

CURRENT REPORT OF MATERIAL CORPORATE EVENT

Direct Equity International, Inc., a Nevada corporation (the “Company”), has acquired 100% of the issued and outstanding stock (the “GTA Stock”) of Green Touch Awareness Inc, also a Nevada corporation (“GTA”).(GreenTouchAwareness.com). The GTA Stock was acquired from Eli J Tobias (“Mr. Tobias”), the founder of GTA. In exchange for his stock, Mr. Tobias was issued twenty-five million shares of common stock of the Company. It is expected that in the near future, Mr. Tobias will be elected to the Company’s board of directors and also made an executive officer of the Company.

GTA is a social media marketing firm. GTA markets its clients’ image, products and brands via Facebook, Instagram, Twitter and other social marketing venues. It has as asset base of domain names GTA believes will be valuable in certain applications as it provides marketing services for its clients.

The Company made the acquisition because it believes social media marketing is the wave of the future in building business value since members of the young and upcoming consumer generation acquire on a daily basis a significant amount if not a majority of their consumer information through social media. The Company is impressed with the expertise of Mr. Tobias and his vision for what the future holds for social media. The Company is in the business of building business value generally from any application and believes the acquisition of GTA is a good fit for the future progress of the business focus of the Company.