



Letter to Shareholders from CEO, Max C. Li

Dear Shareholders,

January 13, 2019

Welcome to my first Newsletter in 2020. I have exciting news to announce on our continued progress in building a solid and successful company, and in accelerating shareholder value!

I am pleased to announce that Phidias Chou has joined Tri Cascade, Inc as an additional Director as well as serving as President and Chief Operating Officer. I have known Phidias for many years and recognized his skill as a dynamic sales and marketing executive in the technology space, plus a great relation with manufactories in Taiwan. He is a strong believer that NB IoT technology will be the wave of the future for smart homes and smart cities. He will add significant strength and depth to our management team. Previously, Phidias served as Vice President, Worldwide Sales at publicly traded Super Micro Computer, Inc ("SMCI") since September 2008. From September 2000 to August 2008, Mr. Chou held the positions of Sr. Director of Sales and VP of Sales, Regional & Strategic Accounts manage over 450 sales account managers. Super Micro is a global leader in high performance, high efficiency server technology and innovation – developing and providing end-to-end green computing solutions to the data center, cloud computing, enterprise IT, big data, high performance computing, or HPC, and embedded markets. Prior to Super Micro Mr. Chou was General Manager at US Sertek, a subsidiary of Acer, Inc., from April 1996 to August 2000, and from October 1987 to April 1996 he held the position of PC PM until his promotion to Director of Sales at Acer Taiwan. Mr. Chou holds an M.B.A from Chung Yuan Christian University and B.S. in Mechanical Engineering from National Chung Hsing University.

This year I decided not to go to the expense of building and hosting another booth at 2020 CES. Last year we made headlines with our fully operating NB IoT smart home booth, and through that booth we made introductions to a myriad of potential future customers and business partners. This year I attend 2020 CES with Phidias to solidify those 2019 connections. We had several very key meetings and business engagements with top representatives of dynamic companies such as Duke Energy Corporation and Ericsson Telecommunications. We have signed NDA's with both companies and we intend to rapidly move forward with both in different applications of NB IoT devices. More information relating to these developments will be announced in the next few months when expected substantial sales orders are received by us for our innovative product.

I also wanted to take this opportunity to thank our valued shareholders in believing in our Company and for investing and staying the course with us to achieve mutual success and rewards in 2020!

Best wishes,

Max C. Li.

CEO

About Tri Cascade, Inc and Saddle Ranch Media, Inc.

With operations both in the United States and in Taiwan, Saddle Ranch Media's subsidiary Tri Cascade, Inc. www.TriCascadeInc.com is positioning itself to become the leading innovator, manufacturer, and distributor of the most sophisticated and compelling Smart City and Smart House IoT devices to enable our future A.I. lifestyle! The Company's solutions include the NB IoT Ambient Outdoor and Indoor Air Quality Monitor, and the first of its kind "Self-Internet smart thermostat – THERMORING+" with A.I. Voice and Facial Recognition throughout the house by i.VA the Intelligent Voice/Video Assistant. Additionally, "Smart Outlet", "Smart Dimmer" and many more Smart Home solutions are now emerging from Tri Cascade product development, including the NB IoT CAT1 Communications Gateway. Tri Cascade Inc is an authorized connectivity provider under a 3 year Provider Agreement with T-Mobile USA.

Safe Harbor Statement

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Corporation's current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. In particular, this release contains forward-looking information relating to the development of the Corporation's assets and its business goals and objectives. The forward-looking information contained in this press release is made as of the date hereof, and the Corporation is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward looking-information. The foregoing statements expressly qualify any forward-looking information contained herein.

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