

CEO CFO

Crown Equity Holdings Inc.
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The Most Powerful Name In Corporate News and Information

Crown Equity Holdings Inc. Is Focused On Launching Their Financial Newswire Websites In Most Major Countries World Wide, crwenewswire.de For Germany, .fr For France And .pk For Pakistan – With A Strategy Of Publishing In The Language Of Each Country Giving Them A Competitive Edge



**Financial
Diversified Investments
(CRWE-OTC: BB)**



BIO:

Kenneth Bosket President and CEO

Kenneth Bosket had been working with Crown Trading Systems Inc., a wholly owned subsidiary of Crown Equity Holdings Inc. for 9 months before being appointed Crown Equity Holdings Inc. CEO in June of 2008. Mr. Bosket retired in 2004 after 30 years with Sprint (Telecommunication Division-Business Operations). Mr. Bosket is co-founder of JaHMa, a music company in Las Vegas, Nevada and a former Board Member and President of Bridge Counseling Associates, a mental health and substance abuse service company. His experience includes implementing appropriate procedures for positioning his organization's goals with successful teaming relationships, market-

ing and over 30 years of extensive customer service, as well as managing various departments, and being a western division facilitator working directly for a President of Sprint. Mr. Bosket has received numerous awards, such as the Pinnacle Award for his exceptional service with his former employer combined with his community service involvements. Mr. Bosket earned a Masters of Business Administration from the University of Phoenix and a Bachelor's of Business Administration from National University.

Company Profile:

Crown Equity Holdings Inc. is a consulting organization, which provides and assists small business owners with the knowledge required in taking their company public, and has re-focused its primary vision with its network of media services specializing in online publishing and Web sites, which bring together targeted audiences and advertisers that want to reach them. As a worldwide online media publisher, the company is dedicated to the distribution of quality branding information.

Crown Equity Holdings Inc. offers internet media-driven advertising services, which covers and connects a range of marketing specialties, as well as search engine optimization for its clients interested in online media awareness.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Bosket, what is the vision for Crown Equity Holdings today?

Mr. Bosket: Our vision is to be able to launch all of our CRWE newswire sites throughout the world. We have crwenewswire.de for Germany, .fr for France, and .pk for Pakistan. However, we plan to finish the remaining sites this year. We are having our newswire published in every country's native language and that is the key. The key is we will not be publishing news just in our English language, but in selected countries, it would be in that country's native language. As well as increasing our financial sites viewership, it is really getting down to presenting each state within the United States with their own specialized website.

CEOCFO: Do you find that most investors in foreign countries are not familiar with English; what are you picking up with that?

Mr. Bosket: It is always a plus to have it in that country's native language. In addition to having it as a plus, it allows a lot of people within those countries that are not used to the English language to take a look at some of the things that we have to offer. We can also talk about the financial global perspective of things.

CEOCFO: What is on your crwenewswire sites?

Mr. Bosket: On our crwenewswire sites, we like to give updated news in reference to various publicly traded companies, more so than anything else. We also like to give our viewpoint on some up and rising companies as well the companies that we all know of; like Apple etcetera. However, there are companies that are starting and we would to share some information on them. We do not recommend any company, but as I said before,

we do like to give out information on those companies. We are expanding the crwenewswire site to have more than just financial topics or articles. They have categories on entertainment and sports. You name it, we will have it in there. That will give people more of a global perspective of the news that is happening around the globe.

CEOFCO: What is your business model?

Mr. Bosket: We are actually an online media publisher. The companies that we write about are not always people that are paying, or companies that are paying for advertising. They are companies that we may find own the market that we think and say, hey maybe the public needs to know about this or the investment community needs to know that. So no, we do not just publish things in reference to companies that are paying us. We like to publish a wide spectrum of companies in different areas to give people or our readership a bigger perspective on things.

CEOFCO: And to get peoples attention?

Mr. Bosket: Right, and if we are promoting or advertising the company, we like to make sure they know that as well.

CEOFCO: It is a pretty big field that you are in; how do you get people to know that you exist and find you?

Mr. Bosket: A lot of our readership has come from people who are just looking for information online. The days of the printed material is slowly disappearing, so entering the world of the online or internet has helped us a lot. This is because many people would rather just go online since they have their laptop with them on a subway or wherever. Now they can pull up information or just to take a quick look at something, and this society helps us out really well. It is just something that is the wave of the future.

CEOFCO: How do you get people specifically to your site?

Mr. Bosket: We get people to our sites through search engines and some word-of-mouth as well. As a company, we are

just trying to get out there to the investment community and see what happens. So far - so good.

CEOFCO: What has changed for you over the last economical cycle; did it affect your approach?

Mr. Bosket: Well yes. At first, we were helping businesses become publicly traded companies. However, last year about June we decided that, hey, why don't we just put information out and let people just read and see what happens. Well it has done well and I am very proud of what we have done. I can actually say that you are looking at a company that is still debt-free, with the exception of our monthly overhead expenses, and definitely made a million-

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dollar mark this year. Therefore, things are moving in the right direction. We are now about to put out a communication company. We partnered up with someone, so it allows us to get more involved into different aspect of business.

CEOFCO: How do you reach your potential customers and clients?

Mr. Bosket: It is the online search engine. That is where most customers are coming from. We do not do cold calling, we do not send out mailers or things of that nature. We do not even buy the pay per click that Google and others offer. Everything has really been search engine related. It has been our goal to help other companies when they want to get search engine maximization, and it works.

CEOFCO: What is your secret?

Mr. Bosket: For sure, employees. I can tell you that right now, if it was just me there is now way. Absolutely, I have great, excellent employees that care about what they are doing and when you have a great team like that something good is going to happen.

CEOFCO: As far as putting out the additional language sites, is it just a matter of a time to get it done?

Mr. Bosket: It is just getting it done, and it is actually a project that I actually started earlier this year in the first quarter. Therefore, it has taken some time getting people that can reread it. We had established an office in Pakistan so that we can get a global perspective on that side of the globe. It is just putting it all together. I do expect to get it accomplished by the end of the year though, and that has always been my goal.

CEOFCO: What do you see two or three years down the road?

Mr. Bosket: I see a multimedia advertising agency in the financial world. That is why we are doing videos and other things like that as well, and it is my goal to become a global multimedia advertiser for the financial world or market.

CEOFCO: Why should potential investors be paying attention to Crown Equity Holdings?

Mr. Bosket: Besides the fact that we are still able to operate, increase our revenues and maintain a debt-free environment with the exception of our monthly overhead expenses, you are looking at a company that has always had their shareholders value at heart. This year we did a ten to one forward split, and this year we have surpassed some of our milestones. In addition, we still have milestones to reach. However, you are not looking at a company that is just focusing on communication in print over the internet, but you are looking at a company that is about to enter the realm of communication over the internet, as in telephone services. You are looking at a company that has their eyes on other businesses as well. I think the records show that we have constantly

maintained a steady growth; nothing is happening overnight, nothing that is 'oh wow.' With the people that we have, the shareholder value is going to increase anyway. Therefore, it is not as if we have to focus on shareholder value, all we need to do is continue to do a good job.

CEO CFO: In closing, how do you reach potential investors?

Mr. Bosket: Again, it is word of mouth, what they see over the web, and what they may hearing from someone that is making it happen We are not out there trying to toot our horn. We are just trying to build a really great foundation, so our

work speaks for itself. So far, it has proven to be valuable to me. I am not trying to conquer the world, I am just trying to offer advertisers something new that will be the wave of the future and that is using the online media, and internet.



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