

#### CONTACT INFORMATION:

JumpingSand Ventures  
312 W. 2nd Street #3201  
Casper, WY 82601

Telephone: (307) 441-0047  
Website: [JumpingSand.com](http://JumpingSand.com)  
Email: [info@JumpingSand.com](mailto:info@JumpingSand.com)

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#### FOR IMMEDIATE RELEASE

CASPER, Wyoming - JumpingSand Ventures, a Wyoming corporation, today announced it is officially and deliberately entering into the "Formation" phase of its plan to headquarter a vertically-integrated, multi-channel enterprise in Casper, Wyoming. The intent of the company ultimately is to build a restaurant, manufacturing, & retail empire driven to serve the communities in which it operates by providing exemplary food, drink, mercantile, & service experiences, and to provide opportunity for its employees, stakeholders, and partners.

#### FIRST "FORMATION", THEN "DEFINITION"

The company is proceeding through a multi-year, multi-step plan at this time, and is now currently in the "Formation" phase. In this phase, the company is establishing the base of identity after which will come the "Definition" phase. The business is now in the process of being formed and identified by legal terms with both Wyoming's Secretary of State and the City of Casper, Wyoming, as well as the County of Natrona, Wyoming. After this phase, the company will enter the "Definition" phase of the business, which includes integration & alignment of general business segment focus and setting the goals of division objectives within the various business segments.

#### HEADED IN A DIRECTION

The foundation of the enterprise, at the very heart of the economy, is offering the community at large desirable and affordable goods and services. The company intends on establishing a combination destination-restaurant/mercantile complex that includes three separate but physically-adjointing customer spaces:

- \* a convenience-style market with a soda counter and simple food options such as glass-case displayed fresh baked goods, value-priced plate lunches, custom fountain drinks, fresh produce, consumer non-cyclical & impulse goods.
- \* a handcrafted furniture full-service restaurant serving old-country, farm-style German cuisine suitable for romantic "date-night" liaisons or business luncheon gatherings.
- \* a white tablecloth full-service restaurant serving traditional and contemporary Italian fare.

#### ABOUT THE COMPANY

JumpingSand Ventures is a "business incubator" company incorporated in the state of Wyoming led by Christopher Green, whose current title is "President & Chief Executive Officer". The name "JumpingSand" (a unique trade name, service mark, and brand) is spelled as all one word, with a primary logo of an Ampersand symbol bouncing through the foreground field-of-view to the background, as if kinetically in motion.

#### DISCLAIMER

Some of the statements in this press release may be forward-looking statements or statements of future expectations based on currently available information. Such statements are naturally subject to risks and uncertainties. Factors such as the development of general economic conditions, future market conditions, unusual catastrophic loss events, changes in the capital markets and other circumstances may cause the actual events or results to be materially different from those anticipated by such statements. JumpingSand Ventures does not make any representation or warranty, express or implied, as to the accuracy, completeness or updated status of such statements. Therefore, in no case whatsoever will JumpingSand Ventures and its affiliate companies be liable to anyone for any decision made or action taken in conjunction with the information and/or statements in this press release or for any related damages.