



CRE8TIVE WORKS REDEFINES BUSINESS MODEL

SCOTTSDALE, ARIZONA, MARCH 28, 2017 (OTC MARKETS) – Cre8tive Works, Inc. (OTCPINK:FILM) (the “Company” or “Cre8tive”) would like to announce that along with the recent change in management it is redefining its business model by focusing on financing and producing quality independent media projects. Management feels that this change in direction is in the best interest of its shareholders as it will lead to revenue quicker and more cost effectively than the previously announced business model.

Cre8tive’s core business is financing independent low budget media productions. The term “media productions” includes but is not limited to: feature films, documentaries, animation, television series, movies-of-the-week, and television specials. Cre8tive is currently reviewing a number of project submissions and will choose which projects to fund based on a number of qualifications including historical genre return on investment and maximization of available tax credits. Each funding will be structured as a loan where Cre8tive will receive interest with a guarantee to be paid first from film production tax credit and proceeds from distribution sales. Once the initial loan to Cre8tive has been repaid then Cre8tive will maintain a carried interest in the future success of each production through a royalty. Typically Cre8tive will not loan more than 75% of one project’s total budget with a maximum exposure of \$1,000,000 per project. Cre8tive Works will appoint an Executive Producer to monitor the funding and progress of each project. The appointed Executive Producer and Cre8tive Works will each be entitled to a credit in the project including having their names displayed in the credit roll.

The film royalty side of the movie business is where the large returns are. Low budget pictures produced by independent production companies in the past have been able to routinely generate revenues in excess of \$2 million when one considers not only theater, but pay-per-view, home video, foreign and ancillary revenues. Looking at the top low budget independently produced pictures, the average 10-year gross was in the neighborhood of \$9 million while the top 8 grossed more than \$30 million and the number one picture earned just over \$120 million. Occasionally, independent films produced for less than \$50,000 will gross hundreds of thousands or even break the multi-million dollar mark.

It is the intent of the management of the Company to fund three to five independent film projects per year and over time grow a large portfolio of revenue producing film royalties. The Company currently has a preliminary agreement to fund one independent film production and is in negotiations with another two.

“The number one goal is to identify then finance independent film projects that will start to generate revenue in shortest time possible” stated Lisa Nelson, President of Cre8tive Works. “Return on Investment has to be paramount. We are finalizing terms for on very exciting project that fits our model perfectly and in talks with two more” continued Ms. Nelson.

About Cre8tive Works, Inc.

Cre8tive Works is traded under the uniquely fitting ticker symbol 'FILM' and specializes in the financing of production ready, independent films that have great potential for financial success. The Company’s mission is to identify projects that strike a balance between artistic integrity and commercial viability for the international market and to develop strong relationships with independent filmmakers that will assist them in bringing their vision to fruition while ensuring a solid financial return.

Investor Relations

Ten Associates LLC
11529 N. 120th St.
Scottsdale, Arizona
85259 USA
Telephone: 480-326-8577
Contact: Thomas E. Nelson
Email: tenassociates33@gmail.com

Forward Looking Statements

Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements. Actual results may differ materially from those described in forward-looking statements and are subject to risks and uncertainties. See Cre8tive Works, Inc.'s filings with OTC Markets which may identify specific factors that may cause actual results or events to differ materially from those described in the forward-looking statements.



Safe Harbor Statement

This release includes forward-looking statements, which are based on certain assumptions and reflects management's current expectations. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. Some of these factors include: general global economic conditions; general industry and market conditions, sector changes and growth rates; uncertainty as to whether our strategies and business plans will yield the expected benefits; increasing competition; availability and cost of capital; the ability to identify and develop and achieve commercial success; the level of expenditures necessary to maintain and improve the quality of services; changes in the economy; changes in laws and regulations, including codes and standards, intellectual property rights, and tax matters; or other matters not anticipated; our ability to secure and maintain strategic relationships and distribution agreements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.