



Blackhall's Ryan Millsap announces new streaming service, Blackhall Americana

\$300 million capital raise to be led by DelMorgan & Co.

Atlanta, GA Oct 19, 2021 - Ryan Millsap is ready to start the much-anticipated next chapter of his career.

Millsap, who founded Blackhall Studios, on Tuesday announced he is launching Blackhall Americana, a new streaming service with original programming centered on action and high-intensity drama.

“We intend to build Blackhall Americana into a streaming powerhouse on par with Netflix,” said Millsap. “There is a hunger in the marketplace for original programming focused purely on the fantasy escapism of quintessentially American programming.”

Millsap aims to raise \$300 million in capital to fund Blackhall Americana. That effort will be led by DelMorgan & Co., an internationally recognized investment banking firm headquartered in Santa Monica, Calif.

“We are extremely excited to be working with Blackhall Americana and helping create the next great American entertainment company,” said Rob Delgado, chairman of DelMorgan.

Blackhall Americana, already in talks with major creative talent, will recruit big-name Hollywood writers, directors, and actors to create and appear in original productions and take equity positions in the company. Millsap said the company wants to attract writers and other creative minds who feel smothered by the layers and layers of approvals needed to produce a TV show or film.

“The world we are going to create is going to be a mecca for all these creatives who want to be set free to express the fullness of their imaginative minds,” Millsap said, “Our motto is Limitless Imagination. It’s the perfect time to open the gates of creativity to today’s most talented, creative, and imaginative entertainment inventors. If they’ve got a story – Blackhall Americana wants it.”

Georgia has become a key location for the TV and movie industries to shoot productions. But most in the industry agree that for the state’s \$4 billion entertainment industry to grow and solidify, it needs to become a home for the development, funding, and distribution of original content.

“Georgia needs a company like Blackhall Americana to emerge that creates real local wealth like Coca-Cola or Home Depot that might allow the state’s entertainment industry to become self-sufficient,” Millsap said.

Millsap’s goal is to take the initial \$300 million investment in Blackhall Americana and, over five to seven years, build a business on the scale of Netflix, which has annual revenue of more than \$26 billion, gross profit of nearly \$10 billion and a market cap of nearly \$250 billion. If Millsap is right, Blackhall Americana will make Georgia into a true King Kong of entertainment, with a vertically integrated ecosystem of billions of dollars a year, imagining, creating, funding, filming, distributing, and keeping the

entertainment profits in Georgia. Millsap aims to create hundreds of billions in entertainment wealth headquartered in Georgia.

“Ryan Millsap’s vision for Blackhall Americana fills a massive void in the current entertainment industry,” said Neil Morganbesser, president & CEO of DelMorgan. “We are highly enthusiastic about the interest from many institutional investors in producing and delivering content to meet the demand of consumers, both in the United States and around the world, for purely and truly entertaining TV shows and movies.”

Blackhall Americana aims to begin streaming original content in 2023.

About Blackhall Americana

Blackhall Americana is an Atlanta-based streaming service that focuses on original programming centered on action and high-intensity drama. Its aim is to be a mecca for Hollywood writers, directors, and actors to create and appear in original productions and take equity positions in the company. The company plans to anchor a new American entertainment ecosystem, outside of Los Angeles and New York, in the increasingly important TV and film center of Georgia.

About DelMorgan

With over 150 years of combined experience and over \$300 billion in successfully completed transactions, the professionals at DelMorgan (www.delmorganco.com) provide world-class financial advice and assistance to companies, institutions, governments and individuals around the world. DelMorgan’s unique approach to business has grown out of its dedication to its core principles and the experience of its professionals over the course of decades working on some of the most challenging, most rewarding and highest profile transactions around the globe. DelMorgan brings significant intellectual firepower to each client situation. DelMorgan treats each engagement as a new and exciting problem to be solved, not following a “standard approach” but rather tailor its approach to each situation. DelMorgan thinks outside the box, identifying and analyzing all options in conducting a strategic assessment, and striving to be recognized as a thought leader in each of its engagements.