

March 9, 2016

*Atlanta, Georgia:* **ENTERTAINMENT ARTS RESEARCH, INC. [OTCPink: EARI]**

**TITLE: International Music icon Usher Raymond's foundation "Usher's New Look" is hosting EARI's "Urban Game Jam" event!**

**Entertainment Arts Research Inc. (OTCPink: EARI)** is pleased to announce that internationally acclaimed music phenomenon Usher Raymond's foundation "Usher's New Look" will be hosting EARI's "Urban Game Jam" event. The one of a kind event is being held at Morehouse College in the prestigious Martin Luther King Jr. International Chapel on May 21, 2016. Joseph Saulter, CEO of EARI states, "we could not be more pleased to be involved with Usher and this incredible organization. EARI is currently in a huge growth phase and this event is just the tip of the iceberg."

In addition, EARI will be making its first quarter sales report for GoLoyal, one of its new acquisitions, on or about April 15, 2016. EARI is projecting its first quarter revenue for GoLoyal to increase 15% from the previous quarter! This increase is partially due to several factors and efforts all intended to propel the company forward. EARI is currently in the process of hiring several developers that have finished games, apps and have a portfolio of projects that could boost EARI's project pipeline to 40 projects, ultimately boosting revenue, profits, and shareholder value. EARI is working to develop an Android version of "Daily App Dream" and plans to make a formal announcement on the progress of the project within the next 45 days.

Furthermore, EARI is working on several partnerships for its online education division which is going to be a major focus of EARI's expansion in 2016 & 2017. The Company expects to release additional information in the near future as it continues to implement its business plan in growing and developing their digital marketing, game development and online education divisions.

#### **ABOUT ENTERTAINMENT ARTS RESEARCH, INC. (EARI)**

**Entertainment Arts Research, Inc. (OTCPink: EARI)**, is based in Atlanta, Georgia with satellite offices located in Fairport, New York. EARI is a publicly traded development stage company with three divisions: Digital Marketing, Game and App Development and Online Education. The Company actively develops and delivers a mature suite of web-based business marketing and online communications tools via SaaS (Software as a Service) model. These tools are supported with comprehensive content creation/content management services and extensive customer care/customer service. In a recent acquisition, EARI now owns GoLoyal, which is a full scale email marketing firm that currently generates revenue for the Company.

Additional information about Entertainment Arts Research, Inc. (EARI) can be found at [www.otcmarkets.com](http://www.otcmarkets.com), and on the EARI website at [www.earigames.com](http://www.earigames.com).

## **ABOUT USHER’S NEW LOOK (UNL)**

Headquartered in Atlanta, **Usher’s New Look (UNL)** is on a mission to develop global youth leaders and change the world, one youth at a time. The organization offers leadership programs for students in middle-school, high school and through post-secondary education. UNL’s main focus is to teach youth how to identify their passion, or “spark”, early on and then connect it to a relevant education and career pathway. The unique curriculum is producing the next generation of well-rounded, forward-thinking leaders who excel in talent, education, career and service. However, what truly sets UNL apart from other afterschool programs or youth leadership organizations is its delivery style and approach. All UNL programming is youth-centric and delivered peer-to-peer by slightly older students who have successfully completed the program. Students find UNL’s curriculum relevant and engaging because of its incorporation of entertainment, culture, current events and technology.

Additional information about Usher’s New Look (UNL) can be found at [www.ushersnewlook.org](http://www.ushersnewlook.org).

### **Disclosure Statement:**

*Any statements made, other than historical facts, contain forward-looking information based on our business plans and assumptions at the time of disclosure. Such forward-looking information includes, but is not limited to, our expected growth strategies, projected operating results, anticipated timing for developing, obtaining approval for and bringing products to market and the status of R&D. Our business, as well as each product we develop and market, is subject to various risks and uncertainties beyond our control. Therefore, these forward-looking statements might differ substantially from the actual results. Risks and uncertainties that could affect the Company's future results and financial condition include, but are not limited to, the factors described below. Information disclosed is subject to addition, change or deletion without notice.*