Letter to Shareholders

Dear Shareholders of Saddle Ranch Media, Inc. (OTCMKTS "SRMX")   November 23, 2022

Earlier this year, Tri Cascade, Inc. established a key supplier relationship with Teal Communications. Based in Seattle, Teal offers flexible and affordable global pricing for any IoT deployment, with freedom to choose which telecom network works best. Any IoT device can be connected with any network worldwide through Teal's one eSIM platform. We partnered with Teal earlier this year as we did extensive analysis of what best fits Tri Cascade's future plans of products and the need to not only test and deploy domestically but just about anywhere in the world.

Tri Cascade's initial challenge was that it needed multi-carrier solutions and multi-SIM solutions for smart home products. When Tri Cascade's i.VA IoT home hub product was first developed, we needed to eliminate the need to determine which multi carriers were best suited for certain customers in various locations across the U.S. We had no way to program devices onto multiple networks with a single SIM solution. Instead, we had previously utilized several SIM vendors across different geographies. With rigorous testing during development we needed a solution that did not require managing contracts with multiple carriers in Taiwan and the U.S. Budgeting for roaming services, multiple carrier agreements and other costs created an accounting headache for Tri Cascade. We wanted to get away from managing multiple rate plans and possible overages, so we required a flexible and cost-effective solution with a single provider. That single provider proved to be Teal Communications.

We recently participated in a Case Study with Teal. "We were excited that Teal did the case study with Tri Cascade to highlight their ability to make SIM management easy, affordable, and seamless" said Jerome Riordan, Tri Cascade's VP Business Development and Sales. "Since all our products get rigorous testing, our requirements are that much of it is done in Taiwan, since we plan on doing the full i.VA launch in 2023. Teal was able to help us cut out the challenges of using multi US based carrier SIMs with roaming issues, higher costs, etc. Now that we have completed the testing in Taiwan, we are initiating US based testing on CATM1 using the Teal SIMs, which so far have exceeded our expectations. Teal brought simplicity to Tri Cascade's operational pain points by providing a single eSIM SKU that gives them the ability to connect any IoT onto any network globally. Roaming is expensive, and Teal connects Tri Cascades IoT devices directly onto global networks, which translates into lower latency, higher redundancy, higher throughput and cost savings. Not to mention that Tri Cascade no longer needs

to spend time managing multiple contracts and vendors. Teal provides ultimate redundancy for Tri-Cascade's smart home IoT devices that need to be reliably connected."

Tri Cascade has already deployed Teal eSIMs globally in devices in Taiwan and the United States. The result - Tri Cascade will be deploying Teal eSIMS in their i.VA smart home thermostats Plan for i.VA retail launch in 2023, with eSIMs rolled out to devices in Taiwan and the United States. We have achieved massive cost savings, futureproofing against technology sunsets, and our ability to support new technologies as they evolve.

"We were planning on going to market with a different solution, but our initial rollout of Teal in Taiwan and the United States went so well that we decided to implement Teal's eSIMs in our i.VA smart home IoT solutions. Having the ability to dynamically switch our devices between different networks globally and so effortlessly saves us time and money" said Amy Yang, VP of Global Operations for Tri Cascade, Inc. based in Taiwan.

For further information, the link to the Teal Communications website regarding the case study is: https://tealcom.io/case-studies/tri-cascade-inc/

About TRI CASCADE, INC.
Tri Cascade, Inc. is an authorized Telecom IoT Service Provider based in Irvine, California, with design and manufacturing facilities in Taiwan. Tri Cascade provides leading-edge NB IoT to 5G solutions and innovation, through its various IoT devices and ONENET B2B IoT Onboarding Platform - certified by Microsoft IoT Sphere under Microsoft's Azure IoT Hub - for business and infrastructure IoT operations. Tri Cascade's Management Team has extensive years of innovation experience in Energy Efficiency Management, Home Automation, Wireless Networking, and Telecom IoT Connectivity, as well as Cloud Management integration services. Tri Cascade envisions a turnkey IoT business solution for our business partners since recently we added a complete supply chain of manufacturing operations, with product development capability, in Taiwan. Our focus is to provide smart ways of managing our environment, both indoor and outdoor, through the transmission, integration, monitoring and reaction to/from data management. Tri Cascade creates innovative Smart IoT solutions! **For questions and additional information, please visit: www.tricascadeinc.com See also : OTCMRKTS: "SRMX" trading symbol.**