDLE RANCH MEDIA, INC.
CONSOLIDATED STATEMENTS OF CASH FLOWS
(Unaudited)

	For the Six Months Ended June 30,	
	2016	2015
Net cash from (used in) operating activities:		
Net loss	$ (192,360)	$ (104,296)
Adjustments to reconcile net loss to cash:		
Increase in accrued note interest receivable	(8,569)	-
Decrease in prepaid expense and security deposit	456	-
Increase in accounts payable and accrued expenses	212,291	11,684
Net cash from (used in) operating activities	11,818	(92,612)
Net cash from (used in) financing activities		
Collection of note receivable	-	15,000
Decrease in amount due to related party	(4,625)	-
	(4,625)	15,000
Net Change in cash, increase (decrease)	5,909	(77,612)
Cash - beginning of period	4,018	96,758
Cash - end of period	$ 9,927	$ 19,146

Supplemental information of non-cash items :		
Investment in digital screen assets, at cost	$ (50,000)	-
Accounts payable (to be settled through issuance of common shares)	$ 50,000	-

The accompanying notes are an integral part of the financial statements

SADDLE RANCH MEDIA, INC.

NOTES TO THE CONSOLIDATED
FINANCIAL STATEMENTS
For The Six Months Ended
JUNE 30, 2016
(Unaudited)

1. The Company's Organization, History, and Current Operations

Saddle Ranch Media, Inc. (OTC Pink: SRMX), formerly Automated-X, Inc. and Interline Resources Corporation, has three new operating divisions which collectively represent Saddle Ranch Media. These three divisions are Saddle Ranch Pictures, which produces and finances genre films primarily intended for youth audiences (ages 13-30) ,focusing on comedies and action films in the $5-25 million budget range; Saddle Ranch TV, which produces original content in reality, scripted and documentaries, bringing the most compelling characters to traditional television, as well through alternative distribution models, and Saddle Ranch Digital, which provides interactive and dynamic cutting edge digital technology and award winning content for digital TV networks.

The Company was originally formed in the State of Utah on October 7, 1988, as Port City Corp. In October 1990, the name of the Company was changed to Interline Resources Corporation ("Interline") which operated in the oil and gas industry involving natural gas gathering and processing, a crude pipeline operation, propane retails sales and oil well production in east-central Wyoming and eastern Utah. On October 15, 2009, Interline filed a Form 15 terminating its registration as a 12(g) company and choosing to adopt an alternative-reporting standard for the filing of its subsequent (unaudited) financial reports. On September 21, 2013, Interactive Pipeline Co., which was a wholly-owned subsidiary of the Company operating in oil and gas, was spun off in consideration for the surrender back to the Company of a total of 208,597,412 of the Company's common shares by the two senior executives of Interline. At that date, the Company no longer had an interest in pursuing any oil or gas operations. Just prior to the aforementioned spin-off, on August 31, 2013, the Interline acquired Mindstream Media LLC ("Mindstream") through a cashless Stock Exchange Agreement.

On March 26, 2014, DNDK Partners purchased controlling interest in Interline Resources Corp. by acquiring 1,000,000 shares of restricted Series B Preferred Stock and 446,541,107 restricted shares of common stock of the Company. The Series B Preferred Stock has the right to vote 80% of the votes on any matter requiring the vote of shareholders.

On April 8, 2014, the Company reduced its authorized share capital from 2,000,000,000 shares to 500,000,000 shares, and on May 21, 2014, it received approval to process a 1 for 5,000 reverse split of its issued shares such that at that date there were only 166,277 shares issued and outstanding.

On May 27, 2014, the Company then acquired QUICKflickUSA, Inc. ("QUICKflick"), a company incorporated in the State of Washington on August 29, 2011 as an entertainment rental kiosk company, for 60,000,000 shares of common stock of the Company.

On July 10, 2014, the Company announced, through its Board of Directors, that it had commenced the preparation of a Regulation A filing statement for submission to the Securities and Exchange Commission (SEC). The offering, subject to market, valuation and business conditions, and other prevailing factors, was anticipated to be for 10 million shares of Regulation A qualified common stock to be offered at between $0.15 to $0.20 per share, not to exceed two million dollars. Due to subsequent corporate events that strengthened the company's operations, the company has not yet amended or refiled the Regulation A statement.

On November 20, 2014, the Company announced a corporate name change to Automated-X, Inc. and that the Board of Directors and majority Shareholders had approved a 5-for-1 forward split. The name change to Automated-X, Inc., better reflecting the strategy and direction of the Company, was approved as an amendment to the Company's Articles of Incorporation by the state of Utah. The Company then proceeded to report to the Financial Industry Regulatory Authority (FINRA) for name change approval as well as request for the new stock trading symbol of AUTX, from IRCE. The 5-for-1 forward split became effective December 3, 2014, while the name and symbol change became effective January 5, 2015.

On January 8, 2015, the Company moved its corporate headquarters to 222 Merchandise Mart Plaza, Suite 12245, Chicago, IL 60654 (from 2950 North Loop West, Suite 500, Houston, TX 77092).

On January 23, 2015, two majority shareholders retired a total of 200 million shares of restricted stock to the Company's stock treasury account. The retirement of this stock reduced the total issued and outstanding shares to 114,669,205 shares, significantly increasing the ownership percentage of the Company by its public shareholders.

On April 6, 2015 the Company issued a total of 2,073,346 restricted common shares to Certain Officers in lieu of compensation, which increased the total issued and outstanding common shares to 116,742,551.

On August 15, 2015, the Company entered into a Securities Exchange and Acquisition Agreement with Saddle Ranch Pictures, Inc. ("SRPI") wherein the Company acquired SRPI in a cashless exchange of stock, being the exchange of the Company's 90,000,000 common shares for all of the 525 issued and outstanding common shares of SRPI. The 90,000,000 common shares were issued 85,500,000 to Philip Cohen and 4,500,000 to Tifanie Joudeh (the two shareholders of SRPI).

Prior to closing the SRPI acquisition, the Company approved the transfer of 100% of its ownership in its wholly-owned subsidiary,QUICKflickUSA, Inc., to two of the Company's major shareholders Integrated Management USA Corp. ("Integrated") and Revcon Investment Corp. ("Revcon") , in equal amounts, in exchange for the surrender by each of Integrated and Revcon of 45,000,000 of the Company's common shares (total 90,000,000 common shares surrendered). On August 15, 2015 Timothy Regnier resigned as President, Chief Operating Officer and Director, Gordon White resigned as Director, and Michael Marcovsky resigned as Chief Executive Officer. Philip Cohen was appointed Director, Chairman of the Board , Chief Executive Officer and Secretary, Michael Marcovsky was appointed Director, President and Chief Operating Officer and Alan Bailey was appointed Director, Chief Financial Officer and Treasurer. Also on August 15, 2015

Philip Cohen acquired 1,000,000 of the Company's Series B preferred shares (being all of the issued and outstanding Preferred shares) from DNDK Partners, Inc.

Effective August 25, 2015 the Company moved its executive offices to 3780 W. Richmar Avenue, Las Vegas, NV 89139.

On August 25, 2015 Philp Cohen agreed to surrender back to the Company's Treasury 30,000,000 of the Company's common shares that he received from the SRPI acquisition, such that his holding was reduced to 55,500,000 common shares. In addition, on August 24, 2015 Philip Cohen resigned as Secretary and Alan Bailey was appointed Secretary in his place. Also on August 25, 2015 the Company agreed to issue 500,000 common shares to John White (a former Vice President and Secretary of the Company) in recognition of his continuing services as a consultant to the Company.

The net result of the August 15 and 25, 2015 events resulted in the reduction of the Company's issued and outstanding common shares from 116,742,551 to 87,242,551, while the Company's issued and outstanding Series B preferred shares remained unchanged at 1,000,000.

The name of the Company was changed with the state of Utah on September 9, 2015 from Automated-X, Inc. to Saddle Ranch Media,Inc. The Company's trading symbol was changed with FINRA from "AUTX" to "SRMX" effective October 6, 2015.

To raise capital to support the Company's new Business Plan, on November 4, 2015 the Company registered a Form D with the SEC to report that it had made its first sale on October 27, 2015 of 200,000 unregistered common shares at the price of $0.025 per share (proceeds of $ 5,000) pursuant to a Regulation 506(c) offering of a total of 40,000,000 unregistered common shares at the offering price of $ 0.025 per share (which would generate gross proceeds of $ 1 million in the event that all of the offering is subscribed.)

On May 8,2016 the Company's agreed to purchase, for its Digital Division, certain assets relating to America's Minority Health Networks ("AMHN"), with the objective of using that base to launch a new medical network for doctors' waiting rooms called African American Medical Network. The certain assets acquired included the acquisition of AMHN operating and non-operating sites, intellectual property, digital content, copyrights, customer lists, business operations, screens and related equipment. The agreed purchased price for these assets was $ 50,000 which will be settled entirely through the issuance of 2,500,000 of the Compnay's common shares.

On June1,2016 the Company entered into an agreement with a third-party to sell certain of its Digital Division assets. The deal closed on June 16,2016 and the net result from this sale is reflected within "other income(expense), net" for the three and six months ended June 30, 2016.

Summary of Significant Accounting Policies:

Accounting Treatment Following the Acquisition of Saddle Ranch Media, Inc.

As a result of the acquisition of Saddle Ranch Pictures, Inc.("SRPI") on August 15, 2015 with the Company's stock, for accounting purposes, SRPI was treated as the continuing reporting entity. The financial reports filed after this transaction have been prepared as if SRPI were the legal successor regarding the Company's reporting obligations as of the date of the acquisition. Therefore, all financial statements filed subsequent to the transaction reflect the historical financial condition, results of operations and cash flows of SRPI for all periods presented.

Cash

The Company may maintain cash and cash equivalent balances at financial institutions that are insured by the Federal Deposit Insurance Corporation. Deposits with these banks may exceed the amount of insurance provided on such deposits; however, these deposits typically may be redeemed upon demand and, therefore, bear minimal risk. The Company did not have any cash equivalents at either June 30, 2016 or December 31, 2015.

Note Receivable

This note, received in August 2014, was for the sale of the MindStream asset that was sold because it no longer fit with the overall corporate strategy. The note, with accrued interest thereon at 6% per annum, becomes due September 30, 2016. On August 8,2016 the Company received the sum of $ 4,700 in partial repayment of the outstanding principal under the Note.

Prepaid expenses

Prepaid expenses represent amounts prepaid against its rented studio facilities in Las Vegas, Nevada.

Goodwill

Goodwill arises from the acquisition of Saddle Ranch Pictures, Inc. effective August 15, 2015, being the difference between the book value of the net assets acquired, less the acquisition cost. Management does not believe that a reserve for impairment of goodwill is necessary at this stage, but will continue to perform impairment tests in future periods.

Revenue recognition

Revenue from distribution of content is recognized when reported and paid to the Company.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions (if any) that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Net Loss per Share

Net loss per share is calculated using the weighted average number of shares of common stock outstanding during the year. The Company has adopted the provisions of SFAS No. 128, Earnings per Share.

Provision for Income Taxes

At this time, no provision for the payment of federal income taxes is required on the results of the Company's operations through June 30, 2016.

Liabilities

The Company's liabilities are as follows:

Accounts Payable and Accrued Expenses totaled $ 397,198 and $ 136,191 at June 30, 2016 and December 31, 2015 respectively. These are obligations that are incurred during the normal course of the operating cycle, together with accrued, but unpaid, management and consultants' fees through June 30, 2016.

Debt Payable totaled $ 405,375 and $ 410,000 at June 30, 2016 and December 31, 2015 respectively. Of these amounts $ 50,375 and $ 55,000 at June 30, 2016 and December 31,2015 respectively were due to our CEO, a related party.

Stockholders' Equity

The Company's stockholders' net equity amounted to $ 1,103,828 at June 30, 2016, compared with a net equity of $ 1,296,118 at December 31, 2015. The decrease is due to the net loss incurred for the 6 months ended June 30, 2016.

6) Issuer's Business, Products & Services / Management Discussion & Analysis

The following Management's Discussion & Analysis (MD&A) should be read in conjunction with Saddle Ranch Media, Inc. financial statements for the six months ending June 30, 2016, and the notes thereto. The Accompanying Financial Statements have been prepared from the books and records of the Company and have not been subject to independent review and audit. The financials reflect all adjustments known to management necessary to fairly reflect the results of operations and financial position of the Company for the periods presented. This MD&A is prepared as of June 30, 2016.

Forward-looking Statements

This section contains certain statements that may include "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are often identified by the use of forward-looking terminology such as "believes," "expects," "anticipate," "optimistic," "intend," "will" or other similar expressions. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of a variety of factors, including those discussed in the Company's periodic reports that are filed with *OTCMarkets* and available on its website at http://www.otcmarkets.com. All forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these factors. Other than as required under applicable securities laws, the Company does not assume a duty to update these forward-looking statements.

Description of Business

Saddle Ranch Media, Inc. (the "Company") engages in the acquisition, development, packaging and sale of projects (the "Projects") in the film, television, and digital media areas of the entertainment industry through its Film Production, Television Production and Digital Media divisions.

Besides producing films under its own label including "Grooming Giselle." "Rock and Roll: The Movie" and "Dream in American," Saddle Ranch Pictures is a partner in Troika Pictures, Inc. which produced "The Call" with Academy Award winners Halle Berry and Abigail Breslin, "The Road Within" with Zoe Kravitz and Dev Patel, and the soon to be released "Careful What You Wish For" starring Nick Jonas with Isabel Lucas, Dermot Mulroney and Paul Sorvino.

Saddle Ranch TV has produced two recent documentaries, "Getting to the Point: The Truth about Vaccines" and "Swallow This" Navigating the Dietary Supplement Industry."

Saddle Ranch Digital ("SRD") produces all of its award-winning educational and medical related content for place-based media networks. This programming has the capability of airing daily in thousands of physicians' offices. SRD has also serviced clients such as Jet Blue, Sears and Metro-PCS with creative digital video production.

Film Production Division

Through its Film Division, the Company will continue the historical business of Saddle Ranch Pictures of sourcing, developing and producing quality independent theatrical-release films.

Film Division Projects may be developed internally from initiation, or entered into at any stage in

development. Developed Projects may be “packaged” and sold prior to production, or produced by the Company. A “packaged” Project is one in which all elements needed to begin production have been accomplished, including script development and casting, other than financing. For any Projects not sold by the Company, the Company will be at least a co-producer, and will generally seek co-producers to its produced Projects, both to validate viability and to minimize dollars at risk.

Film Division Projects may come from a variety of sources, including:

- Unsought script submissions, or directed script development
- Developed and partially or completely “packaged” projects from other developers or producers
- Developed and partially or fully “packaged” projects from the Company’s relationships with talent agencies.

The Company’s focus on filmed entertainment is a product of its view that filmed entertainment industry has grown consistently over the past 80 years, and has proven to be one of the most recession-proof revenue streams. According to PWC’s Global Entertainment and Media Outlook, 2014 – 2018, filmed entertainment revenue will surpass $100BN annually by 2017, rising at a CAGR of 4.5%. PWC projects that the risk will come in all markets—mature markets like the U.S., U.K. and Japan, and emerging markets. While PWC projects that traditional box office will grow, the risk will be particularly strong in video-on-demand (VOD) and over-the top streaming services (OTT), such as Netflix and Hulu.

Through its acquisition of Saddle Ranch Pictures, the Company already owns all or (in the case of its participation in Troika Pictures) a portion of many filmed entertainment Projects.

The Company owns a 7.5% partnership interest in Troika Pictures, where Philip Cohen, the Company’s Chief Executive Officer, also serves as an executive producer.

On October 21, 2015 the Company announced that it had finalized negotiations with Clark Koelsch, screenwriter of a unique film to be titled "Saber 3-1." The film will begin as an action-packed war movie before morphing into a suspenseful detective procedural. The film will be produced by Kate Cohen and Jeff Kloss for anticipated release in during 2017.

Television Production Division

Through its Television Production Division, the Company intends to produce one or more “reality” television projects and made-for-TV documentaries. Such project presently in active development include a reality TV show based on Hollywood's legendary club and party promoter, Mac Africa, centered on her film festival parties and her exclusive Oscar viewing party and hip nightclub openings and a reality TV show based on Hollywood's Veterinarian to the Stars, Dr. Jeff Werber entitled “Hollywood’s Rich and Furry”.

The Company’s focus on “reality” television is a result of its view that the prevalence of “reality” programming on television is due as much to its profitability as to its attractiveness to viewers. For such Projects, production costs are limited relative to “scripted” television projects (due to the general lack of expensive sets, special effects and screenwriting), and talent costs are typically very low until the show has run profitably for several years. Reality television programming is also much more amenable to “product placement” or other cross-marketing advertising, the revenues from which can offset some or all of the development and production costs. As a result, reality television programming has been the highest grossing and netting segment of television over the past several years.

Digital Media Division

Through its Digital Media division, the Company intends to monetize its existing and newly produced digital media assets via all possible new and developing digital distribution methods.

As part of its acquisition of Saddle Ranch Pictures, the Company acquired all or a portion of the content and rights to several place-based media properties, including KidCareTV and the Women's Health Television Network.

The Company's focus on Digital Media is a result of its view that for all such content properties, the opportunities for profitable exploitation continue to multiply with the proliferation of new content distribution methods.

Project Development

This section contains an overview of the complex process of developing motion pictures, television programs and digital content and is intended to be an aid to investors in understanding the entertainment business. This overview does not necessarily describe the steps involved in the development of Projects by the Company. More detailed information regarding the economics of the entertainment industry can be found in Harold L. Vogel, *Entertainment Industry Economics: A Guide for Financial Analysis* (8th ed., Cambridge University Press, 2010) and Jeff Ulin, *The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World* (1st ed., Focal Press, 2009).

Content Development

In the development stage, underlying literary material for a motion picture, television series and/or digital program project is acquired, either outright, through an option to acquire such rights or by engaging a writer to create original literary material. If the literary material is not in script form, a writer must be engaged to create a script. A title search in conducted to verify the ability of the title and certain clearances for use obtained for brands, persons, buildings, locations and objects named in the script. The copyright to the script must be registered and the chain-of-title to the underlying work accurately verified. The script must be sufficiently viable and of sufficient quality and stature so that it can attract the attention of a recognized director, and appropriate talent. An experienced line producer is then usually hired to prepare a detailed production budget. A casting director may also be hired to reach out to possible talent who may agree to become "attached" to the project. The attachment of cast to a Project may also be achieved through collaboration with one or more of the industry's Talent Agencies. A promo, or sizzle reel, is then often produced to help sell the project to a third-party for acquisition. Combined, all of the foregoing elements constitute the "packaging' of a Project such that all of the development work has been done and the Project can go promptly into pre-production. Studios and distributors are interested in acquiring already packaged Projects because it can take many months, if not years, to fully develop a Project and such Studios and distributors can save time and expense in acquiring such Projects, and are willing to pay a premium accordingly. Hence the vibrant market in the entertainment industry for properly developed Projects. A sale of a Project to a third – party may be simply for all cash upfront to acquire all rights, or the acquisition of a particular selection of rights or an upfront cash payment plus a participating interest in the third-parties ultimate distribution and exploitation revenues relating to that Project.

Operating results for the 6 months ended June 30, 2016

For the 6 months ended June 30, 2016 revenue derived from the Company's interests in content totaled $19,889 compared with $ 36,305 for the 6 months ended June 30, 2015.

Including an expense for accrued management and consulting fees and the reimbursement for business travel and lodging relating ton periods prior to January 1, 2016 our operating expenses for the 6 months ended June 30, 2016 totaled $ 421,921, compared with operating expenses of $114,020 for the 6 months ended June 30, 2015.

After other income (expense), which included the net result from the sale of certain assets associated with the Company's Digital Division, our net loss for the 6 months ended June 30, 2016 amounted to $ (192,360) compared with a net loss of $ (104,926) for the 6 months ended June 30, 2015.The net loss for the 6 months ended June 30, 2016 was financed primarily through the increase in accounts payable and accrued expenses of $ 212,291. Our net cash balance increased by $ 5,909 from the cash level at December 31, 2015 and amounted to $9,927 at June 30, 2016.

.

Industry Overview

The film business has a high profile among consumers worldwide which can be leveraged for ancillary revenue, marketing and promotional activities. While new technologies continue to expand the revenue and profit potential of motion pictures, the film entertainment industry has proven to be relatively resistant to the economic cycles that adversely affect other businesses, resulting in multi-billions in annual revenue dollars. We are engaged in the development, financing, and production phases of the film and television industries.

According to the Motion Picture Association of America, Inc. (MPAA) its annual Theatrical Market Statistics Report for 2014 reported that global box office receipts for all films released around the world reached $36.4 billion in 2014, an increase of 1% over the previous record in 2013. The increase was due to international box office ($26.0 billion), which was up 4% from 2013 and accounted for 72% of global box office in 2014. International box office in U.S. dollars is up 24% over five years ago.

Growth continued to be driven by a dramatic expansion in the Asia Pacific region, which was up by 12% overall, including China, which jumped 34% and became the first international market to exceed $4 billion in box office ($4.8 billion total). Despite a drop in the U.S./Canada box office in 2014 to $10.4 billion, preliminary results for 2015 indicate that U.S./Canada box office in calendar 2015 increased to $ 11.1 billion.

Additionally, the report showed that films released in the U.S./Canada by MPAA member studios increased for the first time in five years, reaching 136 in 2014. Total films and total films released by non-MPAA member studios also increased from 2013 (up 7% and 5%, respectively). In the U.S. and Canadian marketplace, more than two-thirds of the population (68%) – or 229.7 million people – went to a cinema at least once in 2014, comparable to the previous year. Frequent moviegoers who go to the cinema once a month or more continue to drive the movie industry, accounting for 51% of all tickets sold.

Movie theaters in North America continue to draw more people than all theme parks and major U.S. sports combined. The average cinema ticket price increased by 4 cents (less than 1%) in 2014, less than the 2% increase in inflation as measured by the Consumer Price Index (CPI). A movie still provides the most affordable entertainment option, costing under $40 for a family of four. Young people in the 12-17 and 18-24 age groups continue to oversample relative to their portion of the population. The 12-17 age group represented 11% of moviegoers and 14% of tickets sold in 2014, compared to only 8% of the population. 18-24 year olds represent 10% of the population, but 13% of moviegoers and 16% of tickets sold. Among the most populous U.S. States, the percentage of 2014 moviegoers was highest in Texas (75%), 7 percentage points above the national average, followed by California (73%), and Florida (71%). Texas, California, and Florida also had the highest proportions of frequent moviegoers.

Total cinema screens increased 6% worldwide in 2014 to over 142,000, due in large part to continued double digit growth in the Asia Pacific region (+15%). Global digital cinema continues to grow (+14%), although the rate of growth is slower relative to prior years. 90% of the world's cinema screens are now digital, up 7 percentage points from 2013 (83%). Among individual regions, Africa/Middle East has the lowest percentage of digital screens at 77%. Growth in digital 3D screens in 2014 continued for all regions, and pace of global growth (22%) increased for the first time since 2007. The global portion of 3D digital screens increased to 51% from 47% in 2013. In 2014, the 3D digital proportion of total digital screens in the Asia Pacific region grew to exceed two thirds (70%), and was higher than any other region.

Production Process

The process begins with the development of a screenplay or teleplay. During the development phase, the studio engages writers to draft and revise the screenplay and begins to obtain commitments from a director and principal cast. These steps, called packaging, are necessary to ascertain the value of a project prior to financing. Once a value is established, the producer is than able to create a funding plan to "greenlight" (i.e., approve) the film for production. A proposed production schedule and budget may also be prepared during this phase.

In recent years, independent film companies have been able to attract top-level talent because the large studios are more interested in creating "tent-pole" franchise films such as the Marvel movies. This focus away from the smaller, character driven drama or thriller has created opportunity for independent producers such as Saddle Ranch Media that has the experience and deal-flow, to attract cutting edge filmmakers with an eye toward producing star driven, theatrical movies. In addition, Saddle Ranch Media has the skill-set and access to the crews needed to produce films for substantially less than a large studio, including lower development and overhead costs. This adds up to Saddle Ranch Media being able to take calculated creative risks that do not rely on franchises, sequels and formulaic approaches which can very attractive for filmmakers and stars.

The production process starts with the acquisition and development of a screenplay and continues with i) pre-production, ii) principal photography, and iii) post-production as seen below. *Pre-production* includes the securing of necessary production facilities and personal, the finalization of motion picture budgets and production schedules, and the selection of motion picture shooting locations and the building of necessary sets.

Production involves principal photography.

Post-production includes picture editing, the creation of special visual effects and opticals, the composing and recording of the musical score, sound editing, synchronizing dialogue, sound effects and music insertion, and ultimately the "final cut" and completion of the elements necessary for distribution.

Distribution to traditional media

Films are distributed through several windows of exploitation. Theatrical exhibition occurs first when release prints of the film are distributed to movie theaters worldwide in concert with extensive advertising (P&A, prints and advertising expense). Typically, theater owners retain approximately 50-60% of consumer ticket prices which in the aggregate comprise box office gross. Theatrical releases overseas occur at different times in each country and can be as much as 6 months after the U.S. release.

About 4-6 months after theatrical release is the VOD / DVD release. Distributors receive wholesale prices on product that is sold directly to consumers from retail outlets such as Wal-Mart and Best Buy and earn a percentage of rental income from chains such as Blockbuster and Netflix. Related costs for advertising, duplication, packaging, mastering and shipping typically run about 35% of distributor's revenue. The DVD "street date" and the pay-per-view window are concurrent.

The pay TV window (HBO, Showtime, Encore) begins approximately 18 months after theatrical release. Prices received by distributors are based on contractual output arrangements and are tied to the film's box office performance. A year or two later, the distributor will sell the film to a network or major cable channel and then about 5 years later, the film will be sold into syndication or re-sold to pay or cable.

The major film studios perform all of these activities in the U.S. and through owned and operated offices in about 30 overseas markets that comprise the lion's share of international revenue. Producers often sell a film's distribution rights through a sales agent to separate independent distributors in each overseas market. These sales are referred to as "pre-sales", "advances" or "minimum guarantees". These independent distributors, many of which are owned by major media companies and have considerable leverage in their home markets, will perform the above mentioned distribution functions. For each unit of revenue earned, the local distributor deducts a distribution fee, local distribution costs, and the advance that it paid and remits the remainder to the producer.

Legal Proceedings

The Issuer is not a defendant in any legal proceedings.

Date and State (or Jurisdiction) of Incorporation:	10/7/1988 – Utah, USA
The issuer's primary and secondary SIC Codes:	7200 – Personal Services
The issuer's fiscal year end date:	December 31

7) Describe the Issuer's Facilities

The Company's principal corporate office is located at 3780 W. Richmar Avenue, Las Vegas, NV 89139. On February 1, 2015, Company entered into an agreement with Vegas Ventures, LLC whereby the Company is currently paying $ 2,138.40 per month to lease a 2,112 square foot office and production space located at 3935 W. Ali Baba, Suite F, Las Vegas, Nevada 89118. This agreement will terminate on March 31, 2017. The Company believes that this space is adequate for its current operations and does not anticipate expansion and/or relocation.

8) Officers, Directors, and Control Persons (as of 6/30/2016)

A. **Current Directors, Officers, and any significant shareholders**

Philip Cohen, Chief Executive Officer and Chair of the Board of Directors
Alan J. Bailey, Chief Financial Officer, Treasurer, Secretary and Director

Michael Marcovsky resigned as President, Chief 0perating 0fficer and Director effective May 2, 2016.There was no conflict or dispute relating to his resignation. The Company's directors authorized the issuance of 3 million of the Company's common shares to Mr. Marcovsky in recognition of his past services and continuing assistance during the management transition, which will be reflected in third quarter, 2016.

Philp Cohen	1,000,000	Series B Preferred Shares
Philip Cohen	55,500,000	Restricted Common Shares
Alan Bailey	500,000	Restricted Common Shares

B. Legal/Disciplinary History.

Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

a. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);
None

b. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;
None

c. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or
None

d. Temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.
None

C. Beneficial Shareholders (as of 6/30/2016)

Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

Philip Cohen 1,000,000 Series B Preferred Shares
(represents 1/3rd of the total authorized and all of the issued and outstanding Series B Preferred Shares)
3780 W. Richmar Avenue, Las Vegas, NV 89139

Philip Cohen 55,500,000 Common shares
(represents approximately 63.62 % of the total issued and outstanding common shares)
3780 W. Richmar Avenue, Las Vegas, NV 89139

9) Third Party Providers

Please provide the name, address, telephone number, and email address of each of the following outside providers that advise your company on matters relating to operations, business development and disclosure:

Legal Counsel
Not applicable

Accountant or Auditor
Not applicable

Investor Relations Consultant
Not applicable

10) Issuer Certification

We, Philip Cohen and Alan Bailey certify that:

1. We have reviewed this disclosure statement of Saddle Ranch Media, Inc.;

2. Based on our knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on our knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

8/15/2016

/s/ *PHILIP COHEN*
Chief Executive Officer

/s/ *ALAN BAILEY*
Chief Financial Officer