



QUARTERLY REPORT
of
SADDLE RANCH MEDIA, INC.
for the 9 Months Ended
SEPTEMBER 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) Registered Address:

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:** 9/30/2016

Total shares outstanding: 92,942,551 **as of:** 9/30/2016

Series B Preferred shares:

Par or Stated Value: None

Total shares authorized: 3,000,000 **as of:** 9/30/2016

Total shares outstanding: 1,000,000 **as of:** 9/30/2016

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:

- a. On 1/23/2015 two then majority shareholders each retired 100 million common shares to Treasury
- b. 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 SRPI.
- c. 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.
- d. On 8/25/2015 the Company's new majority shareholder surrendered 30 million of the Company's common shares to Treasury.
- e. 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:

- a. 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.
- b. On January 27, 2014, Veidt Research, LLC purchased 1,000,000 Series B Preferred Stock of the Company.
- c. 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.
- d. 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.

- e. 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.
- f. 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.
- g. 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
- h. 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.
- i. 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.
- j. 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.
- k. 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.

- l. 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.

- m. 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 could generate gross proceeds of up to \$ 1 million in the event that all of the offering is subscribed.)
- n. During the quarter ended September 30, 2016 the Company issued 3,000,000 restricted common shares to Mr. Michael Marcovsky , who had resigned as an officer and a director on May 2, 2016, in recognition of his past services and for his continuing assistance during the management transition. In addition, the Company issued 2,500,000 common shares as full consideration for the acquisition of certain assets relating to America's Minority Health Networks which constitute its business and which will serve as the foundation for the rebranded African American Medical Network (see page 19).
The net result of the foregoing resulted in an increase of the Company's issued and outstanding common shares from 87,442,551 to 92,942,551, while the Company's issued and outstanding Series B preferred shares remained unchanged at 1,000,000.
This was the closing position at September 30, 2016.

5) Financial Statements

The Accompanying Unaudited Consolidated and Condensed Financial Statements for the 9 months ended September 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 AND CONDENSED BALANCE SHEETS
(Unaudited)

	September 30, <u>2016</u>	December 31, <u>2015</u>
Assets		
Current assets		
Cash	\$ 2,491	\$ 4,018
Note receivable	275,600	282,500
Accrued note interest receivable	37,034	24,181
Prepaid expense	<u>-</u>	<u>2,591</u>
Total current assets	<u>315,125</u>	<u>313,290</u>
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	<u>1,524,772</u>	<u>1,524,772</u>
Total non-current assets	<u>1,579,088</u>	<u>1,529,089</u>
Total assets	<u>\$ 1,894,213</u>	<u>\$ 1,842,379</u>
Liabilities and shareholders' equity		
Current liabilities		
Accounts payable and accrued expenses	\$ 449,562	\$ 136,191
Due to related party	45,894	55,000
Notes payable	<u>355,000</u>	<u>355,000</u>
Total current liabilities	<u>850,456</u>	<u>546,191</u>
Shareholders' equity		
<u>Series B preferred stock</u> , no par value, 3,000,000 authorized; 1,000,000 issued and outstanding	-	-
<u>Common stock</u> , \$ 0.005 par value, 500,000,000 authorized; 92,942,551 and 87,442,551 issued and outstanding at September 30, 2016 and December 31, 2015, respectively	464,713	437,213
Additional paid in capital	342,861	260,361
Treasury stock	1,150,000	1,150,000
Accumulated deficit	<u>(913,817)</u>	<u>(551,386)</u>
	<u>1,043,757</u>	<u>1,296,188</u>
Total liabilities and shareholders' equity	<u>\$ 1,894,213</u>	<u>\$ 1,842,379</u>

The accompanying notes are an integral part of the financial statements

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

	For the 3 Months Ended September 30,		For the 9 Months Ended September 30,	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Revenues	\$ 25,480	\$ 9,908	\$ 45,369	\$ 46,211
Cost of sales	<u>-</u>	<u>(23,114)</u>	<u>(2,000)</u>	<u>(52,054)</u>
Gross margin	25,480	(13,206)	43,369	(5,843)
Operating expenses	<u>(196,085)</u>	<u>(102,296)</u>	<u>(618,005)</u>	<u>(155,471)</u>
Net operating loss	(170,605)	(115,502)	(574,636)	(161,314)
Other income(expense), net	<u>534</u>	<u>(2,506)</u>	<u>212,205</u>	<u>(2,769)</u>
Net income(loss)	<u><u>\$ (170,071)</u></u>	<u><u>\$ (118,008)</u></u>	<u><u>\$ (362,431)</u></u>	<u><u>\$ (164,083)</u></u>
Income (loss) per share basic and diluted	<u><u>\$ (0.002)</u></u>	<u><u>\$ (0.001)</u></u>	<u><u>\$ (0.004)</u></u>	<u><u>\$ (0.001)</u></u>
Weighted average shares outstanding	<u><u>90,192,551</u></u>	<u><u>104,878,421</u></u>	<u><u>87,900,551</u></u>	<u><u>128,872,705</u></u>

The accompanying notes are an integral part of the financial statements

SADDLE RANCH MEDIA, INC.
CONSOLIDATED STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY
For the Nine Months Ended September 30, 2016
(Unaudited)

	<u>PREFERRED SHARES</u>		<u>COMMON SHARES</u>		<u>ADDITIONAL</u>	<u>TREASURY</u>	<u>ACCUMULATED</u>	<u>SHAREHOLDERS'</u>
	<u>NUMBER</u>	<u>AMOUNT</u>	<u>NUMBER</u>	<u>AMOUNT</u>	<u>PAID IN CAPITAL</u>	<u>STOCK</u>	<u>DEFICIT</u>	<u>EQUITY</u>
January 1, 2016	1,000,000	-	87,442,551	\$ 437,213	\$ 260,361	\$1,150,000	\$ (551,386)	\$ 1,296,188
Qtr Ended Sept 30, 2016:								
Stock issued for compensation			3,000,000	15,000	45,000			60,000
Stock issued for acquisition			2,500,000	12,500	37,500			50,000
Loss for period	-	-	-	-	-	-	(362,431)	(362,431)
September 30, 2016	<u>1,000,000</u>	<u>-</u>	<u>92,942,551</u>	<u>\$ 464,713</u>	<u>\$ 342,861</u>	<u>\$ 1,150,000</u>	<u>\$ (913,817))</u>	<u>\$ 1,043,757</u>

The accompanying notes are an integral part of the financial statements

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

	For the Nine Months Ended September 30,	
	<u>2016</u>	<u>2015</u>
Net cash from (used in) operating activities:		
Net loss	\$ (362,431)	\$ (164,083)
Adjustments to reconcile net loss to cash:		
Stock issued for compensation	60,000	-
Increase in receivables	(12,853)	(14,384)
(Increase) decrease in prepaid expense and security deposit	2,591	(33,810)
Increase in accounts payable and accrued expenses	<u>313,371</u>	<u>93,041</u>
Net cash from (used in) operating activities	<u>678</u>	<u>(119,236)</u>
Net cash from (used in) financing activities		
Acquisition of Saddle Ranch Pictures Inc.	<u>-</u>	<u>(345,723)</u>
Net cash from (used in) financing activities		
Collection of note receivable	6,900	15,000
Increase (decrease) in amount due to related party	(9,105)	23,376
Increase in notes payable (net)	<u>-</u>	<u>330,000</u>
	<u>(2,205)</u>	<u>368,376</u>
Net Change in cash, increase (decrease)	(1,527)	(96,583)
Cash - beginning of period	<u>4,018</u>	<u>96,758</u>
Cash - end of period	<u>\$ 2,491</u>	<u>\$ 175</u>
Supplemental information of non-cash items :		
Investment in digital screen assets, at cost	\$ 50,000	-
Issuance of common stock in payment of purchase consideration	(\$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 Nine Months Ended
SEPTEMBER 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 Philip 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 was settled entirely through the issuance of 2,500,000 of the Company's common shares.

On June 1, 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 nine months ended September 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 September 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, became due September 30, 2016. During the quarter ended September 30, 2016 the Company received a total of \$ 6,900 in partial repayment of the outstanding principal under the Note. Management continues to carefully monitor ongoing collections from the debtor and continues to assess its performance.

Prepaid expenses

Prepaid expense at December 31, 2015 represented an amount prepaid against rented studio facilities in Las Vegas, Nevada. There was no prepayment at September 30, 2016

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 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 September 30, 2016.

Liabilities

The Company's liabilities are as follows:

Accounts Payable and Accrued Expenses totaled \$ 449,962 and \$ 136,191 at September 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 September 30, 2016 of \$ 311,764.

Debt Payable totaled \$ 400,894 and \$ 410,000 at September 30, 2016 and December 31, 2015 respectively. Of these amounts \$ 45,894 and \$ 55,000 at September 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 \$ 1,043,757 at September 30, 2016, compared with a net equity of \$ 1,296,118 at December 31, 2015. The decrease is primarily due to the net loss incurred for the 9 months ended September 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 nine months ending September 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 September 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 three operating divisions:

- **Saddle Ranch Pictures (Film Production division),**
- **Saddle Ranch Television , and**
- **Saddle Ranch Digital**

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 "Careful What You Wish For" starring Nick Jonas with Isabel Lucas, Dermot Mulroney and Paul Sorvino.

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

Saddle Ranch Media's new focus is on alternative distribution models and **Saddle Ranch Digital**, which provides interactive and dynamic cutting edge digital technology and award winning content for our digital Medical TV Networks. In addition to traditional production projects, Saddle Ranch Media Inc. ("SRMX") is a leader in the Digital-Out-Of-Home ("DOOH") network space. DOOH or Place Space Marketing is a \$4.5 billion-dollar industry. Saddle Ranch Media is providing an innovative, cost effective advertising alternative to traditional television and print media by its production of Digital Videos focused on Medical Education to be placed in Doctors' offices and other spaces that provide health care such as urgent care facilities, dedicated medical clinics and other spaces where people with health care issues gather. SRMX is focusing its operating model on the Point-Of-Care portion of this market as it pertains to health care providers to minority communities and other niche health care providers.

SRMX has the ability to produce and target educational content for each of its Medical Networks and deliver the content to a specific audience at a time and location where the advertising message embedded in the content are most effective. SRMX owns and creates content for the unique demographics or like needs of the people gathered at each location. To monetize the content SRMX works closely with advertisers that are able to strategically create their messages with this targeted approach in mind. The SRMX operating plan allows our advertisers to maximize the return on their advertising dollars.

The DOOH network industry is rapidly becoming the most effective platform for direct media advertising. PQ Media has forecasted that domestic DOOH network spending will continue to grow at a rapid through 2017 and beyond. The innovation of Digital Video Recording has negatively affected the power of the television advertising dollar, while robots and phantom clickers cost the advertising industry over \$8 Billion in 2015. Consumers no longer serve as captive audience members sitting in front of a TV screen and, therefore, traditional media outlets such as television and radio are less attractive to brands and ad agencies. To gain a better return on investment from each advertising dollar, agencies and brands are searching for creative ways to be in touch with consumers. The SRMX Networks provide both an attentive audience to advertisers with a niche-specific customer base that, until now, has been difficult to reach.

SRMX's DOOH operating model is based on:

- SRMX System is installed and operated at NO COST TO THE DOCTOR
- Being first to market in DOOH network space focusing on minority segments
- Strong niche play with minority medical offices focused on delivering high quality, relevant, and interesting medical educational information at the "Point of Care".
- Managed by a seasoned and veteran management team
- Strategically designed operations to be cost effective and hyper efficient
- Founder is experienced leader in the DOOH industry
- Economies of Scale for advertisers
- Ability to share potential ad revenue across other medical, non-niche-competitive networks.

As an illustration of the Company's new focus, the following developments recently occurred:

.On July 19,2016 we announced the acquisition of the assets of America's Minority Health Networks with the Company's restricted stock, valued at \$ 50,000, which has been rebranded as the African American Medical Network. These assets included onsite locations that were currently showing content in medical office waiting rooms.

On July 28,2016 we announced the launching of the Spanish Language Medical Network as a Video –On – Demand channel on YouTube. The Channel anticipates generating revenue through paid advertising sold by Google.

On September 13, 2016 we announced that the African American Medical Network, the KidCARE Medical Television Network and the Women's HealthCARE Medical Television Network are all now live as Video –On - Demand Channels on YouTube. It is also anticipated that these Channels will generate revenue through paid advertising sold by Google. Each network will provide patient education information to a different segment of the patient population. In addition, Physicians will soon be able to email a link to a medical education segment directly to a patient.

Operating results for the 9 months ended September 30, 2016

For the 9 months ended September 30, 2016 revenue derived from the Company's operations totaled \$45,369 compared with \$ 46,211 for the 9 months ended September 30, 2015.

Including an expense for accrued management and consulting fees and the reimbursement for business travel and lodging relating to periods prior to January 1, 2016 our operating expenses for the 9 months ended September 30, 2016 totaled \$ 618,005, compared with operating expenses of \$155,471 for the 9 months ended September 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 overall net loss for the 9 months ended September 30, 2016 amounted to \$ (362,431) compared with a net loss of \$ (164,083) for the 9 months ended September 30, 2015. The net loss for the 9 months ended September 30, 2016 was financed primarily through the increase in accounts payable and accrued expenses. Our net cash balance decreased by \$ 1,527 from the cash level at December 31, 2015 and amounted to \$2,491 at September 30, 2016.

Motion Picture 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. The industry has evolved through 3D presentations and digital streaming platforms, and is expected to continue to evolve through virtual and augmented "reality". We are engaged in the development, financing, and production phases of the film, television and digital content industries.

According to the Motion Picture Association of America, Inc. (MPAA) its annual Theatrical Market Statistics Report for 2015 reported that global box office receipts for all films released around the world reached \$38.3 billion in 2015, an increase of 5% over the previous record in 2014. Increases occurred to both the international box office (which reached \$27.2 billion) and to the U.S./Canadian box office (which reached \$11.1 billion).

Growth continued to be driven by a dramatic expansion in the Asia Pacific region, which was up by 13% overall, including China, which jumped 49% and became the highest international market with \$6.8 billion in box office (25% of total international box office)..

In the U.S. and Canadian marketplace, more than two-thirds of the population (69%) – or 235.3 million people – went to a cinema at least once in 2015, up from the previous year. Frequent moviegoers who go to the cinema once a month or more continue to drive the movie industry, accounting for about half of all tickets sold. Movie theaters in North America continue to draw more people than all theme parks and major U.S. sports combined. 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 8% of the population and 15% of all tickets sold in 2015. 18-24 year olds represent 10% of the population, but 14% of all tickets sold. The highest group of moviegoers however is the 25-39 age range, with 225 of all tickets sold. More than 700 movies were released in theaters in the U.S./Canada in 2015. Of these, 147 were released by the major Studios (or about 3 per week) and 561 were released by indie producers /distributors (or about 10 per week).

Total cinema screens increased 8% worldwide in 2015 to over 152,000, due in large part to continued double digit growth in the Asia Pacific region (+19%). 93% of the world's cinema screens are now digital. The global portion of 3D digital screens increased in 2015 by 15%.

The Motion Picture 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 then 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 be 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 personnel, 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 9/30/2016)

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 Operating Officer 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.

Stock held:

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 9/30/2016)

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 1/3 rd 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 59.71 % 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:

- a. We have reviewed this disclosure statement of Saddle Ranch Media, Inc.;
- b. 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
- c. 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.

10/28/2016

/s/ PHILIP COHEN
Chief Executive Officer

/s/ ALAN BAILEY
Chief Financial Officer