



Jacobs' Plan has been tapped to don the cowboy hat and the signature mustache of Country Songwriter Hall-of-Famer Dean Dillon in Tennessee's *Whiskey The Musical: The Story of Dean Dillon*.

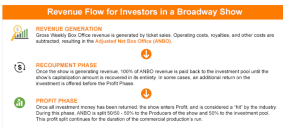
Platt is an actor, writer and musician that has appeared in the Tony Award-winning *Wicked*, as well as the Los Angeles revival of *Boyz* and the Hollywood Bowl's production of *Blues*. On television, Platt has appeared in *Curb Your Enthusiasm*, *Parade*, *The Office*, and *Jesus Christ Superstar: Live in Concert*.

He has also worked on the writing staff of *Family Guy* and *Parks and Recreation*. He is currently a co-writer/music supervisor/executive producer of *ZOMBIE*, an in-development unlabel musical TV adventure.

#### Why this Story?

The journey is told with humor, emotion, and a great spirit of *survival* against the backdrop of famous songs that are part of the fabric of an entire generation of country music fans. It is a universal story that is sure to deeply affect not only country music lovers, but anyone who enjoys a story of the human spirit and redemption against all odds.

#### How We Make Money



#### Listen to Dean Dillon Sing "Umbrella Song" at the Kick-Off Event for Tennessee Whiskey the Musical in NYC



## Investor Q&A

**What does your company do?** - We produce commercial theater (Broadway, Off Broadway, West End) and films.

**Where will your company be in 5 years?** - We want to be a prominent lead producing company in the Broadway space, producing high-quality and award-winning commercial hits.

**Why did you choose this idea?** - Growing up in Texas, I was indifferent to country music – but it was everywhere! My training took me towards classical and Broadway music. However, over the years I came to understand, appreciate and enjoy the depth of much of country music – particularly Dean Dillon's songs. So when I had the opportunity to produce this show, I jumped on it!

**Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?** -

Dean Dillon's music has experienced a renaissance. With Chris Stapleton's cover of Tennessee Whiskey along with Kendrick Lamar releasing an album of Dean's music, a whole new generation of fans have been created to add to those of George Strait's music, and Strait continues to easily sell out multiple shows at 17 Middle arenas in Vegas. At the same time, the popularity of Broadway shows, particularly "Jukebox Musicals" like *Beautiful*, *Jersey Boys*, and *Mamma Mia* has never been higher. The combination of country music and the Broadway format makes for a winning combination.

**What is your proudest accomplishment?** -

My proudest accomplishment thus far is having produced *The Crusade of Connor Stephens*, a show that addresses gun violence in America. It was a serious drama, and most said as an "issue" show it wouldn't succeed. However it had a solid Off-Bway run, and continues to move audiences throughout regional theaters today.

**How far along are you? What's your biggest obstacle?** -

We have completed the script, secured rights to the music, assembled a team of Broadway Veterans for designers and other creatives, secured a Broadway General Manager, signed on Dean Dillon as producer, and found our touring sector to play the characters of Dean. Our biggest obstacle is simply the equity raise, as is always the case for commercial theater.

**Who are your competitors? Who is the biggest threat?** -

Any Broadway show that is currently running or due to open would be considered a competitor. Our biggest threat is timing being able to mount this show while Dean Dillon's music is "hot" in the market.

**What do you understand that your competitors don't?** -

We understand the commercial popularity of contemporary Country Music. While there have been musicals to utilize older country music (*Prison Blues*, *Johnny Cash*, etc.), there has yet to be a musical featuring contemporary country music that spans the current generation of theater ticket buyers.

**How will you make money?** -

Via box office ticket sales. An enormous effort is behind that initiative, supported by a large advertising line item in order to promote pre sales.

**What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?** -

Any Broadway show is inherently risky as it relies on the tastes and preferences of the public to make it a success. If Tennessee Whiskey fails, it would most likely be due to our team being unable to reach the appropriate country music-loving audience to make it a success.

**What do you need the most help with?** -

We need help expanding our network of investors who are willing to take the risk of investing in theater, but also understand the importance of quality theater – we firmly believe that theater helps heal the soul and provides a much needed artistic format in our culture.

**What would you do with the money you raise?** -

In this initial raise we will staff up and pay existing staff, look to put a deposit down on the theater, and begin marketing initiatives.

**Who is Dean Dillon?** -

Dean Dillon was born on March 26, 1955, in Lake City, TN and started playing guitar at the age of 1. At the age of 13 he performed in a local Knoxville, TN Variety Show called JIM CLAYTON'S STARTIME as a songwriter and performer. By the end of high school, Dean Dillon had his mind set on Nashville.

After hitchhiking to Music City in the early 70's, it wasn't long before he caught the watchful eye of Shelby Singleton at S&N RECORDS. After a short recording stint that produced one record, Dean was once again walking the streets of a town he barely knew. In 1976 Dillon landed the role of Hank Williams in Opryland's Country Music Show USA. The theme park gig indirectly helped Dillon secure his first publishing deal with Nashville producer, publisher Tim Collins. Three weeks later Barbara Marshall recorded three of Dillon's songs. In 1979 Jim Ed Brown and Helen Cornelius had a number 1 hit with Dillon's "Living Here in Love with You" a song he co-wrote with fellow tenorball Gary Harrison of "Strawberry Wine" fame. It was both writers first number 1 hit record.

Although it was writing songs for others where Dillon's future lay, the young singer was hell bent on making it as a recording artist. Between 1979 and 1981 Dillon released 12 singles for RCA Records. Three of the songs reached the Top 30 on the country charts, including "Nobody in His Right Mind Would've Left Her" which climbed all the way to number 15 (and later became a number 1 hit for George Strait). Between 1979 and 1981, as an artist Dillon charted eight times and broke the Top 30 with "I'm into the Bottle (I've Got You out of My Mind)". The same year his for other country stars like the 1981 George Jones number 1 hit "Tennessee Whiskey". These successes established Dillon as a performer and as a songwriter. It wasn't long until Dillon was paired by RCA Record head, Jerry Bradley, with Gary Stewart, the "King of the Huckle Boogie". The stars of the two men fed off of each other and while their two heavy, good timing albums were successful and looked like had living postscript to Broke a Dime, (especially 1983's *Brotherly Love*), the partnership had little use for the straight and narrow. After "These were the Days", Dillon took a two year hiatus from recording, cleaned up his personal life and concentrated on songwriting. He wrote or co-wrote a number of hits during this period and had considerable success with George Strait, who took five of his songs to the charts between 1981 & 1985. The exposure landed Dillon a new contract with CAPITOL RECORDS, who released two Ricky Scroggs produced albums, *Slick Nickels* and *I've Learned to Live*. The later featured a Tommy Tackett duet "Don't You Ever Think About Leaving". Dillon next signed with ATLANTIC, where he issued his most successful album. It was 1993's *Out of Your Mind* which referenced the heart country of Dillon's heroes, but it also flirted with pop. The LP was labeled as a throwback, an answer to Nashville's penchant for nostalgia.

In 2002, he was inducted into the Nashville Songwriters Hall of Fame (along with Bob Dylan and Phil Silvers). Early the following year Dillon signed a songwriting contract with Sony/ATV Tunes, which came after his fifteen year relationship with Rose Kroll, a publishing company Sony acquired in July 2003.

Dean Dillon's songwriting has thrived. He has recently written songs for famous faces like Kenny Chesney, Toby Keith and Lee Ann Womack. His association with George Strait over the years has brought him in an ICON STATUS in country music. It's his relationship with Strait that has, to a large extent, defined both of their careers. And in a genre built on great songwriter writing for great singers, there has never been another team like it. Dillon has composed or co-written 63 songs for Strait, including 19 singles, 11 which went to number 1. Even in a career like Strait's, the Dillon titles stand out: "Mistita del Rey", "The Chair", "I've Come to Expect it From You", "Anytime, Any Day", "She Let Herself Go", and "The Best Day". His songs all pair instantly catchy melodies with garbushier country lyrics, signature qualities of a Dillon composition that would also become hallmarks of Strait's own style and sound.

As producer Tony Brown explained "they are the elements that allow Strait to sound traditional without sounding old timey."

At his ranch home in Guntersville, Colorado, Dean Dillon's walls display an array of timely photographs and awards consisting of: 1986: Billboard Country Music Artist Of The Year Award; 1988 Nashville Song Writers Award; 1990, 1991, 1998 CMA TRIPLE PLAY AWARD; Three Time Grammy Nominee; Joe Larcoux Award (American Automotive Division); Twenty Six (26) Number 1 Records Award; and the coveted 2012 BMI Icon Award.