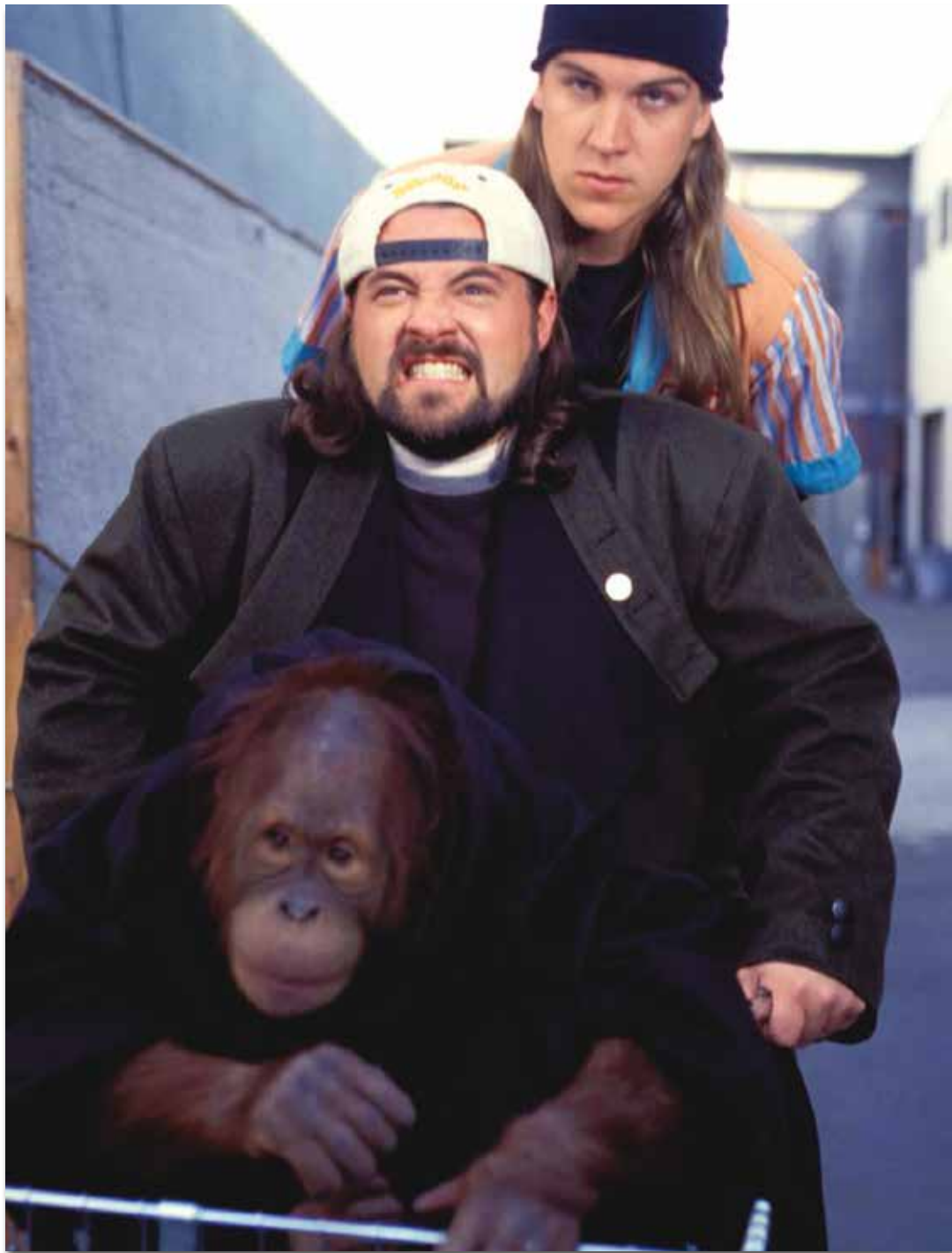


MADNESS IN A METHOD THE METHOD



RED ROCK
ENTERTAINMENT

■ Executive Producers ■



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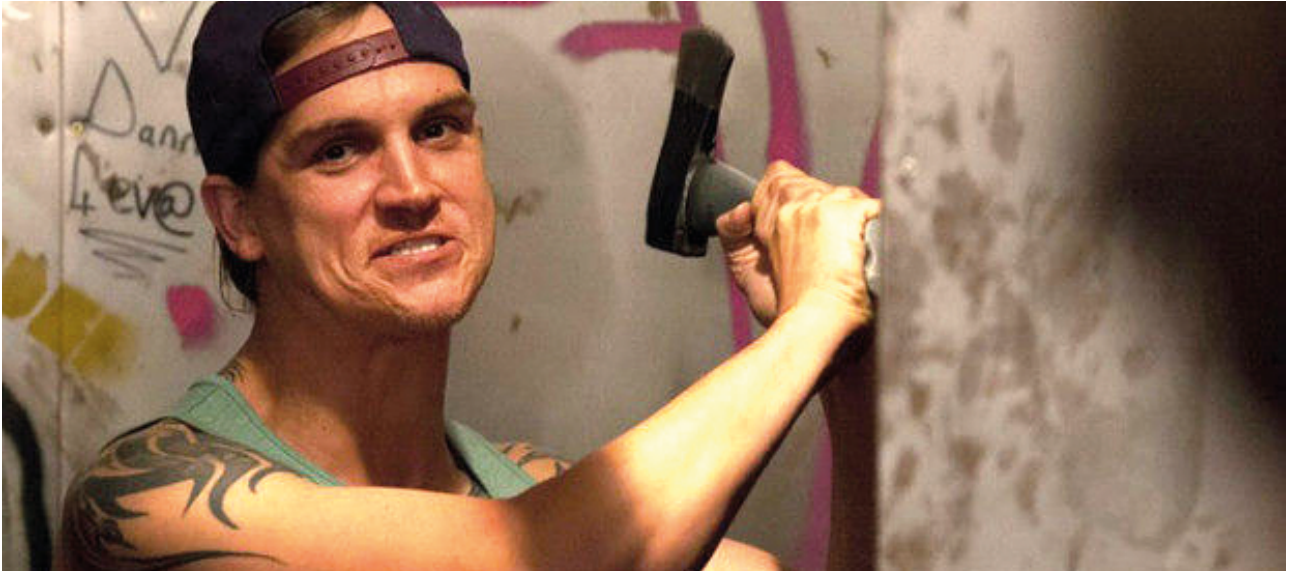
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Synopsis



The only way to survive in Hollywood is to toughen up. At least that's the advice Kevin Smith, aka Silent Bob, passes on to his best friend Jason 'Jay' Mewes. Only Smith didn't expect his advice to turn Jay into a psychopathic killer.

No longer content being known as Jay, the vocal half of the Jay and Silent Bob stoner duo, and Smith's sidekick, Jay takes matters into his own hands.



He hatches a plan to dethrone Smith, take over his universe and emerge from Silent Bob's shadow. And it's a plan that may or may not involve the murder of Danny Trejo...

Can Jay pull it off or is it all just the fantastical 'mewesings' of an insane ex-drug addict?



Director's Vision



One of Hollywood's worst kept secrets is that movie-making isn't all glitz and glamour. There are many, of course, who choose to ignore the dark underbelly of show business, but few would deny that it exists.

Here we have an opportunity not only to shine a light on just how dark things can get when the cameras stop rolling, but to have some fun in the process.

There's no shortage of desperation orbiting the entertainment business.

To outsiders, it can seem as though it's surrounded by an impregnable metal fence. People are willing to go to remarkable and frankly dangerous lengths to gain admittance to the enchanted kingdom inside.

Nowadays, there are many roads to fame. But what many forget is that the quicker your journey to fame, the faster your trip back to anonymity is likely to be. So

how do you remain relevant? How do you stay on top? What are you willing to do to continue to live your dream?

We've all fantasised about being famous for five minutes. *Madness in the Method* will show you exactly what it's like. We'll transport you behind the wall of fame. You'll taste and feel Hollywood. Meet actors playing stars, and stars playing themselves. You'll be, in short, an insider.

Yes, you'll experience glitz 'n' glamour. But you'll also witness pressure, judgment and heartbreak. You'll watch a man descend into madness as the world around him spirals out of his control. But this is real life, not Hollywood. And that means you may not get the ending you expect.

Of course, if you're a fan of Jay and Silent Bob, then this is already a dream come true.

Who'd have dared hope that Jay

and Silent Bob would be reunited on screen, playing themselves? It's every fan's fantasy — and it's about to become a reality.

But *Madness in the Method* isn't just for hardcore fans. Our job is to ensure that it also works for the casual viewer who simply wants to watch a great Hollywood set comedy thriller.

We'll shoot *Madness in the Method* in a documentary style, which will allow us to peek into the intricate lives of our protagonists without losing cinematic sweep and elegance. And we'll be sure to retain an expensive, big-budget feel throughout the project.

Madness in the Method has the vision, originality and commercial appeal to make a worldwide splash. We embrace the challenge of bringing it to life.

Jason Mewes and Dominic Burns, directors

The Team

Jason Mewes

CO-DIRECTOR | PRODUCER | ACTOR

New Jersey-born Jason Mewes' rise to global fame began with a small black-and-white movie called *Clerks*, in which he played Jay to long-time friend Kevin Smith's Silent Bob. Made in 1994, *Clerks* joined the likes of *Pulp Fiction*, *Leon* and *The Shawshank Redemption* in paving the way to Hollywood's indie boom and a new era in filmmaking.

Jay — the mouthy half of the mischievous marijuana dealers *Jay and Silent Bob* — was so popular that he went on to star in a string of Kevin Smith movies, including cult hit *Mallrats* and the acclaimed *Chasing Amy*, both starring Ben Affleck. Jason also put in an appearance in *Dogma*, whose all-star cast included Matt Damon, Ben Affleck, Alan Rickman, Salma Hayek and Chris Rock.

Jay and Silent Bob then starred in their own comedy movie, *Jay and Silent Bob Strike Back*, alongside Will Ferrell, Mark Hamill, Carrie Fisher, Ben Affleck, Matt Damon, Jon Stewart and Jason Lee. The pair even found the time to shoot a hilarious cameo in *Scream 3*.

Jason has subsequently appeared in numerous movies and TV shows across a range of genres, demonstrating not only his versatility as an actor but also his star power. In 2006, he re-

united with Smith in the much anticipated sequel to *Clerks*, which was a critical, creative and commercial success, famously receiving a six-minute standing ovation when it premiered at the 2006 Cannes Film Festival. *Clerks II* was followed by romantic sex comedy *Zach and Miri Make A Porno* alongside Seth Rogen and Elizabeth Banks.

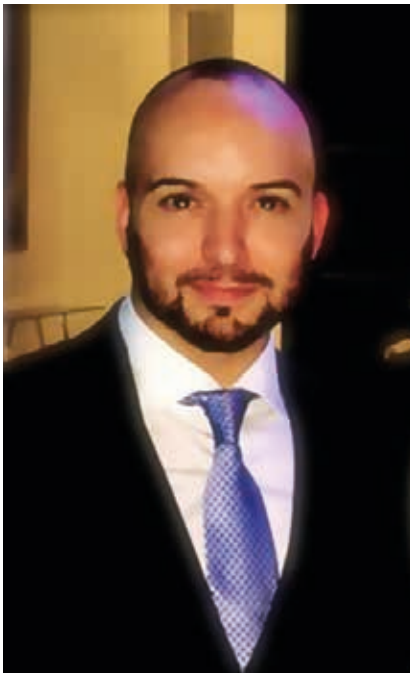
Jason moved into producing in 2013 with the animated feature film *Jay and Silent Bob's Super Groovy Cartoon Movie*. He has recently helped develop a Jay and Silent Bob video game, *Chronic Blunt Punch*.

Jason is also one of the most popular podcasters in the world. He frequently tours the world with his podcast, *Jay and Silent Bob Get Old*, which focuses on Jays' addictions and sexual exploits, and boasts downloads in the millions. He also has nearly 400,000 followers on Twitter.

Given his global popularity and profile, Jason's directional debut is already generating excitement among his fans and interest from the global entertainment industry.



The Team



Rob Weston PRODUCER



Rob Weston developed his first movie property in 2005, mentored by former 20th Century Fox managing director Tim Hampton (*Aliens*). Entitled *Where Love Reigns*, the stellar talent attached to the project included Martin Scorsese (*The Departed*), Oscar-winning cinematographer Jack Cardiff (*African Queen*), Golden Globe-nominated composer Michael Nyman (*The Piano*), Golden Globe-winning actor Alan Rickman (*Die Hard*) and Oscar nominee Armin Mueller Stahl (*Shine*).

Weston has since gone on to produce/exec produce multiple movies with a combined budget of more than \$50m. His credits include festival favourite *Gnaw* (2008) and, in partnership with The Weinstein Company, the sequel to hit horror movie *The Zombie Diaries* (2011), hailed by US magazine *Fangoria* as 'the best horror movie of the year'. Simultaneously, Weston made the thriller *Don't Let Him In* (2011), which was released by Image Entertainment and went on to become one of its

top performing titles of the year. 2012 also saw a string of successful projects, including Lionsgate's *The Thompsons*, the sequel to hit horror movie *The Hamiltons*, which was dubbed by Total Film as 'Twilight meets Tarantino'. In the same year, Weston made the Spanish-language thriller *Die Again* (aka *Wake Up and Die*).

In 2013, Weston partnered with Rio Negro to exec produce the remake of *Elsa & Fred* with Oscar-winning producer Ed Saxon (*Silence of the Lambs*) and Oscar-nominated director Michael Radford (*Il Postino*).

The cast included yet more Oscar winners: Christopher Plummer (*Beginners*), Shirley MacLaine (*Terms of Endearment*) and Marcia Gay Harden (*Mystic River*). Millennium Entertainment released *Elsa & Fred* after an award-winning festival run.

In the same year, Weston made Sienna Guillory (*Resident Evil*) thriller *The List* for Palm D'Or-nominated director Klaus Huttman, followed by the sci-fi

extravaganza *The Last Scout* for Epic Pictures.

Most recently, Weston adapted Gillian Flynn's (*Gone Girl*) award-winning novel *Dark Places* (2015) in partnership with Oscar-winning producer Cathy Schulman (*Crash*). The movie stars Charlize Theron (*Mad Max: Fury Road*), Chloe Moretz (*Carrie*), Nicholas Hoult (*Jack The Giant Slayer*) and Christina Hendricks (*Mad Men*).

Dark Places — named as one of Indiewire's 100 Most Anticipated Films Of 2015 — went on to break records when it premiered on DirectTV Cinema.

Weston then partnered with Jeff Rice (*Lone Survivor*) on Danny Perez's debut feature *Antibirth*, starring Natasha Lyonne (*Orange is the New Black*).

Due for release in 2016, the horror movie also stars Chloe Sevigny (*American Horror Story*) and Oscar nominee Meg Tilly (*Agnes of God*).

PRODUCER | CO-DIRECTOR | WRITER



Since then, Burns has directed and produced a further five movies, all of which have been distributed theatrically across the world. With his trailers receiving millions of hits online, Burns' films are available on

In 2012, Burns directed the horror film *Airborne*, for which he took the Best Director honours at that year's British Independent Film Festival. *Airborne* also starred Mark Hamill — aka Luke Skywalker — who was nominated for BIFA's Best Supporting Actor, and Kimberly Jaraj, who won Best Supporting Actress. Burns' directorial credits also include A-list talent such as Jean Claude Van Damme, Julian Glover, Sheridan Smith, Andrew Shim, Martin Kemp, Dexter Fletcher, Adam Deacon, Julian Ovenden, Jason Flemyng, Martin Compston, Matt Willis, Gemma Atkinson, Olivia Hallinan, Edmund Kingsley, Alan Ford, Sean Pertwee — and a live tiger!

His latest film, *Allies*, is a World War two set action thriller, distributed by eOne in the UK and US. Starring Julian Ovenden as a US captain dropped behind enemy lines in France, *Allies* is, by Burns' own admission, his best work so far and signals his intention to "set the bar higher" — creatively and commercially moving forward.



The Team

Chris Anastasi

WRITER

A passionate screenwriter, Chris Anastasi's talent has been recognised by the likes of the BBC, who selected one of his drama series submissions in 2014, and the British Film Institute (BFI), who picked him from hundreds of applicants for comedy screenwriting training. He has since written a number of screenplays, several of which are under option, along with a comedy TV series, which is currently in pre-production and being considered by Kudos, Netflix and HBO.

Anastasi's experience spans stage productions, such as The Children's Monologues, to Danny Boyle's Oscar-winning movie Slumdog Millionaire. His credits also include Mr Turner from Thin Man Films, the production company founded by Mike Lee. Now one of Lee's trusted crew, Anastasi is tipped as an up-and-coming talent who is soon likely to be in high demand.



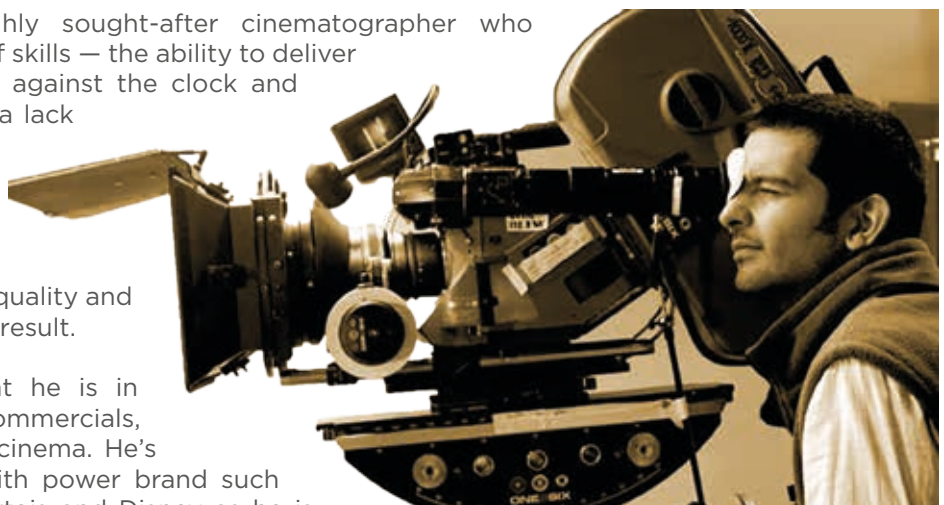
Luke Bryant

DIRECTOR OF PHOTOGRAPHY

Luke Bryant is a highly sought-after cinematographer who possesses that rarest of skills — the ability to deliver exquisite photography against the clock and on limited resources, be it a lack of camera equipment or sub-standard lighting.

Whatever the physical and time constraints, Bryant refuses to sacrifice quality and delivers result after perfect result.

Bryant's talent means that he is in constant demand for commercials, music videos, television and cinema. He's as comfortable working with power brand such as Ikea, Nintendo, Stella Artois and Disney as he is with the unpredictable madness of the Keith Lemon TV shows. Among the A-list talent to have itself in front of his camera are Jean Claude Van Damme and pop star Matt Willis (Busted). To see Bryant's showreel, please visit: <http://www.lukebryant.co.uk>



Executive Producers

RedRockEntertainment

Red Rock Entertainment is an film-finance company, based at the world-famous Elstree Studios, home to some of the biggest TV shows on UK television and the studio of choice for many successful British filmmakers.

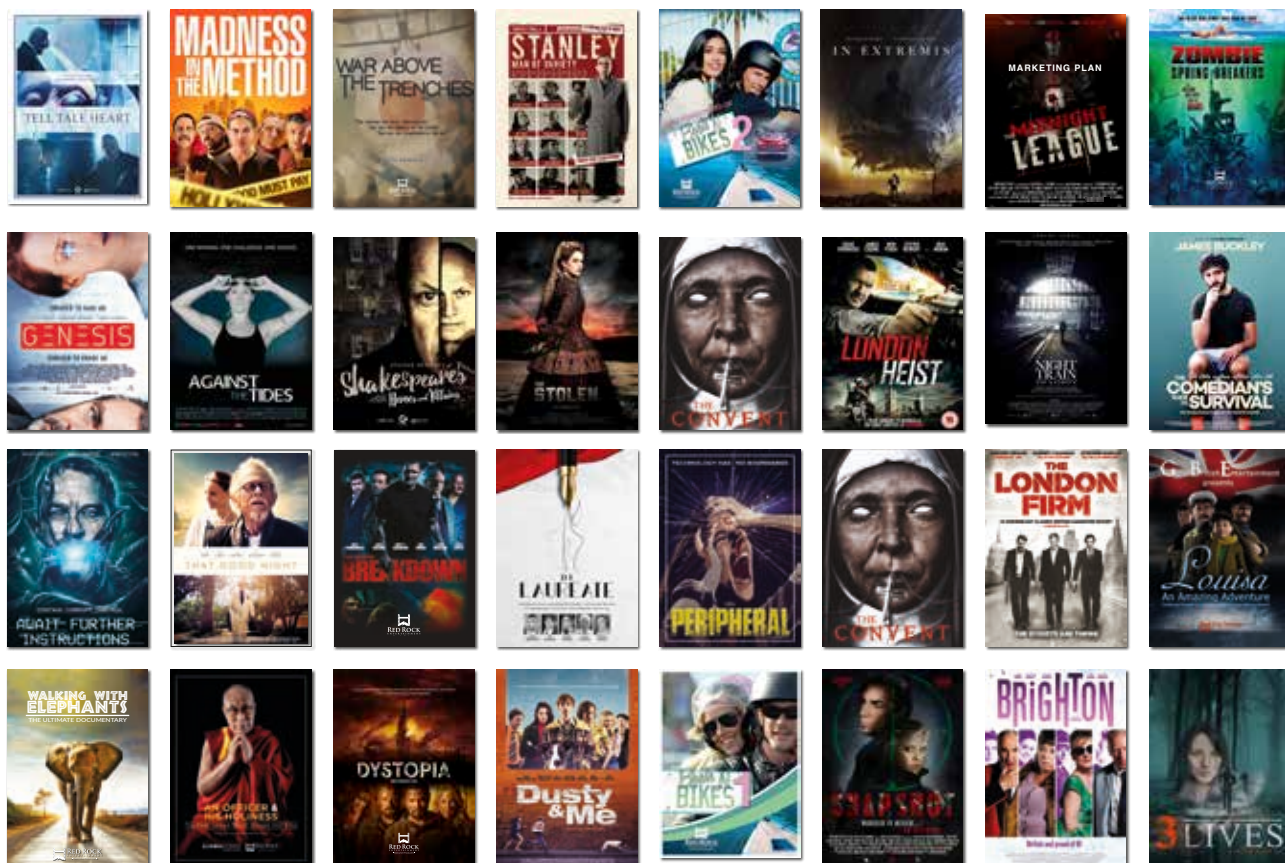
Working in conjunction with many of the UK's top production companies to raise equity for film, TV content and film distribution, Red Rock Entertainment offers a number of tax-efficient opportunities to investors.

It primarily works on projects that are at an advanced stage and are looking for the final tranche of financing.

Its focus is on film and TV projects that have commercial appeal, an identifiable audience, controllable costs and a sound financial structure.



As executive producer, Red Rock Entertainment can arrange for investors to visit sets during filming, appear as extras and attend private screenings. It also regularly arranges seminars at Elstree Studios, at which high-profile corporate and financial specialists offer advice and insight into the various tax advantages of investing in the UK film industry.



The Cast

Jason Mewes

Jason Mewes was working towards a career in roofing when he made his film debut as Jay in his friend Kevin Smith's 1994 film *Clerks*. The movie was a huge success — so much so that Jason Mewes has been closely identified with Jay ever since. He reprised the character in *Mallrats* (1995), *Chasing Amy* (1997), *Dogma* (1999), *Jay and Silent Bob Strike Back* (2001) and *Clerks II* (2006), and is now set star as Jay in the upcoming sequels *Mallrats II* (2016) and *Clerks III* (TBA).

Jason also supplied Jay's voice in *Clerks: The Animated Series*. Jason also put in an appearance, alongside Smith's Silent Bob, in the films *Scream 3* and *Bottoms Up*, as well as the Canadian television series *Degrassi: The Next Generation*.

In the show, the duo is seen shooting a new film for Smith's View Askew Productions — *Jay and Silent Bob Go Canadian, Eh?* — at Degrassi Community School. They appear again in show at the premiere of *Jay and Silent Bob go Canadian, Eh?* In January 2005, Mewes, Smith and Degrassi star Stacie Mistysyn even made the cover of the Canadian TV Guide.

Aside from his work as Jay, he has demonstrated his versatility in a range of films, TV shows, commercials and voice-overs. In 1998, he starred as 'Gary



Lamb - Ground Activist' in a series of Nike spots directed by Smith. From 2010 to 2012, he was cast as 'Jimmy the Janitor' for 26 episodes of the Canadian TV series *Todd and the Book of Pure Evil*. In the video game *Scarface: The World Is Yours*, he provided the voice-over for a thief who steals some tapes and gets injured in a fistfight with the titular character, Tony 'Scarface' Montana. And in 2015, he starred as gun dealer Eddie Brooks in the sixth season of iconic TV series *Hawaii Five-O*.

Jason's film credits range from horror movie *Breath of Hate*, in which he played the love interest of a dysfunctional escort, to the romantic sex comedy *Zach and*

Miri Make A Porno, in which he appeared in the nude.

Behind the camera, Mewes is co-executive producer on Smith's Hulu-exclusive series *Spoilers* with Kevin Smith. In 2013, he co-produced the animated feature film *Jay and Silent Bob's Super Groovy Cartoon Movie* with his wife Jordan Monsanto, which was based on the *Bluntman* and *Chronic* comic book that Smith wrote as a companion piece to the film.

Jason is also one of the world's most successful podcasters, co-hosting with Smith a weekly podcast entitled *Jay & Silent Bob Get Old*, in which he discusses his former addiction issues.



The Cast

Danny Trejo

Danny Trejo's own story is as remarkable as any of the character arcs in his movies. A child drug addict and criminal, Trejo was in and out of jail for 11 years. While serving time in San Quentin, he won the lightweight and welterweight boxing titles and successfully completed a 12-step rehabilitation programme that changed his life.

While speaking at a Cocaine Anonymous meeting in 1985, Trejo met a young screenwriter who later asked to meet him on the set of *Runaway Train*. The screenwriter knew of Trejo's boxing skills and offered him a job training actors for a boxing match. Director Andrey Konchalovskiy saw Trejo working with Eric Roberts and immediately offered him a featured role as Roberts' opponent in the film.

Trejo proceeded to claw his way up the cast list of various movies, securing roles in *Death Wish 4* with Charles Bronson, *Marked For Death* with Steven Seagal and *Femme Fatale* opposite Colin Firth. But it wasn't until 1995 that he got his big break in Robert Rodriguez's *Desperado*, starring alongside Antonio Banderas and Salma Hayek.

He never looked back. *Desperado* was followed by *Heat* starring Al Pacino and Robert DeNiro. In 1996, he was working again with his soon-to-be long-time collaborator, Rodriguez, this time on cult hit *From Dusk Til Dawn* with George Clooney. He went on to star in two sequels, followed in 2014 by Netflix's *From Dusk Til Dawn* TV series.

The roles came thick and fast. He starred in *Anaconda* with Ice Cube, Jon Voight and Owen



Wilson; *The Replacement Killers* with Chow Yun Fat; *Six Days Seven Nights* with Harrison Ford and David Schwimmer; and the all-star blockbuster *Conair* with Nicolas Cage and John Cusack. He worked with Rodriguez on all four *Spy Kids* movies, as well as *Once Upon a Time In Mexico* with Johnny Depp, Eva Mendes and Mickey Rourke. And that's all without mentioning the remake of *Halloween*, *Predators*, *Vigilante Diaries*, *Anchorman: The Legend of Ron Burgundy* and the *Ridiculous Six*. In fact, Trejo currently has 314 projects listed on his IMDB page.

In addition to movies, Trejo has enjoyed considerable success on the small screen. However, he is arguably best known as the star of his own movie franchise, which all started with the release of Tarantino and Rodriguez's

movie *Grindhouse*. That film featured a fake trailer for a movie called *Machete*, starring Danny Trejo as the titular character. It was meant as a joke but Trejo's fans began a campaign to get the movie made.

The result was a box-office smash that saw Trejo star alongside Robert De Niro, Steven Seagal, Jessica Alba and Lindsay Lohan. In fact, *Machete* was so successful that a sequel — *Machete Kills* — was soon in the works, featuring Lady Gaga (who reportedly got the part after bumping into Trejo and chatting to him about the movie), Mel Gibson, Charlie Sheen, Vanessa Hudgens, Cuba Gooding Jr, Sofia Vergara and Amber Heard. The third *Machete* movie has now been announced.



The Cast

KevinSmith

Kevin Smith can legitimately be described as Hollywood royalty. He's directed some of the most famous talent in the business and his films are released theatrically around the world. He's acted in productions ranging from *Die Hard* to *Veronica Mars* to *Daredevil*. He has nearly three million followers on Twitter, runs a network of podcasts downloaded by millions of people across the planet and boasts a social-network empire with massive reach. He guests on the biggest talk shows in the US and around the world. He's written three books and many more scripts. His live shows — which he tours internationally invariably sell out and are often filmed and released on DVD. He rubs shoulders with the biggest names in Hollywood and his fans include Johnny Depp, Ben Affleck and Quentin Tarantino...

And it all started with a micro-budget indie flick called *Clerks*, acknowledged today as one of the architects of indie cinema. Smith emerged alongside the likes of Quentin Tarantino, Steven Soderbergh and Jon Favreau in the early 1990s and was soon being talked about as one of the most exciting new talents in the business. *Clerks* came out of nowhere in 1994 to be a sensational hit at the Sundance Film Festival. It was bought by Miramax in what was to become the start of a long and fruitful friendship between Smith and uber-producer Harvey Weinstein.

Smith's follow-up, *Mallrats*, proved he was no one-hit wonder. It was also the first of many times that he would direct the then virtually unknown Ben Affleck. It also proved that the



Jay and Silent Bob duo, played by Smith and his best friend Jason Mewes, were here to stay. Smith then directed the critically acclaimed *Chasing Amy* — again starring Ben Affleck — before assembling an all-star cast that included Matt Damon, Ben Affleck, Alan Rickman, Jason Mewes and Chris Rock for the controversial hit *Dogma*.

A starring role in his own movie was up next for Smith as he helmed *Jay and Silent Bob Strike Back*, featuring another all-star cast: Will Ferrell, Jason Mewes, Mark Hamill and Jon Stewart. Increasing his range, Smith's next directional effort was the romantic comedy *Jersey Girl*, starring Ben Affleck, Jennifer Lopez and Liv Tyler.

Returning to his roots, Smith then starred in and directed the hotly anticipated *Clerks II*, which was loved by critics and



fans alike and famously received a six-minute standing ovation at its premiere at the 2006 Cannes Film Festival.

Next up was directing Seth Rogen, Elizabeth Banks and Jason Mewes in the ingenious and controversial *Zach and Miri Make A Porno*, before finally getting the chance to direct his childhood hero, Bruce Willis, in *Cop Out*.

Most recently, Smith has directed his own daughter — alongside Lily Rose Depp and her father Johnny — in the upcoming horror comedy *Yoga Hosers*, which we also wrote. For the small screen, his recent work includes directing *The Flash* for US network The CW, and his own half-hour TV comedy pilot *HollyWeed*.

Smith is a massive talent by any standard and is a huge asset to any project to which he attaches his name, be it as an actor, director or writer.



The Cast

Matt Willis

Matt Willis and his band Busted skyrocketed to fame in the early 2000s with a string of number-one songs. Launched in August 2002, Busted made their first appearance on the cover of *Smash Hits* — the first pop band ever to make the magazine's cover before releasing a single.

Busted's debut single, *What I Go to School For*, was inspired by a teacher on whom Willis had a crush at school. It was released in September 2002 and stormed the UK Singles Chart.

The follow-up — *Year 3000* came out in January 2003 and was an even bigger hit. Next up was *You Said No*, which went straight in at number one in the charts. Their debut album would go on to sell 1.2 million copies by the end of that year.

The debut album's final single, *Sleeping with the Light On*, was yet another massive hit and cemented Busted as one of the biggest bands on the UK music scene. Going from strength to strength, the boys embarked on an arena tour of the UK.

Their second album sold over a million copies and produced yet more hit singles: *Who's David*, *Air Hostess* and *Crashed the Wedding*. By the end of 2004, their awards tally included two Brits, and a Record of the Year.

Then, in 2005, disaster struck. The band broke up at the peak of their fame, leaving a generation of Busted fans broken hearted.

But Willis' career was far from over. He went on to win reality TV show *I'm a Celebrity... Get Me Out of Here!*; he toured and released a successful solo album; and he acted in numerous stage and television productions, including the re-make of ITV's



hit Eighties comedy drama *Birds of a Feather* in 2014. The same year also saw him land a part in Dominic Burns' Second World War movie *Allies*, in which he delivered a breath-taking performance as Private Billy Munns. *Allies* proved that Willis' acting abilities were every bit as strong as his musical talent and he was soon in demand for film roles.

Movies would have to wait, however, as Willis and fellow Busted co-founder James Bourne decided to join forces with prolific band McFly to form mega-pop ensemble McBusted.

What was expected to be a small tour suddenly turned into a phenomenon and the newly formed band embarked on a huge arena tour in the UK. They then went on to support One Direction on 2015 *On The Road Again* world tour.



And even bigger headlines were made later that year when the third member of Busted Charlie Simpson — returned to the band after a 12-year hiatus. A new album and a UK arena tour soon followed.

Busted are now set to release their next album and promote it around the world. But despite the demands on his time, Willis has agreed to join the *Madness in the Method* team, lending both his acting talent and his star power to the film's line-up.



The Cast

StanLee

Stanley Martin Lieber was born on December 28, 1922, in New York City to Romanian immigrants Celia and Jack Lieber. With part of his childhood spent during the Great Depression, Lieber and his younger brother, Larry, watched his parents struggle to make ends meet for the family.

Lieber, who later shortened his name to “Lee” as a writer, went on to be hired as an office assistant at Timely Comics in 1939 and became an interim editor for the company in the early 1940s. Lee also served domestically in the Army during World War II, working as a writer and illustrator.

Co-creating the Fantastic Four In the early ‘60s, Lee was called upon by his boss to create a series for Marvel Comics (Timely’s new name) that could compete with rival DC Comics’ hit title Justice League of America. Citing writing influences like Sir Arthur Conan Doyle and Jules Verne, and following the encouragement of his wife Joan, Lee did away with some of the usual superhero conventions.

Hence, with artist and co-creator Jack Kirby, the Fantastic Four was born in 1961. A slew of new Marvel characters soon followed, including the Hulk, Spider-Man, Doctor Strange, Daredevil and the X-Men.

Marvel Comics became a highly popular franchise, and Stan Lee was promoted to editorial director and publisher in 1972. He later moved to the West Coast to be involved in Marvel’s film ventures and eventually became chairman emeritus.

Lee was particularly known for his dynamism with copy and for



imbuing his characters with a sense of humanity, tackling real-world issues like bigotry and drug use, which would influence comics for decades.

An outgoing, humorous showman, he also developed a number of slogans as part of his shtick, including a Latin-derived call to rise, “Excelsior!”

Witnessing the Rise of a Blockbuster Industry, Lee has become involved in a variety of multimedia projects while also serving as an ambassador for Marvel, even though he has filed lawsuits against the company and been the subject of debate over appropriate compensation for comic creators.

The writer has seen Marvel develop into an entity that has inspired blockbuster film entertainment like the Iron Man and X-Men series, Thor



and The Avengers. Lee started intellectual-property company POW! Entertainment in 2001 and the following year published his autobiography, *Excelsior! The Amazing Life of Stan Lee*. Later in the decade he received a Medal of Arts honor from President George W. Bush and launched the History Channel show *Stan Lee’s Superhumans*, a series that looked at people with remarkable skills and abilities.

2012 saw more new ventures. Lee co-wrote a graphic novel -*Romeo and Juliet: The War*-which landed on The New York Times’ best-seller list and launched a YouTube channel, *Stan Lee’s World of Heroes*, which features comic, comedy and sci-fi content.

At the end of the year, the ever-active Lee turned 90.



The Cast

TeriHatcher

Teri Hatcher was born on December 8, 1964, in Palo Alto, California. After getting her start as a cheerleader for the San Francisco 49ers, she landed a recurring role on the television series MacGyver.

Next up for Teri Hatcher was a role as a mermaid dancer on the popular television show The Love Boat. This led to a recurring role on the action-adventure series MacGyver starring Richard Dean Anderson.

She made her film debut in The Big Picture (1989) directed by Christopher Guest. Hatcher continued making movies and television appearances, most notably in Soapdish (1991) with Kevin Kline and Sally Field.

In 1993, she began a four-season run as Superman's girlfriend, Lois Lane, on Lois & Clark.

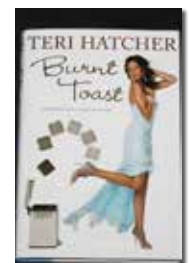
Starring opposite Dean Cain in the dual role of the man of steel and Clark Kent, she became part of a television super couple.

Hatcher then took another iconic part - the love interest of James Bond in the 1997 installment of the series Tomorrow Never Dies with Pierce Brosnan.

In 2004, Hatcher joined the cast of Desperate Housewives. The hit series earned her SAG and Golden Globe awards, and made her one of the highest-paid actresses on American TV.

In addition to acting, Teri Hatcher had her first book published in 2006. Entitled Burnt Toast and Other Philosophies of Life, she shares much of what she has learned about life and love with her readers.

Hatcher is also an active supporter of several charities, like the Make a Wish Foundation.



The Cast

David Dastmalchian

David Dastmalchian is originally from Kansas. He moved to Chicago, IL, to study acting at The Theatre School, DePaul University.

After college, David worked as a professional fisherman in Alaska, a circus performer, movie theatre usher and playwright. He is an ensemble member of Shattered Globe Theatre Company and Caffeine Theatre in Chicago.

Dastmalchian's feature film debut came in the late 2000s, as the Joker's deranged henchman, Thomas Schiff, in Christopher Nolan's movie *The Dark Knight*. His turn as Bob Taylor in Denis Villeneuve's *Prisoners* received strong reviews. Richard Corliss of *Time* called Dastmalchian's performance "excellent - chatty, modest with some subtle telltale psychopathy" and *The Guardian's* Paul MacInnes likened his introduction as a new suspect to Kevin Spacey's entrance in *Seven*.

In March 2014, Dastmalchian was awarded the Special Jury Prize for Courage in Storytelling at the South by Southwest Film Festival. He wrote and starred in the feature film *Animals*, directed by Collin Schiffli. Ashley Moreno of *The Austin Chronicle* credits Dastmalchian's screenplay with "present[ing] an authenticity often lacking in films about drug abuse." Film *Threat's* Brian Tallerico similarly sings the praises of Dastmalchian's breakout performance, noting his ability to "capture that sense of self-loathing that comes through in the body language of an addict without overselling it."

Other feature film appearances include starring roles in the psychological thriller *The Employer*, the indie grindhouse

hit *Sushi Girl*, the Detroit-based drama *Cass* (winner, San Diego Black Film Festival), *Girls Will Be Girls 2012* (sequel to the cult hit, *Girls Will Be Girls*), *Saving Lincoln*, *Virgin Alexander* and the Peyton Reed-helmed Marvel Studios film, *Ant-Man*.

Dastmalchian appeared in Michel Franco's *Chronicle* alongside Tim Roth.

He has been on television as Simon on the Fox sci-fi series *Almost Human* episode "Simon Says", as a chess expert and murder suspect on *CSI: Crime Scene Investigation* and as Oz Turner on the BBC series *Intruders*. Other television appearances include the FX comedy *The League*, the Showtime series *Ray Donovan*, and NBC's medical drama *ER*.

David portrayed DC Comics villain Abra Kadabra in season 3 of *The Flash*. 2017, he returned for *Ant-Man* and *the Wasp*.



The Cast

Jaime Camil

Jaime Camil Golden Globe Award, Critics' Choice Award, Teen Choice Award nominee and Imagen Award winner Jaime Camil, named by VANITY FAIR as one of the Best New TV Characters of 2014, plays "the scene-stealing comedic bright spot," Rogelio de la Vega, the supremely vain, but totally well-meaning, famous telenovela star and Gina Rodriguez's father on the CW hit series "Jane the Virgin."

Critic's Choice, Imagen and Teen Choice Award nominee, Jaime Camil, named by VANITY FAIR as one of the Best New TV Characters, plays "the scene-stealing comedic bright spot," Rogelio de la Vega, the supremely vain, but totally well-meaning, famous telenovela star and Gina Rodriguez's father on the CW hit series "Jane the Virgin."

Camil began his career as a singer performing alongside Cuban icons Amaury Gutierrez and Pancho Céspedes before going on to star in the mega hit telenovelas MI DESTINO ERES TÚ and LA FEA MÁS BELLA in his native Mexico. He has starred in a multitude of award-winning films including Pulling Strings, 200 Cartas (alongside Lin-Manuel Miranda), and 7 Dias (which earned him the "Best Supporting Actor" honors from the Premios ACE and the Mexican Cinema Journalists respectively).

Camil's career continued to skyrocket following star turns in the gender-bending comedy POR ELLA SOY EVA and the fish-out-of-water romp QUE POBRES TAN RICOS.

He has recorded four platinum selling albums and has led many musicals in Mexico City



including West Side Story, Hook, Aladdin, El diluvio que viene and more. In 2005 he led the Broadway-bound musical The Mambo Kings.

Camil starred on the hit CW sitcom JANE THE VIRGIN, where he has quickly become a fan-favorite, and he just recently wrapped a two month run on Broadway starring as "Billy Flynn" in America's longest-running hit musical CHICAGO.

Camil will return to the big screen in 2016, starring in the Spanish-language comedies MAURICE, MODISTO DE SENORAS and CLIPPED.



The Cast

Dean Cain

Dean Cain born Dean George Tanaka July 31, 1966 is an American actor. He is most widely known for his role as Clark Kent/Superman in the popular American television series *Lois & Clark: The New Adventures of Superman*.

Immediately after graduating, Cain signed on as a free agent with the Buffalo Bills, an NFL football team, but a knee injury during training camp ended his football career before it began.

With little hope of returning to sports, he turned to screenwriting and then acting, shooting dozens of commercials including a famous volleyball one for Kellogg's Frosties and appearing on popular television shows like *Grapevine*, *A Different World* and *Beverly Hills, 90210*.

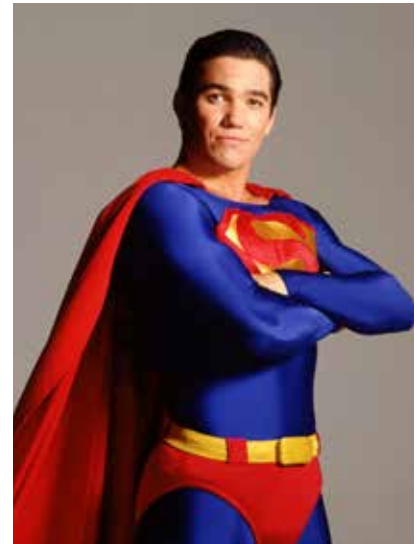
In 1993, Cain took on his biggest role to date as Superman in the television series *Lois & Clark: The New Adventures of Superman*.

At the height of its popularity it would bring in an average of at least 15 million viewers per episode. The series ran for four seasons, ending in 1997.

In 1998, Cain started the Angry Dragon Entertainment production company, which produced the TBS Superstation television series *Ripley's Believe It or Not!*.

He has also starred in several films, including *The Broken Hearts Club* (2000), *Out of Time* (2003) and *Bailey's Billion\$* (2004) (co-starred Laurie Holden, Jennifer Tilly, and Tim Curry). In 2004, he portrayed Scott Peterson in the fact-based made for television movie *The Perfect Husband: The Laci Peterson Story*.

He has also appeared in



a recurring role as Casey Manning in the television series *Las Vegas*.

Recently, Cain made a return to the Superman franchise, with a special guest role in a seventh season episode of *Smallville* as the immortal Dr. Curtis Knox, a character based upon the DC Comics villain Vandal Savage.

He's #33 on VH1's 40 Hottest Hotties of the '90s.



The Cast

VinnieJones

Vincent Peter Jones was born on January 5, 1965 in Watford, England. He first came to public notice as a professional footballer, playing in the English Football League. Noted as one of soccer's hard men, he leaped to fame when a photographer, at a match, snapped him "marking" Newcastle United's Paul Gascoigne, by grabbing his testicles. He has played for Wimbledon, Leeds United, Sheffield United, Chelsea, and Queens Park Rangers. Internationally, he played for Wales, qualifying for that nationality through his grandparents.

He made his first acting appearance in the British comedy/thriller, *Lock, Stock and Two Smoking Barrels* (1998), at age 33, although he had previously presented a video on football's hard men (for which he was censured by the Football Association).

He starred in the blockbuster, *X-Men: La decisión final* (2006), as "Cain Marko", also known as "The Juggernaut". Prior to that, he played the scowling soccer coach illustrating both his likability and comedic side in Dreamworks' *She's the Man* (2006), with Amanda Bynes.

Other projects include a lead role in *Johnny Was* (2006), starring Roger Daltrey, Eriq La Salle and Lennox Lewis, and he also appears in the independent feature, *The Riddle* (2007), starring Vanessa Redgrave and Derek Jacobi.

Over the years, he has received a number of prestigious awards, which showcase his accomplishments as a talented

actor. In 1997, he won Satellite TV's "Personality of the Year", from Satellite TV Europe Magazine. In 1998, GQ Magazine named Jones "Man of the Year".

He was awarded Best Actor for *Lock, Stock and Two Smoking Barrels* (1998) at the Odeon Audience Awards and also won the award for Outstanding New Talent from the Sir James Carreras Award Variety Club of GB.

Jones won Best Debut in 1999 for *Lock, Stock and Two Smoking Barrels* (1998) at Empire Magazine's "The Awards 1999" and was titled the Male Cigar Personality of the Year at the Millennium Cigar Awards.

In 2001, he was named Best British Actor for Empire Magazine's "The Awards 2001".

In 2002, Jones received the award for Best Supporting Actor for *Night at the Golden Eagle* (2001) at the New York Film Festival and, in 2005, he was honored with Best Newcomer for *Slipstream* (2005) at London's Sci-Fi Film Festival.



The Cast

Casper VanDien

Casper Van Dien was born and grew up in Milton, Florida. Moving to Los Angeles, Van Dien landed a number of small parts in various television series and movies.

Two early breaks were recurring roles as Ty Moody on the daytime soap opera *One Life to Live* and the prime time drama *Beverly Hills, 90210*. Keen to expand his acting talents, Van Dien took a bit part in the video game, *Wing Commander IV*.

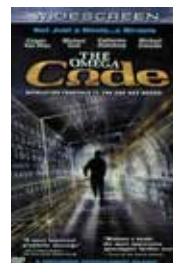
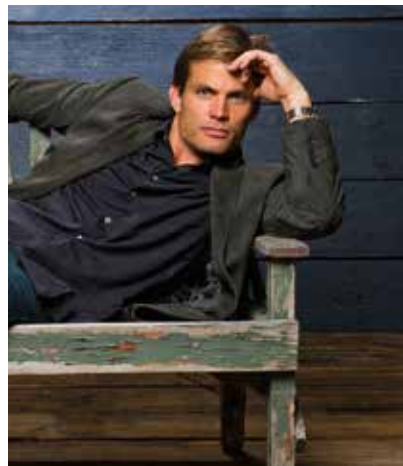
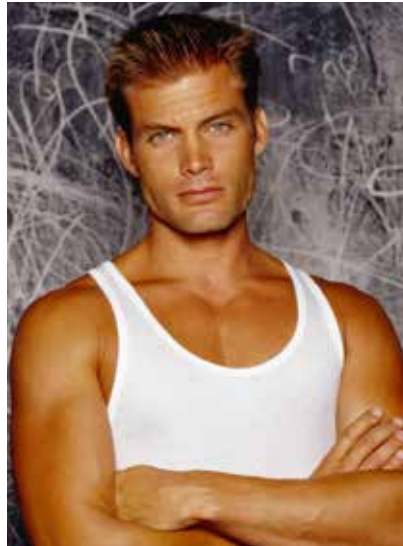
Van Dien starred in the 1997 James Dean biopic *James Dean: Race with Destiny*. Soon after, he got the breakthrough role of Johnny Rico in Paul Verhoeven's 1997 science fiction action film *Starship Troopers*.

This directly led to his being cast as Tarzan in *Tarzan and the Lost City* (1998). Van Dien next played Brom von Brunt in Tim Burton's 1999 film *Sleepy Hollow*, a reworking of the classic Washington Irving tale.

In 2000 Van Dien appeared in *Cutaway* as well as Aaron Spelling's short-lived NBC prime time soap *Titans* with Yasmine Bleeth, John Barrowman, Perry King and Victoria Principal.

He filmed several scenes as Patrick Bateman in 2002's *The Rules of Attraction*, the character that Christian Bale had played in 2000's *American Psycho*. However, the scenes wound up on the cutting room floor.

In 2008 Van Dien returned to the role of Rico in *Starship Troopers 3: Marauder*, a direct-to-video sequel to *Starship Troopers*.



The Cast

Judd Nelson

Judd Nelson is perhaps best known for his part in the 1980's brat pack. With over eighty six movies and television appearances under his belt, Nelson has played everything from a rebel teen to a comedic serial killer. While the most high profile portion of his career took place in the beginning, Judd Nelson has continued to take part in well received acting and writing work for decades.

Before he rose to instant stardom as tough guy John Bender in *The Breakfast Club*, Judd Nelson majored in philosophy at the prestigious Haverford College in Pennsylvania. Born in Portland, Maine to attorney Leonard Nelson and state assemblywoman Merle Nelson, Judd's talent for performing was discovered when he attended a friend's audition and was told he had to audition himself, if he wanted to stay.

The experience ignited an interest in acting and Judd left school to move to New York City, where he studied acting at the Stella Adler Conservatory.

Judd began professionally acting in the early 1980s, landing his first role as the street-smart Eddie Keaton in the 1984 comedy *Making the Grade*.

The following year was career changing when he starred in three films: *Fandango*, *The Breakfast Club* and *St. Elmo's Fire*, the latter of the two which put him in the spotlight and on posters in many teen girls' bedroom walls. After he appeared in *The Breakfast Club*, the media dubbed Judd and several other young actors the "Brat Pack," including

his *Breakfast Club* co-stars—Ally Sheedy, Emilio Estevez, Anthony Michael Hall and Molly Ringwald. Also part of the club were Demi Moore, Rob Lowe and Andrew McCarthy, who starred alongside Judd in *St. Elmo's Fire*. The group spent much time together off screen as well.

In 1996, Judd since then has appeared in various films and television movies including appearances on shows like *Two and a Half Men* and *CSI: Crime Scene Investigation*.



The Cast

MickeyGooch

Mickey Gooch actor, producer, director. Born and raised on the New Jersey shore. He started studying screen writing at the age of 18 when he knew in his heart that the idea of storytelling was the only future he could see himself doing. Finding his love of art at a young age through oil painting and photography, it was through these mediums that he could express the true artist inside.

In the last 6 months without taking the tradition route of an agent or manager, Mickey has made a real mark on the industry by producing, directing and acting in some sought after films.

In the ladder part of 2014 Mickey started filming his own scripted comedy sketches with trained and untrained actors.

These raw budding comedy actors where only described in his mind as a group of Skit Bags. Most sketches where up loaded directly to youtube and ran about 5 min long. With each sketch the young film maker made the more they improved and the early mistakes became few and far between. More importantly he created a team that he could count on.

In the summer of 2014 Skit Bags Entertainment started their first production of short films. That summer they completed 4 short films on extremely tight budgets. They even filmed their first Comedy thriller, called Side Swiped, a Hollywood based murder mystery about a producer that seduces women into thinking they have "the part".

Mickey has recently wrapped (produced/starred) in two major projects with extremely reputable actors. The first Project was a passion project that came into development as an idea in the fall of 2013.

The title of the project is Urine Analysis. The story of "Al" who poorly runs a Rehab and the collection of direct addicts that live there.

February 2015 marked a monumental success in his career as he hosted the premier event of the official Wrap Party for his first Feature Film, The Head Thieves starring Mickey Gooch and Dante Basco (Rufio,Hook).

Top distribution companies are keeping an eye on it. Described as the R rated napoleon dynamite, and featuring a guest star appearance from Sandy Martin, Bojesse Christopher, Daniel Baldwin, Andy Dick, and Real worlds Johnny Bananas.



The Cast

GinaCarano

Gina Carano Classified by the Unified Women's MMA Rankings as the third best 145 lb (66 kg.) female fighter in the world, her current MMA record stands at 7 wins and 1 loss.

It was after that devastating loss, black eye and all, that a deflated Gina met with Academy Award winning director Steven Soderbergh for lunch in San Diego. He had seen her fight earlier on CBS and dreamed of building a film around her.

Immediately he was struck with her presence and intriguing mix of muscular power and eye-catching femininity. Inspired, he wrote the role of Mallory Kane specifically for her although she is nothing like the unsmiling, structured, alpha female character. Soderbergh assembled an impressive cast and all heaped praise on the fighter and aspiring actress. Channing Tatum, a huge fan of Gina's and the MMA, immediately signed on when he learned she was involved in the project.

Ewan McGregor, having no clue who Gina Carano was, studied many of her fights on YouTube. Initially horrified by the violence of the sport, he met with her and was taken with how quiet, gentle and thoughtful she was out of the ring. He recalls hurting his hand when he accidentally punched Gina in the head during the film's final climatic fight scene.

Gina, completely unaffected by the punch and worried she had injured the actor, immediately popped to her feet and asked if he was okay. Antonio Banderas found Gina to be beautiful,

natural and real and believes she has a career in front of her. Michael Fassbender, who Gina now considers a mentor, thought her extraordinary and was impressed with her work ethic. Michael Douglas, who topped out the A-list cast, heralded Gina's self-control.

Gina is proud to have been a pioneer in Women's MMA, for kicking down barriers and inspiring and paving the way for the next wave of female fighters.

She recently joined the 87Eleven Stunt team, the same team that propelled her to star status with their work on Indomitable (2011).

With film projects like Fast & Furious 6 (2013), In the Blood (2014) and rumors of Wonder Woman flying around, Gina Carano has found her niche in the Action Heroine film market.

Her newest challenge as an athlete. To cross over into film successfully.

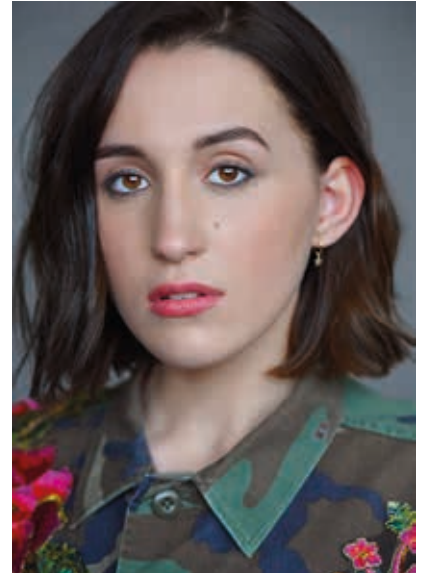


The Cast

Harley Quinn Smith

Harley Quinn Smith was born in Red Bank, New Jersey, to Jennifer Schwalbach and Kevin Smith. At the age of two, Smith and her family moved to Los Angeles. Smith had intentions to become a professional bass guitarist, but later fell in love with acting.

Smith has appeared in the films Jay and Silent Bob Strike Back, Jersey Girl, Clerks II, Tusk and its spin-off Yoga Hosers.



Edmund Kingsley

Edmund Kingsley was born on July 5, 1982 in Leamington Spa, Warwickshire, England. He is an actor and producer, known for Capsule (2015), Stonehearst Asylum (2014) and Hugo (2011).



The Cast

Blake Harrison

Blake attended the Brit School from 2003 and then the East 15 Acting School from 2007. Blake starred in three series and two subsequent films of the multi-award winning comedy 'The Inbetweeners'. He also starred in the 2016 remake of 'Dad's Army' where he played 'Private Pike'. His other film work includes 'Keeping Rosy', 'Madness in the Method' & 'Reuniting the Rubins'. Harrison's TV work includes three series of US comedy 'The Increasingly Poor Decisions of Todd Margaret' for IFC. 'Prime Suspect: 1973' & 'Houdini & Doyle' for ITV. 'Way to Go', 'Him & Her'. As well as 'Tripped' for E4. He's just made his directorial debut with 'Hooves of Clay', a short film made in 2017.



Brian O'Halloran

Brian was born in New York and moved to New Jersey in 1979. His father was an automotive engineer, and Brian wanted to follow in his father's footsteps. However, when his father passed away when Brian was 15, he no longer wanted to be an automotive engineer, and discovered acting. Brian was active in his high school theater club, and continued on through college. Often cast by writer/director Kevin Smith.

The title role in the Kevin Smith-produced film Vulgar (2000) was written specifically for him. Since Clerks Brian O'Halloran has primarily been a stage actor, working with the Boomerang Theatre Company, the New Jersey Repertory Company and the Tri-State Actors Theatre, among others. In all movies he has appeared in that were directed by Kevin Smith, his character's last name has been Hicks. He is a first-generation American; both his parents emigrated from Ireland. He has appeared in six films directed by Kevin Smith: Clerks, Mallrats, Chasing Amy, Dogma, Jay and Silent Bob Strike Back and Clerks II.



The Cast

EvannaLynch

Evanna Patricia Lynch is an Irish actress. Born in the town of Termonfeckin in Ireland, she is one of four children to Donal and Marguerite Lynch.

Her acting career began in 2007 when she competed in an open audition against nearly 15,000 girls, and won the coveted role of Luna Lovegood in the "Harry Potter" movie franchise. She appeared in four Harry Potter films and became a main

character in the final two films in 2010 and 2011.

She also voiced her character in their tie-in video games.

She continues to pursue acting and does charity work for organizations such as the Multiple Sclerosis Society of Ireland and The Harry Potter Alliance, of which she is a member of the Board of Advisors.



ZachGalligan

Galligan starred with Jonathan Banks and Keye Luke in Gremlins in 1984. A year later, in 1985, he starred with Paul Sorvino in Surviving. In 1986 he acted in the mini series Crossings with Kelsey Grammer and Christopher Plummer. In 1992, Galligan was in Waxwork 2: Lost in Time, the same year he starred in Psychic with Michael Nouri. Galligan also starred in The Hitchhiker in 1990; and in 1992, Galligan acted on an episode of Tales From The Crypt.

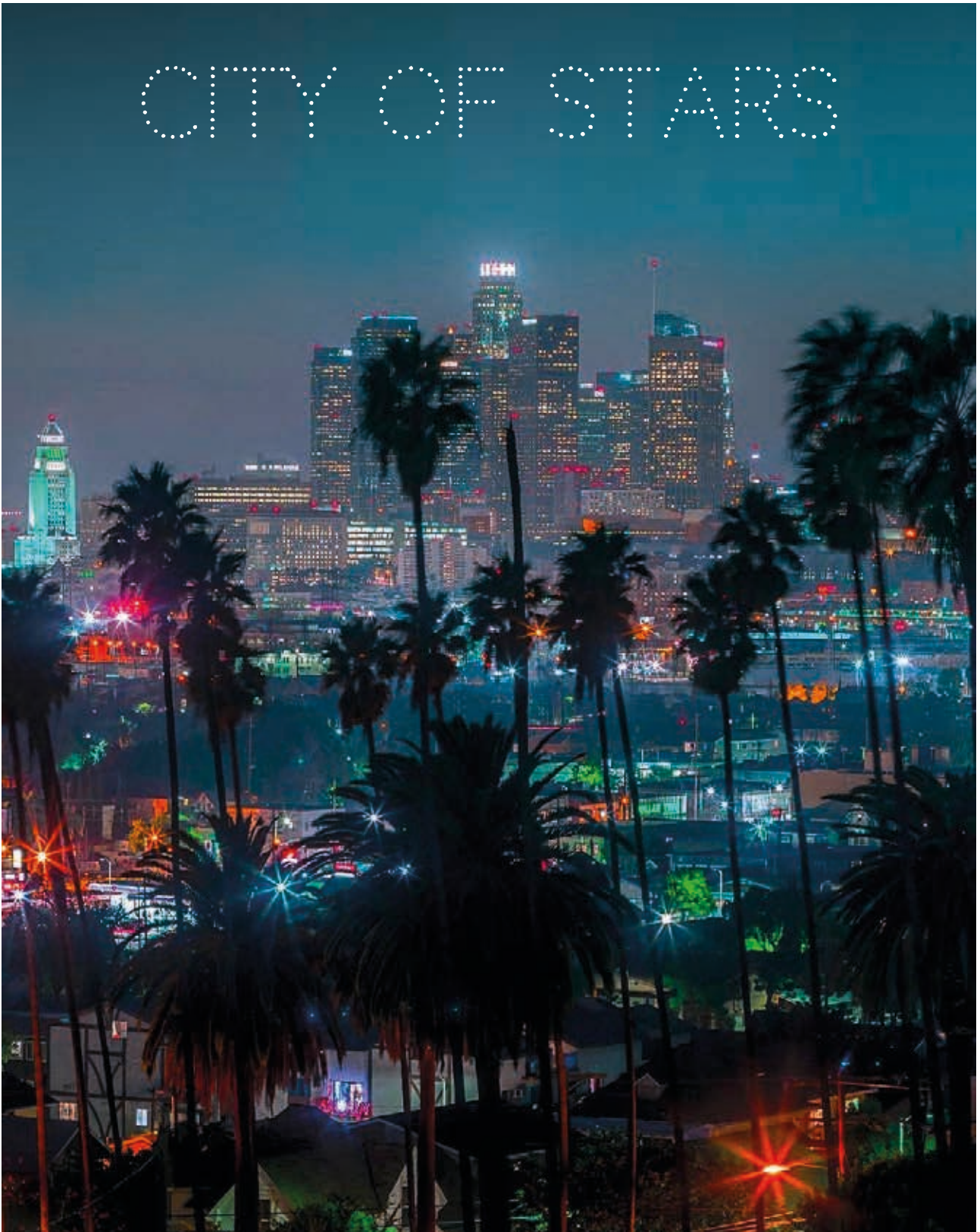
In 1993 Galligan was in For Love and Glory with Kate Mulgrew and Olivia d'Abo. Later the same year he starred with Wren T. Brown in Warlock: The Armageddon, in 1994, he acted in Caroline at Midnight with Virginia Madsen, also in 1994, he was in Cyborg 3: The Recycler with Michael Bailey Smith and Malcolm McDowell. In 1997, he starred with Mary Crosby in Cupid. Also in 1997, Galligan starred with Ron Perlman in Prince Valiant. He guest-starred on Dr. Quinn, Medicine Woman in 1997. Galligan also acted in a 1998 episode of Love Boat.

Galligan starred in an episode of The Net. A year later, in 1999, he appeared in The Storytellers with Brad Dourif.

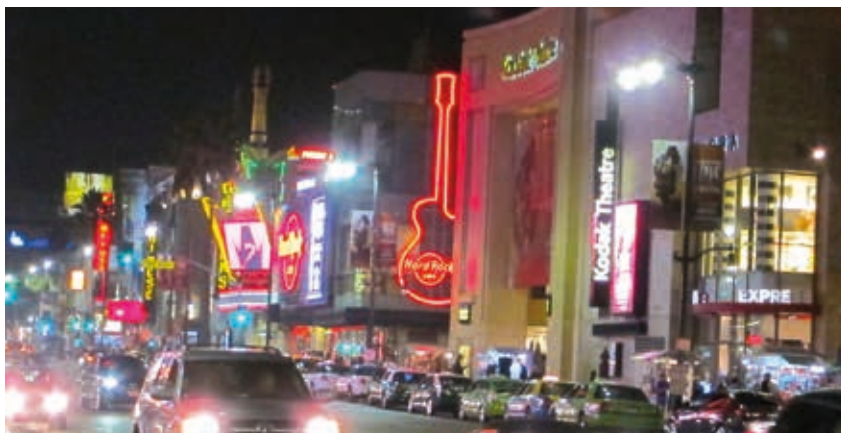
In 1999, he appeared in Arthur's Quest with Clint Howard.



CITY OF STARS



Tinseltown



Production

autumnwood media



Headed by directors Rob Weston and Dominic Burns, Autumnwood Media has over a decade of experience in the independent filmmaking and has worked with some of the most powerful players in the business, including The Weinstein Company, Dimension Films and Lionsgate. From its offices in Los Angeles and the UK, the company has produced more than 20 international feature films with a combined budget exceeding \$70m. Its projects cover the

genre spectrum, from comedy and thrillers to action and sci-fi, and have starred some of the world's biggest names, including Academy Award winners Charlize Theron, Shirley MacLaine and Christopher Plummer. Other stars to have appeared in its productions include Chloe Grace Moretz, Nicholas Hoult, Jean Claude Van Damme and Mark Hamill.

Autumnwood Media's mission is to develop high quality, commercially viable projects

that can flourish in today's rapidly evolving film market. Not only have its films been distributed in every major territory, but they have also opened and been screened at some of the most prestigious films festivals in the world.

This experience and track record, combined with strong sales and distribution relationships and a granular knowledge of the international marketplace, position Autumnwood Media as a key player in independent film.

On set



Danny Trejo & Dominic Burns



Kevin Smith & Jason Mewes



Justin Timberlake,
Anna Kendrick, Kevin Smith



Edmund Kingsley, Jason Mewes,
Zach Galligan



Stan Lee, Jason Mewes at the
Cameo School



Jason Mewes on set



Jason Mewes & the Press



Gina Carrano



On set in Derby with Investors

On set



Madness in the Method..
CIAK!



Filming in action



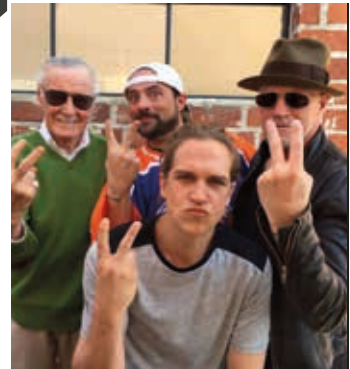
Jason Mewes,
David Dastmalchian



Jamie Camil, Jason Mewes



Rob Weston, Teri Hatcher,
Dominic Burns, Jason Mewes



Stan Lee, Kevin Smith Jason
Mewes, Michael Rooker



Fan on set with Vinne Jones



Nico Nicotera, Casper Van
Dien, Jason Mewes, Kevin Smith



Mickey Gooch, Stan Lee

Marketing & Distribution

Objective:

To maximize domestic and foreign distribution revenues.

TARGET MARKET

The target demographic for *Madness in the Method* is male and female aged 14 to 50. As *Madness in the Method* is both a comedy and a thriller, we believe it will appeal to fans of both genres, as well as to fans of the metacinema school of filmmaking, in which actors play fictional versions of themselves.

Recent examples of the meta-movie phenomenon include buddy comedy *This Is The End*, magic realism hit *Being John Malkovich*, cult crime drama *JCVD*, and the multi-awarded satirical comedy *The Player*.

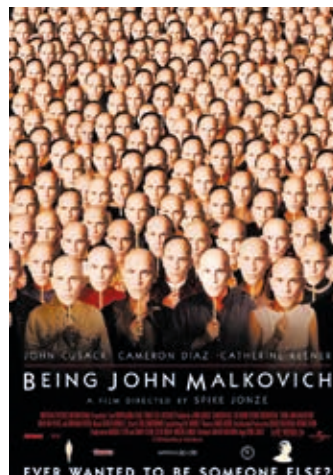
Madness in the Methods' meta credentials include the fact that its core actors — Jason Mewes, Kevin Smith and Danny Trejo — are famous the world over and have individually amassed huge cult followings in both traditional and digital media.

DISTRIBUTION AND FESTIVAL STRATEGY

We will seek to exploit both traditional and non-traditional distribution platforms in all territories worldwide, including:

- Theatrical
- Broadcast – TV / Pay TV – On Demand / Internet (Netflix, Amazon, Hulu etc)
- DVD
- Foreign Distribution
- Airlines / Cruise Ships / Hotels

The producer's aim is to launch *Madness in the Method* at a high-profile film festival, such as Toronto (TIFF) or Sundance. With the film scheduled to go to camera in the fourth quarter of 2016, the timing is optimal to achieve that.



PARTNERSHIPS

To build buzz around *Madness in the Method*, we have already opened rights negotiations with a number of major distributors with which we have well-established working relationships. We will continue these discussions at the forthcoming American Film Market in November 2016.

Potential distribution partners (both foreign and domestic) include: A24, Lionsgate/The Weinstein Company/Radius/Dimension, ContentFilm, IFC Films, Image Films, Memento Films, XYZ Films, Epic Pictures, Arclight Films, Protagonist Pictures, Sierra Affinity, Myriad Pictures, Anchor Bay Entertainment, Pathé, Millennium Films, XLrator Media, eOne, Moviehouse, Greenlight International, IndustryWorks and Voltage Pictures.

Many of these global heavyweights are already tracking the project and have expressed their interest in the script and talent. In addition, many of them already have strong relationships with *Madness in the Methods'* producers, who are known for delivering quality content.

Marketing & Distribution

MARKETING AND PROMOTIONAL STRATEGY

Primary Campaign Social Media

Twitter | Facebook | YouTube



To reach the mass audience for *Madness in the Method* that we know is out there, we will market the movie in every way, shape and form, and at every conceivable opportunity. That process starts now, in the lead up to production. It will intensify during the filmmaking and post-production processes, and reach a crescendo at release and weeks and months that follow.

The cornerstone of *Madness in the Methods*' marketing strategy will be social-media outreach, supported by grassroots marketing. Social media is arguably the independent producer's most valuable tool in that it allows access to audiences around the world on a limited marketing budget. We intend to embrace all the opportunities offered by social media to support and complement the distributor P&A, and to help build audience awareness before the film is launched in key world markets.

Our grassroots marketing effort is likely to include the following:

- Facebook/Twitter fan pages, which will include screening details, new trailers for the movie, festival updates, the announcement of various production milestones, talent information, articles about related genre films, and links to cast fan pages and press coverage.
- An exclusive *Madness in the Method* YouTube channel, which will provide a portal for all related video footage, including interviews, teasers and trailers.

Given the vast volume of traffic on Twitter and Facebook, a key challenge for any marketer is to make their voice heard. The fan pages are an effective way to cut through the clutter and help generate buzz at the earliest stages of production. As the project's momentum

builds, so the fan community will grow. Prior to release, teaser content from the movie will be aired to ramp up expectation and excitement.

We will engage with our in-front-of-camera talent, behind-the-scenes talent and distributors to explore all marketing avenues.

These will include promoting *Madness in the Method* on the stars' own fan pages, employing apps such as Periscope to needle-drop videos of key moments in the production process and using Instagram to share behind-the-scenes stills. The object is to keep fans engaged and involved in every step of the creative process by offering them an exclusive relationship with the movie. We will even invite them to join in the conversation by sharing their own videos and images.

Our strong online presence will also allow us to connect with the niche bloggers who comment on the categories and themes represented in the film. This will also help create conversations around *Madness in the Methods*, its genre and its cast.

Our aim is to create a dynamic community for fans, along with a one-stop-shop for exclusive insights and information. A bespoke *Madness in the Method* database will provide access to every announcement, release and update, as well as making it easy to purchase the movie by offering direct links to the likes of Amazon and iTunes.

We will also use our social-media outreach to seek out

Marketing & Distribution

sponsorship and branding opportunities. Involving brand partners in a high-profile project such as *Madness in the Method* increases publicity and exposure for all concerned. A tie-up with a brand that is a natural fit with *Madness in the Method*'s target audience drives awareness of the movie among the brand's consumers, while reinforcing the brand's relevance to *Madness in the Method*'s global community of fans.

To support the DVD release of the movie, we will produce exclusive EPK (electronic press kit) materials and production stills, including never-before-seen interviews with the movie's cast, director, producers and key creative talent.

Other profile-raising initiatives will include offering the most influential movie websites exclusive set visits during production, along with on-set interviews with talent. We also aim to tap further into our database to run competitions in co-operation with these websites, thus increasing the number of new followers to our own database.

The prizes on offer will include signed DVDs, tickets to the VIP premiere, Q&A sessions with the cast and invitations to the after-party cocktail reception to celebrate (and promote) the film's release.

In addition to harnessing social media to generate word-of-mouth, *Madness in the Method*'s producers, in co-operation with the movie's distributors, will make use of traditional marketing tools, such as outdoor, print, radio and television advertising, to promote the film on a local, national and international level.

Winnipeg Free Press

THE
Hollywood
REPORTER

EYE WEEKLY

THE
Sun

metr 

VARIETY

The
Chronicle Herald

The Province

EDMONTON JOURNAL

THE GEORGIA
straight
VANCOUVER'S NEWS & ENTERTAINMENT WEEKLY

THE
GLOBE
AND
MAIL 

TIMES  COLONIST

Entertainment WEEKLY

24H 
Calgary
Edmonton
Montreal
Toronto
Ottawa
Vancouver

LA PRESSE



ET

e talk

M

THE MOVIE NETWORK

C T V

Investment

Equity Investments



Red Rock Entertainment works in conjunction with numerous UK film companies to raise equity for independent film projects. It focuses on those films that have already been completed or are almost complete, but require a final tranche of funding to cover the distribution costs.

Investing in films can offer generous returns. The benefits extend far beyond the sale of box-office tickets: DVD sales, licensing to TV broadcasters and online platforms, and merchandising revenue all count towards a film's profit and can continue to generate returns for many years after its theatrical release. The chance to be part of the magic of the movie industry is another perk of many film-investment opportunities. In some cases, your investment entitles you to appear in the movie as an extra, attend film premieres and red-carpet events, and see your name appear in the credits at the end of the film.

As well as the potential for high returns, long-term earnings and a close encounter with show business, investing in the British film industry can also offer tax-relief benefits. A range of incentives is available to those who chose to invest in an SEIS or EIS film-investment scheme.



Perks & Benefits of Investments

FILM SET VISITS

Patience is a virtue — and never more so than on a film set. Pick your moment to approach an actor carefully: it's never a good idea to disturb talent when they are shooting a scene, or preparing to shoot one.

So be prepared to wait for the right moment to take a picture or ask for an autograph. You will probably be assigned with a 'runner' from the production company, whose job it will be to look after you and let you know what's going on.



APPEARING AS AN EXTRA



Being an investor also gives you the opportunity to be cast as a background actor, or extra.

This is a performer in a film or television show who appears in a non-speaking capacity, usually in the background to the central action — as an audience member, for example, or a passer-by in the street.

Punctuality, reliability and the ability to take direction are important if you want to experience of thrill of appearing in front of the camera.

PRIVATE SCREENINGS

Private film screenings form part of a film's production and release cycle. To show off the film to its best advantage, special preview screenings are routinely held in low seat-count theatres offering high-quality projection and sound equipment.

These events, which are usually accompanied by food and drink, also feature commentary from the film's producers, writers or actors. The guest list for a private screening typically includes VIP media personalities, investors, and key marketing and distribution executives.



Perks & Benefits of Investments

RED CARPET EVENTS

A red-carpet premiere is the highpoint of a film's release.

Attended by its stars, alongside A-list celebrities, industry moguls and the media, they epitomise the Hollywood dream.

When one of our films premieres, our investors are invited to join us on the red carpet, and experience the glitz and glamour of showbiz for themselves.



NAME IN THE CREDITS

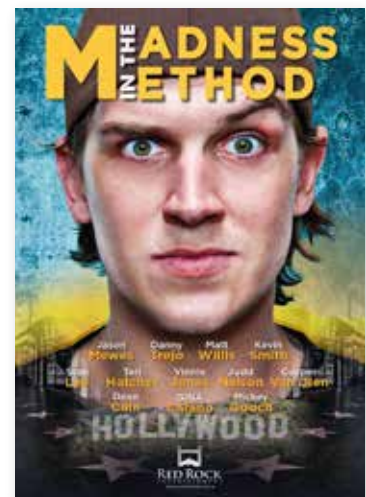


PHOTOS WITH THE STARS



MEMORABILIA

As an investor, if available you will have access to film memorabilia, including autographs, brochures, props, advertising material and scripts. These are not just great keepsakes — if a film goes on to be successful, they can also be valuable in their own right.



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RED ROCK
ENTERTAINMENT
■ Executive Producers ■

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