



Design Marketing Concepts, Inc.

DSNM

Annual Report

For the Year Ended December 31, 2009



Item I: The exact name of the issuer and its predecessor:

Design Marketing Concepts, Inc.

Formerly=Casa Havana until 8-2009

Formerly=ACME Sports & Entertainment, Inc. until 6-2008

Formerly=Silverhawk Entertainment Group, Inc. until 6-07

Formerly=Extreme Innovations, Inc. until 7-06

Formerly=Summit Entertainment Group Corp., Inc. until 9-05

Item II: The address of the issuer's principal executive offices

Design Marketing Concepts, Inc.

244 Madison Ave

NY, NY 10016

Phone: (347) 255-6309

Fax: (323) 372-3521

Email: designmarketingconceptsinc@yahoo.com |

Website: www.designmarketingconceptsinc.com |

Design Marketing Concepts, Inc. is responsible for the content of this Information and Disclosure Statement. The information contained in this report has not been filed with or approved by the Securities and Exchange Commission, any state securities commission or FINRA, or the National Association of Securities Dealers, or any other regulatory body.

Item 2 Shares outstanding.

Security Symbol: DSNM

CUSIP Number: 147101 10 5

Classes: Common

Shareholders: 67

Active Certificates: 78

Free Trading: 760, 211

Restricted: 28,320,495

Outstanding: 29,080,706

Authorized: 50,000,000

Item 3 Interim financial statements.

See attached financials

Item 4 Management's discussion and analysis or plan of operation.

Since Thomas Gaffney has become CEO, he has completely changed the operations of the company.

The company in the past was in the retail coffee and cigar



business. The difficulties were maintaining a volume of retail coffee drinkers within a smoking environment.

Design Marketing Concepts, Inc.'s plan of operations is to capitalize on Mr. Gaffney's marketing experience within the Internet, television, radio, e-mail marketing, text message advertising, and lead generation business. We also intend to enter and capitalize on the emerging text messaging (SMS) industry for purposes of lead generation, advertising and marketing.

The company intends on marketing its technology and experience to existing businesses that want to expand and increase revenues by selling its marketing and technology services.

Item 5 Legal proceedings.

The company is involved in no legal proceedings at this time.

Item 6 Defaults upon senior securities.

We are currently in default on 100% of our outstanding debt owed to various private debt holders. We intend to offer these debt holders a convertible debenture in the near future to allow them to convert their interests in the company from debt to equity.

Item 7 Other information.

During the fourth quarter of 2009, Design Marketing Concepts acquired TotalCredit.com in exchange for a \$250,000 note due to our CEO bearing an interest rate of 8%. The sum of this note and accrued interest will be due in one lump sum on January 1, 2012.

Item 8 Exhibits.

See attached Financial Statements.

Item 9 Certifications.

I, Thomas Gaffney, certify that: 1. I have reviewed this quarterly disclosure statement of Design Marketing Concepts, Inc.; 2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and 3. Based on my 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.

March 10, 2010

/s/ Thomas Gaffney
Chief Executive Officer



Design Marketing Concepts, Inc.
Balance Sheet
December 31, 2009
Unaudited

ASSETS

Current Assets		
Cash In Bank	\$	<u>10,000.00</u>
Total Current Assets		<u>10,000.00</u>
Total Assets	\$	<u><u>10,000.00</u></u>

LIABILITIES AND STOCKHOLDER
EQUITY

Current Liabilities		
Accrued Interest Payable, Curr	\$	1,088,054.00
Notes Payable, Current Portion		<u>4,301,909.00</u>
Total Current Liabilities		5,389,963.00
Long-Term Liabilities		
Notes Payable - Related Party		<u>260,000.00</u>
Total Long-Term Liabilities		<u>260,000.00</u>
Total Liabilities		5,649,963.00
Stockholder Equity		
Common Stock		29,080.00
Additional Paid-In Capital		100,000.00
Retained Earnings		<u>(5,769,043.00)</u>
Total Stockholder Equity		<u>(5,639,963.00)</u>
Total Liabilities & Capital	\$	<u><u>10,000.00</u></u>



Design Marketing Concepts, Inc.
Income Statement
For the Twelve Months Ending December 31, 2009
Unaudited

Revenues	
Sales	<u>\$ 35,000.00</u>
Total Revenues	<u>35,000.00</u>
Cost of Sales	<u> </u>
Total Cost of Sales	<u>0.00</u>
Gross Profit	<u>35,000.00</u>
Expenses	
Salaries and Benefits	25,000.00
Interest Expense	349,901.00
Amortization of Intangible Assets	250,000.00
General and Administrative	20,000.00
Public Relations and Marketing	<u>10,000.00</u>
Total Expenses	<u>654,901.00</u>
Net Income	<u><u>(\$ 619,901.00)</u></u>



Design Marketing Concepts, Inc.
 Statement of Changes in Stockholder's Equity
 For the Twelve Months Ending December 31, 2009
 Unaudited

	Shares Outstanding	Common Stock	Additional Paid-In Capital	Accumulated Deficit	Total
Balance, January 1, 2009	9,080,706	\$ 9,081	\$ 100,000	\$ (5,149,141)	\$ (5,040,060)
Shares Issued	20,724,096	20,724			20,724
Shares Cancelled	(724,096)	(724)			(724)
Net Loss				(619,901)	(619,901)
Balance, December 31, 2009	29,080,706	29,081	100,000	(5,769,042)	(5,639,961)



Design Marketing Concepts, Inc.
Statement of Cash Flow
For the twelve Months Ended December 31, 2009
Unaudited

	Year to Date
Cash Flows from operating activities	
Net Income	(\$ 619,901)
Adjustments to reconcile net income to net cash provided by operating activities	
Accrued Interest Payable	349,901
Stock Bonus	20,000
Amortization of Intangible Assets	<u>250,000</u>
Total Adjustments	<u>619,901</u>
Net Cash provided by Operations	<u>0</u>
Cash Flows from investing activities	
Investment in TotalCredit.com	<u>(250,000)</u>
Net cash used in investing	(250,000)
Cash Flows from financing activities	
Proceeds From Notes Payable - Related Party	<u>260,000</u>
Net cash used in financing	<u>260,000</u>
Net increase (decrease) in cash	<u><u>10,000</u></u>
Summary	
Cash Balance at End of Period	\$ 10,000
Cash Balance at Beg of Period	<u>0</u>
Net Increase (Decrease) in Cash	<u><u>10,000</u></u>