OTC Pink Basic Disclosure September 30th.2016

1} Name of issuer and its predecessors — Entertainment Arts Research Inc.

2) Address of the issuer's principal executive offices: 1100 Peachtree St suite 200
Atlanta GA 30309

3) SECURITY INFORMATION
As of September 30, 2016

Trading symbol: EARI
Common Stock-700,000,000 shares authorized, par value $.00001and 89,382,270 shares issued and outstanding
Cusip number: 947000105

Common stock- 50,000,000 shares authorized, par value $.00001and 5,200,000 shares issued and outstanding
Cusip number: none

Series A Preferred Stock- 200,000,000 shares authorized, par value $.00001and 7,663,010 shares issued and outstanding
Cusip number: 29382T301

Series B Preferred Stock- 25,000,000 shares authorized par value $.00001and 2,237,900 shares issued and outstanding
Cusip number:29382T301

Series D Preferred Stock- 25,000,000 shares authorized par value $.00001and 15,000,000 shares issued and outstanding
Cusip number: none

Transfer Agent

Empire Stock Transfer
1859 Whitney Mesa Dr.
Henderson, NV
Phone: 702-818-5898

This transfer agent is registered under the Exchange Act

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 dividend, recapitalization, merger, acquisition, spin-off, or reorganization either Currently anticipated or that occurred within the past 12 months: No

4) Issuance History

STEPHEN SHERMAN ASSOCIATES

Accounting and Tax Services

1650 Sycamore Ave, St. 11
Bohemia, NY 11716

P: (631) 393-2637
F: (631) 750-3356

Entertainment Arts Research Inc

Consolidated Balance Sheet Ending

March 30, 2016

Current Assets

Cash	NONE
Intangible	479.000
Total Assets	479.000

Liabilities & Stock Def

Accrued Derivative	139,680
Accounts Payable	20,903
Related	30,000
Notes Convertible	291,497
Total Current	482,080

Stockholders' Equity

A) Common Stock, 200,000,000 shares authorized 89,382,270 and 75,927,140 issued and outstanding @.00001respectively	893
B) Common Stock, B, 50,000,000 shares authorized, 5,200,000 shares issued @00001	52
C) Preferred Stock, A, 200,000,000 shares authorized and 7,663,010 shares issued @00001 par value, respectively	77

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D) Preferred Stock, B, shares authorized, 2.237.900 shares issued @.00001respectively	22
E) Preferred Stock, D, 25,000,000 shares authorized 15,000,000 shares issued @.00001 par value	150
F) Additional Paid in Capital	7,860,316
G) Unearned Services	(750,000)
H) Retained Deficit	(7,114,540)

479,000

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Entertainment Arts Research Inc

Consolidated Balance Sheet Ending

June 30, 2016

Current Assets		
Cash & Equivalents	779	
Total Current Assets	779	
Intangible	479.000	
Total Assets	479.779	
Liabilities & Stock Def		
Accrued Derivative	139,680	
Accounts Payable	16,000	
Related Party Loan	30,000	
Notes Convertible	291,497	
Total Current	477,177	
Stockholders' Equity		
A) Common Stock, 200,000,000 shares authorized 89,382,270 and 75,927,140 issued and outstanding @.00001respectively		893
B) Common Stock, B, 50,000,000 shares authorized, 5,200,000 shares issued @00001		52

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C) Preferred Stock, A, 200,000,000 shares authorized and 7,663,010 shares issued @00001par value, respectively	77
D) Preferred Stock, B, shares authorized, 2.237.900 shares issued @.00001 respectively	22
E) Preferred Stock, D, 25,000,000 shares authorized 15,000,000 shares issued @.00001 par value	150
F) Additional Paid in Capital	7,860,674
G) Unearned Services	(750,000)
H) Retained Deficit	(7,109,264

479,779

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ENTERTAIMENT ARTS RESEARCH, INC.
CONSOLIDATED BALANCE SHEETS

Assets:		September 30, 2016
Current assets		
Cash and cash equivalents	$	304
Accounts Receivable		
Deposit		
Total Current Assets		304
Intangible Assets-Goodwill, Technology License		479,000
Total Assets	$	479,304
Liabilities and Stockholders' Deficit		
Accrued Derivative		139,682
Accounts Payable		16,000
Related Party Loan	$	30,000
Notes Payable and Convertible Note Payable Net of Discount		291,497
Total Current Liabilities		477 177
Total Liabilities		477 177
Stockholder Equity		893
Common Stock, 700,000,000 shares authorized, 316,907,751 and 316,907,751 issued and outstanding @.00001 respectively		
Common Stock, B. 50,000,000 shares authorized, 5,200,000 shares issued @.00001		52
Preferred Stock,A. 200,000,000 shares authorized, and 7,663,010 shares issued @.00001 par value, respectively		77
Preferred Stock,B. 25,000,000 shares authorized, 2,237,900 shares issued@.00001 respectively,		22
Preferred Stock,D, 25,000,000 shares authorized,15,000,000 shares issued@.00001 par value		150
Additional Paid in Capital		7,865,640
Unearned Services		(750,000)
Retained Deficit		(7,114,707)
Total Stockholders' Equity(Deficit)		
Total Liabilities and Stockers Equity	$	477,177

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Entertainment Arts Research Inc
Consolidated Statement of Income
and Expenses for the Three Months Ending
March 2016

Total Revenue		$49,004
General and Administrative Expenses	$53,192	
Total from Operations	$53,192	
Loss from Operations	$(4,187)	
Common Shares Outstanding	81,990.966	
Net (loss) Per Share	$(0.00)	

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Entertainment Arts Research Inc
Consolidated Statement of Income
and Expenses for the Three Months Ending
June 2016

Total Revenue		$40,470
General and Administrative Expenses	$40,167	
Total from Operations	$40,167	
Loss from Operations	$(303)	
Common Shares Outstanding	81,990.966	
Net (loss) Per Share	$(0.00)	

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Entertainment Arts Research Inc

Consolidated Statement of Income

and Expenses for the Three Months Ending

September 2016

Total Revenue		$30,975
General and Administrative Expenses	$32,130	
Total from Operations	$32,130	
Loss from Operations	$(1,155)	
Common Shares Outstanding	81,990.966	
Net (loss) Per Share	$(0.00)	

STEPHEN SHERMAN ASSOCIATES
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Bohemia. NY 11716

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Entertainment Arts Research Inc
Consolidated Statement of Income
and Expenses for the Nine Months Ending
September 2016

Total Revenue		$120,449
General and Administrative Expenses	$125,519	
Total from Operations	$125,519	
Loss from Operations	$(5,070)	
Common Shares Outstanding	81,990.966	
Net (loss) Per Share	$(0.00)	

STEPHEN SHERMAN ASSOCIATES
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Entertainment Arts Research Inc

Consolidated Statement of Cash Flows

	For the nine months Ended September 30 2016
Cash flow from operating activities:	
Net loss for the period	(6551)
Stock issued	250,000
Adjustments to reconcile net (loss) to	
Net cash(used) by operating activities:	
Financing (increase) in Derivative	139,680
Increase in Accounts Payable and	
Accrued Expenses	30,000
Increase in deferred costs	(125,301)
Net cash (used) by operating activities	
Cash flow from investing activities	287,828
Purchase goodwill	
Cash flow used in Investing Activities	(509,312)
Cash flow from financing activities	
Stock issued for cash	
Proceeds from Loans	
Loan repaid	(30.000)
Net cash provided by financing activities	34,312
Net increase (decrease) in cash	(2692)
Cash Beginning	2996
Cash ending	304

ENTERTAINMENT AND ARTS RESEARCH, INC.
NOTES TO FINANCIAL STATEMENTS
September30, 2016

NOTE 1 - ORGANIZATION AND DESCRIPTION OF BUSINESS

Entertainment Arts Research, Inc. (the "Company") was incorporated under the laws of the state of Nevada on March 19, 1999 as a real estate rental corporation under the name Property Investors Ventures, Inc. On November 24, 2008 the company effectuated a reverse merger and changed its name to Entertainment and Arts Research, Inc. The Company created, develops and publishes apps, video games, web content and interactive entertainment.
On July 10, 2015 the Company acquired Go Loyal, Inc. a company also publishes apps. Go Loyal is a 100% owned subsidiary of the Company.

The financial statements are consolidated and include the accounts of the company and its subsidiary. All intercompany transactions have been eliminated in consolidation.

NOTE 2 -SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The Company's financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP"). The preparation of financial
Statements inconformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the report 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 there porting period. Actual results could differ from those estimates.

Management further acknowledges that it is solely responsible for adopting so W1 dacco W1ting practices, establishing and maintaining a system of internal accounting control and preventing and detecting fraud. The Company's system of internal accounting control is designed to assure, among other items, that l) recorded transactions are valid; 2) valid transactions are recorded; and 3) transactions a rerecorded in the proper period in a timely manner to produce financial statements which present fairly the financial condition, results of operations and cash flows of the Company for the respective periods being presented

(A) Use of Estimates

In preparing financial statements in conformity with generally accepted accounting principles, management is required to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of *the* financial statements and revenues and expenses during the reported period. Actual results could differ from those estimates. Significant estimates include estimated useful lives and potential impairment of property and equipment, estimate of fair value of share based payments and derivative instruments and recorded debt discount, valuation of deferred tax assets and valuation of in-kind contribution of services and interest.

(B) Cash and Cash Equivalents

The Company considers all highly liquid temporary cash investments with an original maturity of three months or less to be cash equivalents. At September 30, 2010 -December 31, 2015 the Company had no cash equivalents.

(C) Loss Per Share

In accordance with the accounting guidance now codified as FASB ASC Topic 260, "Earnings per Share" basic loss per share is computed by dividing net loss by weighted average number of shares of common stock outstanding during each period. Diluted loss per share is computed by dividing net loss by the weighted average number of shares of common stock, common stock equivalents and potentially dilutive securities outstanding during the period.

The computation of basic and diluted loss per share at September 30, 2016 excludes the common stock equivalents of the following potentially dilative securities because their inclusion would be anti-dilutive:

Fully Diluted Shares	December 30, 2015
Total	119.483,180
	119.483,180

(D) Business Segments

The company operates in one segment and therefore segment information is not presented.

(E) Revenue Recognition

The Company follows paragraph 605-10-S99-1of the FASB Accounting Standards Codification for revenue **recognition. The Company will recognize revenue when it is realized or realizable and earned. The Company considers revenue realized or realizable and earned when all of the following criteria are met: (i) persuasive evidence of an arrangement exists, (ii) the product has been shipped or the services have been** rendered to the customer, (iii) the sales price is fixed or determinable, and (iv) collectability is reasonably assured. The Company specifically derives income from the following:

1. **App and game design development, contract for services**
2. Clients pay a fee for a feature app or downloading apps
3. **Consulting services for consulting on designs**
4. In the future clients will pay for products and services that help build the brand identify

(F) Fair Value of Financial Instruments

The Company applies the accounting guidance under Financial Accounting Standards Board ("FASB") ASC 820-10,*"Fair Value Measurement",* as well as certain related FASB staff positions. This **guidance defines fair value as the price that would be received from selling an asset or paid to transfer a** liability in an orderly transaction between market participants at the measurement date. When **determining the fair value measurement for assets and liabilities required to be recorded at fair value, the Company considers the principal or most adventurous market in which it would Transact business and** considers assumptions that marketplace participants would use when pricing the asset or liability, such as **inherent risk, transfer restrictions, and risk of nonperformance.**

The guidance also establishes a fair value hierarchy for measurement of fair value as follows:

- **Level I- quoted market prices in active markets for identical assets or liabilities**
- **Level 2- inputs other Level that are observable, either directly or indirectly, such as quoted prices in active markets for similar assets or liabilities, quoted prices for identical or similar assets or liabilities in markets that are not active, or other inputs taught are observable or can be** corroborated by observable market data for substantially full term of the assets or liabilities.
- Level 3- unobservable inputs that are supported by little or no market activity and that are significant to the fair value of the assets or liabilities.

The Company's financial instruments consist of accounts payable, accrued expenses, notes payable, notes payable-related party, loan payable- related party, convertible notes payable, convertible notes payable-related party and deferred rent payable. The carrying amount of the Company's financial instruments **approximates their fair value as of September 30th 2016 due to the short-term nature of these instruments.**

h

The Company accounts for its derivative liabilities, at fair value, on a recurring basis under level 3 (see Note 8).

(GJ Embedded Conversion Features

The Company evaluates embedded conversion features within convertible debt under ASC 815 "Derivatives and Hedging" to determine whether the embedded conversion feature(s) should be bifurcated from the host instrument and accounted for as a derivative at fair value with changes in fair value recorded in earnings. If the conversion feature does not require derivative treatment under ASC 815, the instrument is evaluated under ASC 470-20 "Debt with Conversion and Other Options" for consideration of any beneficial conversion features.

fH) Derivative Financial Instruments

Fair value accounting requires bifurcation of embedded derivative instruments such as conversion features in convertible debt or equity instruments, and measurement of their fair value for accounting purposes. In determining the appropriate fair value, the Company uses the Black-Scholes option-pricing model. In assessing the convertible debt instruments, management determines if the convertible debt host instrument is conventional convertible debt and further if there is a beneficial conversion feature requiring measurement. If the instrument is not considered conventional convertible debt, the Company will continue its evaluation process of these instruments as derivative financial instruments.

Once determined, derivative liabilities are adjusted to reflect fair value at each reporting period end, with any increase or decrease in the fair value being recorded in results of operations as an adjustment to fair value of derivatives. In addition, the fair value of free standing derivative instruments such as warrants, are also valued using the Black-Scholes option-pricing model.

(1) Beneficial Conversion Feature

For conventional convertible debt where the rate of conversion is below market value, the Company records a "beneficial conversion feature" (BCP) and related debt discount.

When the Company records a BCF, the relative fair value of the BCF is recorded as a debt discount against the face amount of the respective debt instrument (offset to additional paid in capital) and amortized to interest expense over the life of the debt.

(J) Debt Issue Costs and Debt Discount

The Company may record debt issue costs and/or debt discounts in connection with raising funds through the issuance of debt. These costs may be paid in the form of cash, or equity (such as warrants). These costs are amortized to interest expense over the life of the debt. If a conversion of the underlying debt occurs, a proportionate share of the unamortized amounts is immediately expensed.

(K) Stock-Based Compensation- Non Employees

Equity Instruments Issued to Parties Other Than Employees for Acquiring Goods or Services

The Company accounts for equity instruments issued to parties other than employees for acquiring goods or services under guidance of Sub-topic 505-50 of the FASB Accounting Standards Codification ("Sub-topic 505-50").

Pursuant to ASC Section 505-50-30, all transactions in which goods or services are the consideration received for the issuance of equity instruments are accounted for based on the fair value of the consideration received or the fair value of the equity instrument issued, whichever is more reliably measurable. The measurement date used to determine the fair value of the equity instrument issued is the earlier of the date on which the performance is complete or the date on which it is probable that performance will occur. If the Company is a newly formed corporation or shares of the Company are thinly traded the use of share prices established in the Company's most recent private place the memorandum ("PPM"), or weekly or monthly price observations would generally be more appropriate.

than the use of daily price observations as such shares could be artificially inflated due to a larger spread between the bid and asked quotes and lack of consistent trading in the market.

The fair value of share options and similar instruments is estimated on the date of grant using a Black-Scholes option-pricing valuation model. The ranges of assumptions for inputs are as follows:

- Expected term of share options and similar instruments: Pursuant to Paragraph 718-10-50-2(f)(2)(i) of the FASB Accounting Standards Codification the expected term of share options and similar instruments represents the period of time the options and similar instruments are expected to be outstanding taking into consideration of the contractual term of the instruments and holder's expected exercise behavior into the fair value (or calculated value) of the instruments. The Company uses historical data to estimate holder's expected exercise behavior. If the Company is a newly formed corporation or shares of the Company are thinly traded the contractual ten of the share options and similar instruments is used as the expected term of share options and similar instruments as the Company does not have sufficient historical exercise data to provide a reasonable basis upon which to estimate expected term.

- Expected volatility of the entity's shares and the method used to estimate it. Pursuant to ASC Paragraph 718-1 0-50-2(f)(2)(ii) a thinly-traded or nonpublic entity that uses the calculated value method shall disclose the reasons why it is not practicable for the Company to estimate the expected volatility of its share price, the appropriate industry sector index that it has selected, the reasons for selecting that particular index, and how it has calculated historical volatility using that index. The Company uses the average historical volatility of the comparable companies over the expected contractual life of the share options or similar instruments as its expected volatility. If shares of a company are thinly traded the use of weekly or monthly price observations would generally be more appropriate than the use of daily price observations as the volatility calculation using daily observations for such shares could be artificially inflated due to a larger spread between the bid and asked quotes and lack of consistent trading in the market.
- Expected annual rate of quarterly dividends. An entity that uses a method that employs different dividend rates during the contractual term shall disclose the range of expected dividends used and the weighted-average expected dividends. The expected dividend yield is based on the Company's current dividend yield as the best estimate of projected dividend yield for periods within the expected term of the share options and similar instruments.
- Risk-free rate(s). An entity that uses a method that employs different risk-free rates shall disclose the range of risk-free rates used. The risk-free interest rate is based on the U.S. Treasury yield curve in effect at the time of grant for periods within the expected term of the share options and similar instruments.

Pursuant to ASC paragraph 505-50-25-7, if fully vested, non-forfeitable equity instruments are issued at the date the grantor and grantee enter into an agreement for goods or services (no specific performance is required by the grantee to retain those equity instruments), then, because of the elimination of any obligation on the part of the counterparty to earn the equity instruments, a measurement date has been reached. A grantor shall recognize the equity instruments when they are issued (in most cases, when the agreement is entered into). Whether the corresponding cost is an immediate expense or a prepaid asset (or whether the debit should be characterized as contra-equity under the requirements of paragraph 505-50-45-1) Depends on the specific facts and circumstances. Pursuant to ASC paragraph 505-50-45-1, a grantor may conclude that an asset (other than a note or a receivable) has been received in return for fully vested, non-forfeitable equity instruments that are issued at the date the grantor and grantee enter into an agreement for goods or services (and no specific performance is required by the grantee in order to retain those equity instruments). Such an asset shall not be displayed as contra-equity by the grantor of the equity instruments. The transferability (or lack thereof) of the equity instruments shall not affect the balance sheet display of the asset. This guidance is limited to transactions in which equity instruments transferred to other than employees in exchange for goods or services. Section 505-50-30 provides guidance on the determination of the measurement date for transactions that are within the scope of this Subtopic.

Pursuant to Paragraphs 505-50-25-8 and 505-50-25-9, an entity may grant fully vested, non-forfeitable equity instruments that are exercisable by the grantee only after a specified period of time if the terms of the agreement provide for earlier exercisability if the grantee achieves specified performance conditions. Any measured cost of the transaction shall be recognized in the same period(s) and in the same manner as i f the entity had paid cash for the goods or services or used cash rebates as a sales discount instead of paying with, or using, the equity instruments. A recognized asset, expense, or sales discount shall not be reversed if a share option and similar instrument that the counterparty has the right to exercise expires unexercised.

Pursuant to ASC paragraph 505-50-30-S99-l, if the Company receives a right to receive future services in exchange for unvested, forfeitable equity instruments, those equity instruments are treated as unissued for accounting purposes until the future services are received (that is, the instruments are not- considered issued until they vest). Consequently, there would be no recognition at the measurement date and no entry should be recorded.

(L) Recent Accounting Pronouncements

In June 2014, FASB issued Accounting Standards Update ("ASU") No. 2014-10, "Development Stage Entities(Topic 915): Elimination of Certain Financial Reporting Requirements, Including an Amendment to Variable Interest Entities Guidance in Topic 810, Consolidation". The update removes all incremental financial reporting requirements from GAAP for development stage entities, including the removal of Topic 915 from the FASB Accounting Standards Codification. In addition, the update adds an example disclosure in Risks and Uncertainties (Topic 275) to illustrate one way that an entity that has not begun planned principal operations could provide information about the risks and uncertainties related to the company's current activities. Furthermore, the update removes an exception provided to development stage entities in Consolidations (Topic 81 0) for determining whether an entity is a variable interest entity- which may change the consolidation analysis, consolidation decision, and disclosure requirements for a company that has an interest in a company in the development stage. The update is effective for the annual reporting periods beginning after December 15, 2014, including interim periods therein. Early application with the first annual reporting period or interim period for which the entity's financial statements have not yet been issued (Public business entities) or made available for issuance (other entities). The Company adopted this pronouncement for the three months ended August 31, 2014.

In June 2014, FASB issued Accounting Standards Update ("ASU") No. 2014-12, "Compensation – Stock Compensation (Topic 718); Accounting for Share-Based Payments When the Terms of an Award Provide That a Performance Target Could Be Achieved after the Requisite Service Period". The amendments in this ASU apply to all reporting entities that grant their employees share-based payments in which the terms of the award provide that a performance target that affects vesting could be achieved after the requisite service period. The amendments require that a performance target that affects vesting and that could be achieved after the requisite service period be treated as a performance condition. A reporting entity should apply existing guidance in Topic 718 as it relates to awards with performance conditions that affect vesting to account for such awards. For all entities, the amendments in this ASU are effective for annual periods and interim periods within those annual periods beginning after December 15, 2015. Earlier adoption is permitted. Entities may apply the amendments in this ASU either (a) prospectively to all awards granted or modified after the effective date or (b) retrospectively to all awards with performance targets that are outstanding as of the beginning of the earliest annual period presented in the financial statements and to all new or modified awards thereafter. If retrospective transition is adopted, the cumulative effect of applying this Update as of the beginning of the earliest annual period presented in the financial statements should be recognized as an adjustment to the opening retained earnings balance at that date. Additionally, if retrospective transition is adopted, an entity may use hindsight in measuring and recognizing the compensation cost. This updated guidance is not expected to have a material impact on our results of operations, cash flows or financial condition. We are currently reviewing the provisions of this ASU to determine if there will be any impact on our results of operations, cash flows or financial condition.

In August 2014, the FASB issued Accounting Standards Update "ASU" 2014-15 on "Presentation of Financial Statements Going Concern (Subtopic 205-40) – Disclosure of Uncertainties about an Entity's Ability to Continue as a Going Concern". Currently, there is no guidance in U.S. GAAP about management's responsibility to evaluate whether there is substantial doubt about an entity's ability to continue as a going concern or to provide related footnote disclosures. The amendments in this Update provide that guidance. In doing so, the amendments are intended to reduce diversity in the timing and content of footnote disclosures. The amendments require management to assess an entity's ability to continue as a going concern by incorporating and expanding upon certain principles that are currently in U.S. auditing standards. Specifically, the amendments (1) provide a definition of the term substantial doubt, (2) require an evaluation every reporting period including interim periods, (3) provide principles for considering the mitigating effect of management's plans, (4) requircertain disclosures when substantial doubt is alleviated as a result of consideration of management's plans, (5) require an express statement and other disclosures when substantial doubt is not alleviated, and (6) require an assessment for a period of one year after the date that the financial statements are issued (or available to be issued). We are currently reviewing the provisions of this ASU to determine if there will be any impact on our results of **operations, cash flow or financial condition.**

All other newly issued accounting pronouncements but not yet effective have been deemed either immaterial or not applicable.

NOTE 3 <u>GOING CONCERN</u>

As reflected in the accompanying financial statements, the Company has minimal operations, has Negative working capital a stockholders' deficit and limited revenue. This raises substantial doubt about **its ability to continue as a going concern. The ability of the Company to continue as a going concern is dependent on the Company's ability to raise additional capital and implement its business plan. The financial statements do not include any adjustments that might be necessary if the Company is unable to continue as a going concern.**

Management believes that actions presently being taken to obtain additional funding and **Implement its strategic plans provide the opportunity for the Company to continue as a going concern.**

<u>NOTE 4- RELATED PARTY TRANSACTION</u>

<u>Free office space</u>

The Company has been provided office space by Dr. Thomas Mensah, Chairman of the Board 1100 Peachtree St. Suite 200 Atlanta Ga. 30309 at no cost. The management **determined that such cost its nominal and did not recognize the rent expense in its financial statements.**

<u>Office space</u>

As of December 2015 GoLOyal will be run out of the office space at 36 West Ave. Suite 101, Fairport, NY 14450.

Related Party Payable

At December 31, 2015 the Company is indebted to an officer of the Company for $30,000 without interest payable on demand.

NOTE 5-NOTE P<u>AYABLE AND CONVERTIBLE NOTE PAYABLE</u>

At September 30, 2016 the Company is obligated to an unrelated third party got $16,000 without interest payable on demand. Three other notes $2,500.00, $2,000.00 and, $3,150.00. The three notes are expected to be paid off the first quarter in 2017.

6) EARl's Products and Services

a) Description of the issuer's business operations:

Entertainment Arts Research Inc. (EARl) creates, develops and publishes apps, video games, web content and interactive entertainment that reflect culture, ethnicity and passion of communities the mainstream media overlooks.

EARl also provides digital marketing and Branding services that include app development and marketing, website development, lead generation programs, seo optimization, database management and social media marketing.

EARl is a Nevada sub chapter corporation that is listed on the OTC Pink Sheets. EARl is the process of restructuring Administration. EARl's main office is in Atlanta.

b) Date and State for Jurisdiction) of Incorporation:

Incorporated in Nevada on March 19, 1999.

c) The issuer's primary and secondary SIC Codes:

7380

d) The issuer's fiscal year end date:

12/31

e) principal products or services, and their markets:

Products and Services

EARl owns Daily App Dream is a boutique app platform for Apple apps. It allows app developers to Feature their apps to help distinguish them from the 900,000 apps found in the Apple store. Each day Daily App Dream will feature three apps that will allow our 300,000 monthly followers to download them for free. Daily App Dream is currently being developed for IOS and Android deployment for 2017

EARl bought Go Loyal on July 10,2015. GoLoyal is an email marketing company that offers professionally designed emails to all businesses. GoLoyal was founded in 2008 as an email and social media marketing company that offer services to drive customers to clients web and social media sites. Go Loyal provides state of the art custom email marketing campaigns, Facebook like campaigns, social media writing and management, and website design. By devising a systematic plan to communicate through emails and social media campaigns, GoLoyal has become a leader in the most efficient ways to in the new social age. GoLoyal is located at 36 West Ave. Fairport, NY with employees working from home throughout the east coast.

EARl has become more than offering game and app design and development services. To expand and differentiate EARl from its competitors EARl will look to expand into offering more digital marketing and branding services. The most effective way to do this will be to acquire companies that will help enhance our marketing and branding vision. EARI will introduce VClassrooms our premier Virtual Classroom for the educational arena. Our Beta application is highly recognized through our partners TVOne, Usher's New Look Academy and the King Center.

7) EARl's Facilities

EARl uses the corporate address 1100 Peachtree Street suite 200 Atlanta GA. 30309.

GoLoyal's address is 36 West Ave, Suite IOI, Fairport, NY 14450

All EARl's talent is contracted out throughout the USA, Asia and India.

By: /s/Joseph Saulter
Joseph Saulter
Chief Executive Officer