Direct Response Media Inc

December 31, 2011 and 2010

DIRECT RESPONSE MEDIA, INC.
(A Development Stage Company)

BALANCE SHEETS

	December 31, 2011	December 31, 2010
ASSETS		
TOTAL ASSETS	**$ -**	$ -
LIABILITIES AND STOCKHOLDERS' DEFICIT		
Current Liabilities		
Bank overdraft	**$ -**	$ 60
Officer Loans	**42,810**	42,600
Total Current Liabilities	**42,810**	42,660
Stockholders' Deficit		
Common Stock, $0.0001 par value; 300,000,000 shares authorized; 4,618,407 shares issued and outstanding	**462**	462
Preferred Stock, $0.001 par value; 30,000,000, none issued	**-**	-
Paid-in Capital	**129,388**	129,388
Accumulated Deficit during Developing Stage	**(172,660)**	(172,510)
Total Stockholders' Deficit	**(42,810)**	(42,660)
TOTAL LIABILITIES AND STOCKHOLDERS' DEFICIT	**$ -**	$ -

The accompanying notes are an integral part of these unaudited financial statements

DIRECT RESPONSE MEDIA, INC.
(A Development Stage Company)

STATEMENTS OF OPERATIONS

	Year ended December 31, 2011	Year ended December 31, 2010	Inception September 24, 1999 through December 31, 2011
Operating Expenses:			
Selling, general and administrative expenses	**$ 150**	**$ 60**	172,660
Total Operating Expenses	**150**	**60**	172,660
Net Loss	**$ (150)**	**$ (60)**	$ (172,660)
Net Loss Per Share-Basic and Diluted	**$ (0.00)**	**$ (0.00)**	
Weighted Average Number of Shares	**4,618,407**	**4,618,407**	

DIRECT RESPONSE MEDIA, INC.
(A Development Stage Company)

STATEMENTS OF CHANGES IN STOCKHOLDERS' DEFICIT

	Common Stock Shares	Common Stock Amount	Paid-in Capital	Deficit Accumulated During the Development Stage	Total
Balance at September 24, 1999 (Inception)	-	$ -	$ -	$ -	$ -
Issuance of Pre-split Common Stock for Cash	1,800,000	1,800	1,250		3,050
Net Loss for the year ended December 31, 1999				(2,000)	(2,000)
Balance at December 31, 1999	1,800,000	1,800	1,250	(2,000)	1,050
Forward Stock Split on February 21, 2001 6 for 1 Common Stock	9,000,000	9,000	(9,000)		-
Forward Stock Split on March 27, 2007 4 for 1 Common Stock	2,291,400	2,291	(2,291)		-
Reverse Stock Split on March 31, 2008					-
1 for 3 Common Stock	(9,236,800)	(9,237)	9,237		-
Rounding adjustment for splits	7				-
Balance at December 31, 1999 Retroactivelt restated	3,854,607	3,854	(804)	(2,000)	1,050
Net Loss for year ended December 31, 2000				(1,023)	(1,023)
Balance at December 31, 2000	3,854,607	3,854	(804)	(3,023)	27
Issuance of Post-split Common Stock for Cash	763,800	764	126,036		126,800
Net Loss for year ended December 31, 2001	-	-	-	(126,827)	(126,827)
Balance at December 31, 2001	4,618,407	4,618	125,232	(129,850)	-
Net Loss for year ended December 31, 2002	-	-	-	-	-
Balance at December 31, 2002	4,618,407	4,618	125,232	(129,850)	-
Net Loss for year ended December 31, 2003	-	-	-	-	-
Balance at December 31, 2003	4,618,407	4,618	125,232	(129,850)	-
Net Loss for year ended December 31, 2004	-	-	-	-	-
Balance at December 31, 2004	4,618,407	4,618	125,232	(129,850)	-
Net Loss for year ended December 31, 2005	-	-	-	-	-
Balance at December 31, 2005	4,618,407	4,618	125,232	(129,850)	-
Net Loss for year ended December 31, 2006	-	-	-	(11,200)	(11,200)
Balance at December 31, 2006	4,618,407	4,618	125,232	(141,050)	(11,200)
Net Loss for year ended December 31, 2007	-	-	-	(11,000)	(11,000)
Balance at December 31, 2007	4,618,407	4,618	125,232	(152,050)	(22,200)
Change in par value from $0.001 to $0.003		9,237	(9,237)		-
Net Loss for year ended December 31, 2008	-	-	-	(6,200)	(6,200)
Balance at December 31, 2008	4,618,407	13,855	115,995	(158,250)	(28,400)
Change in par value from $0.003 to $0.0001		(13,393)	13,393		-
Net Loss for year ended December 31, 2009	-	-	-	(14,200)	(14,200)
Balance at December 31, 2009	4,618,407	462	129,388	(172,450)	(42,600)
Net Loss for year ended December 31, 2010	-	-	-	(60)	(60)
Balance at December 31, 2010	4,618,407	462	129,388	(172,510)	(42,660)
Net Loss for year ended December 31, 2011	-	-	-	(150)	(150)
Balance at December 31, 2011	4,618,407	$ 462	$ 129,388	$ (172,660)	$ (42,810)

DIRECT RESPONSE MEDIA, INC.
(A Development Stage Company)

STATEMENTS OF CASH FLOWS

	For the Years Ended December 31, 2011	2010	Inception September 24, 1999 through December 31, 2011
Cash Flows from Operating Activities:			
Net Loss	**$ (150)**	$ (60)	$ (172,660)
Adjustments to Reconcile Net Loss to Net Cash Used in Operations:			
Increase in:			
Accrued Expenses	**-**	(7,200)	-
Net Cash Used in Operating Activities	**(150)**	(7,260)	(172,660)
Cash Flows from Financing Activities:			
Overdraft	**(60)**	60	-
Proceeds from Officer Loan	**210**	7,200	42,810
Proceeds from Issuance of Stock	**-**	-	129,850
Net Cash Flow Provided by Financing Activities	**150**	7,260	172,660
Net Increase (decrease) in Cash	**-**	-	-
Cash Balance at Beginning of Year	**-**	-	-
Cash Balance at End of Year	**$ -**	$ -	$ -

NOTES TO FINANCIAL STATEMENTS

NOTE 1 – NATURE OF OPERATIONS

Direct Response Media Inc. (the "Company") was incorporated in the State of Nevada on September 24, 1999.

The Company is a development stage Company and attempts to locate a new business (operating company), and offer itself as a merger vehicle for a company that may desire to go public through a merger rather than through its own public stock offering.

Development stage enterprise
The Company is a development stage company as defined in Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 915 "Development Stage Entities". Since October 14, 2010, the Company has been devoting substantially all of its efforts to establishing new customized real estate management programs for their clients. As such, the Company has not generated significant revenues from its operations and has no assurance of future revenues. All losses accumulated since September 24, 1999 has been considered as part of the Company's development stage activities.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accompanying financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America (GAAP).

Reclassification: Certain reclassifications have been made to the 2009 financial statements to conform with the 2011 and 2010 financial statements presentation. Such reclassification had no effect on net losses previously reported.

Use of estimates The preparation of the accompanying financial statements in conformity with accounting principles generally accepted in the United States requires management to make certain estimates and assumptions that directly affect the results of reported assets, liabilities, revenue, and expenses. Actual results may differ from these estimates.

Revenue recognition The Company did not commence operation and generate revenue since its inception. Generally, the Company will recognize revenue when persuasive evidence of an arrangement exists, delivery has occurred, the fee is fixed or determinable, and collectability is probable.

Cash Equivalents For purposes of the statements of cash flows, the Company considers all highly liquid debt instruments with an original maturity of three months or less to be cash equivalents.

Property and Equipment As of December 31, 2011 and 2010, the Company did not maintain or control any fixed assets.

Income Taxes Income tax expense is based on pretax financial accounting income. Deferred tax assets and liabilities are recognized for the expected tax consequences of temporary differences between the tax bases of assets and liabilities and their reported amounts.

New Accounting Pronouncements Direct Response Media, Inc. does not believe newly issued accounting pronouncements will have any material impact on its financial statements.

NOTE 3- GOING CONCERN

The Company has an accumulated deficit, no disposable cash, and needs additional working capital. Those matters raise substantial doubt about the Company's ability to continue as a going concern. Management of the Company is developing a plan to obtain an infusion of capital through either public or private investment. The ability of the Company to continue as a going concern is dependent on management's successful operations and successful capital infusion. The financial statements do not include any adjustments that might be necessary if the Company is unable to continue as a going concern.

As of December 31, 2011 and 2010, the Company had accumulated deficit of $172,660 and $172,510 and working capital deficiency of $42,810 and $42,600, respectively. In addition, the Company maintained no bank account as of December 31, 2011.

NOTE 4 – ACCRUED EXPENSES

The Company's accrued expenses as of December 31, 2011 and 2010 are all due to professional fees.

NOTE 5 – NOTE PAYABLE TO RELATED PARTY

As of December 31, 2011 and 2010, the Company had a note payable to an officer for $45,285 and $45,075, respectively. As of December 31, 2011 and 2010, no interest was accrued.

NOTE 6 – PROVISION FOR INCOME TAXES

As of December 31, 2011 and 2010 the Company has net operating loss carry-forwards, approximately, of $172,650 and $172,500 to reduce future federal and state taxable income, respectively. To the extent not utilized, the carry-forwards will begin to expire through 2031. The Company's ability to utilize its net operating loss carry-forwards is uncertain and thus a valuation reserve has been provided against the Company's net deferred tax assets. A valuation allowance is recorded for the full amount of deferred tax assets of approximately $65,600 and $65,550 for the years ended December 31, 2011 and 2010, respectively, which relates to these loss carry-forwards, since future profits are indeterminable.

NOTE 7 – NET LOSS PER SHARE

The following table sets forth the computation of basic and diluted net loss per share:

Numerator:	Year Ended December 31, 2011	Year Ended December 31, 2010
Net Loss	$ (150)	$ (60)
Denominator:		
Weighted Average of Common Shares	4,618,407	4,618,407
Basic and Diluted Net Loss per Share	$ (0.00)	$ (0.00)

Diluted net loss per share is the same as basic net loss per share due to the lack of dilutive items in the Company for both years.

NOTE 8 – STOCKHOLDERS' DEFICIT

On August 28, 2009, the Company filed a Certificate of Amendment to its Certificate of Incorporation with the Nevada Secretary of State, to increase its number authorized of shares to 330,000,000. The Company shall be authorized to issue 300,000,000 shares of common stock with a par value of $0.0001 per share, and also 30,000,000 shares of preferred stock with a par value of $0.001 per share. The preference of the preferred stock will be defined upon issuance.

On March 31, 2008, the Company held a special shareholder meeting and approved a reverse stock split of 1 for 3 common shares.

On January 29, 2008, the Company filed a Certificate of Amendment to its Certificate of Incorporation with the Nevada Secretary of State, to increase its number authorized of shares to 101,000,000. The Company shall be authorized to issue 100,000,000 shares of common stock with a par value of $0.003 per share, and also 1,000,000 shares of preferred stock with a par value of $0.001 per share. The preference of the preferred stock was to be defined upon issuance.

On March 27, 2007, the Company held a special shareholder meeting and approved a forward stock split of 4 for 1 common share.

On February 21, 2001, the Company held a special shareholder meeting and approved a forward stock split of 6 for 1 common share.