

Movie Filmed and Promotes Las Cruces

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We are producing a motion picture to be filmed in the summer 2012 in Las Cruces. The film will have recognizable actors and an established producer, and national relationships with Autism organizations. Through various distribution channels and festivals, the film will bring visibility to Southern New Mexico and Las Cruces. Furthermore, the production will employ local professionals and students and bring dollars to local businesses such as restaurants and hotels. The film will also create fundraising opportunities and work with *Hearts for Autism* to give back to the Autism community. As we close out our investment cycle, we would like offer the city of Las Cruces one to two units of investment in a film that has great potential for success and which will bring visibility to the city and positively impact local residents and the economy.

A white trailer is parked on a dirt road in a desert landscape. The trailer is open, revealing a bedroom interior with a bed, a lamp, and various items. The background features a range of rugged mountains under a sunset sky with warm, orange and red tones. The overall scene conveys a sense of home and adventure in a remote location.

The Odd Way Home

They are alone in the world, but together, they soar.

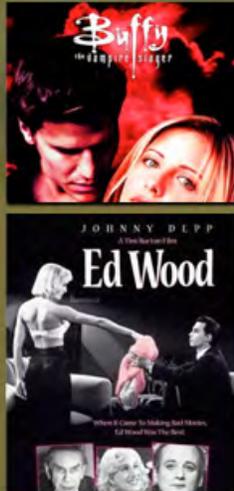
A feature motion picture to be filmed in Las Cruces and Southern New Mexico.

Cathy Henderson-Martin, Casting Society of America



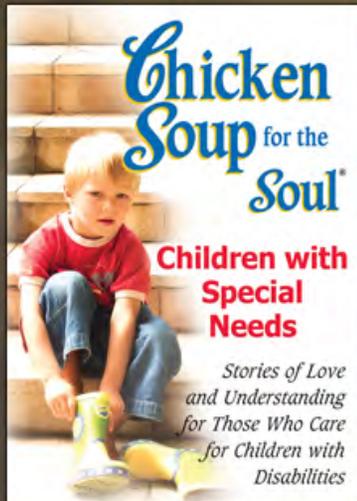
“The Odd Way Home is a beautifully written script which has had excellent coverage from Hollywood agencies. The project will most definitely attract top creative talent to fill the compelling lead roles of Duncan and Maya. This is award winning material! I am looking forward to casting this important film.”

Juliet Landau, Actress



“I just finished *The Odd Way Home*. I LOVE it! This kind of material is the reason I became an actress in the first place. What a beautiful, special movie. The roles are wonderful. I would love to play Maya, in fact reading it, I felt like I MUST play her! I was completely engrossed and touched by her journey, and the tender relationship/trust that develops between them. ”

Karen Simmons, ceo of Autism Today



“Delightful, entertaining and very human! Unlike melodramatic autism hardship stories, this movie depicts the lighter side of autism that those of us living autism daily want the rest of the world to know about. Filled with humor and flavorful personalities “The Odd Way Home” paints a picture of how people really will come to know and recognize the true face of autism in the real world. Captivating and loads of fun!”

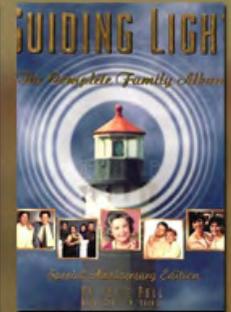
Kelly LeBrock



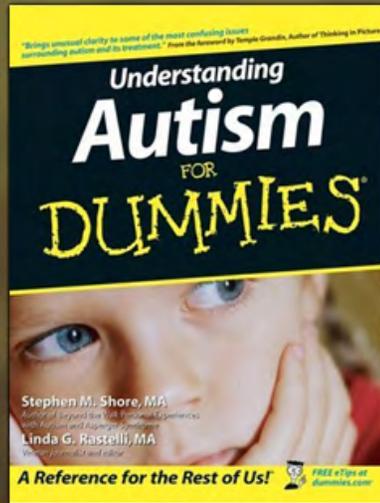
Armand Assante



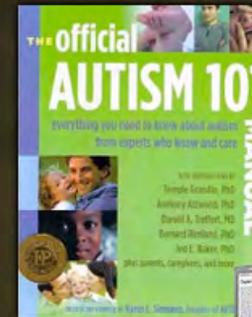
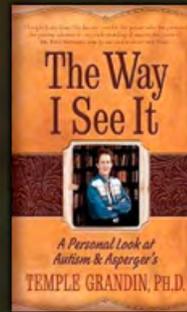
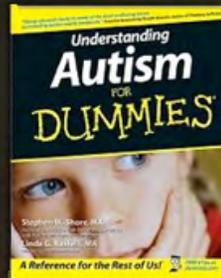
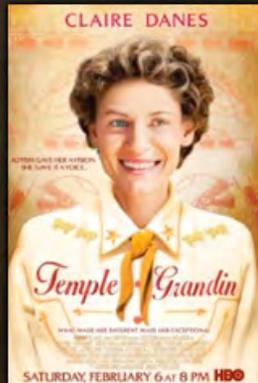
Scott Bailey



Stephen Shore, Professor / Author / Autism Expert



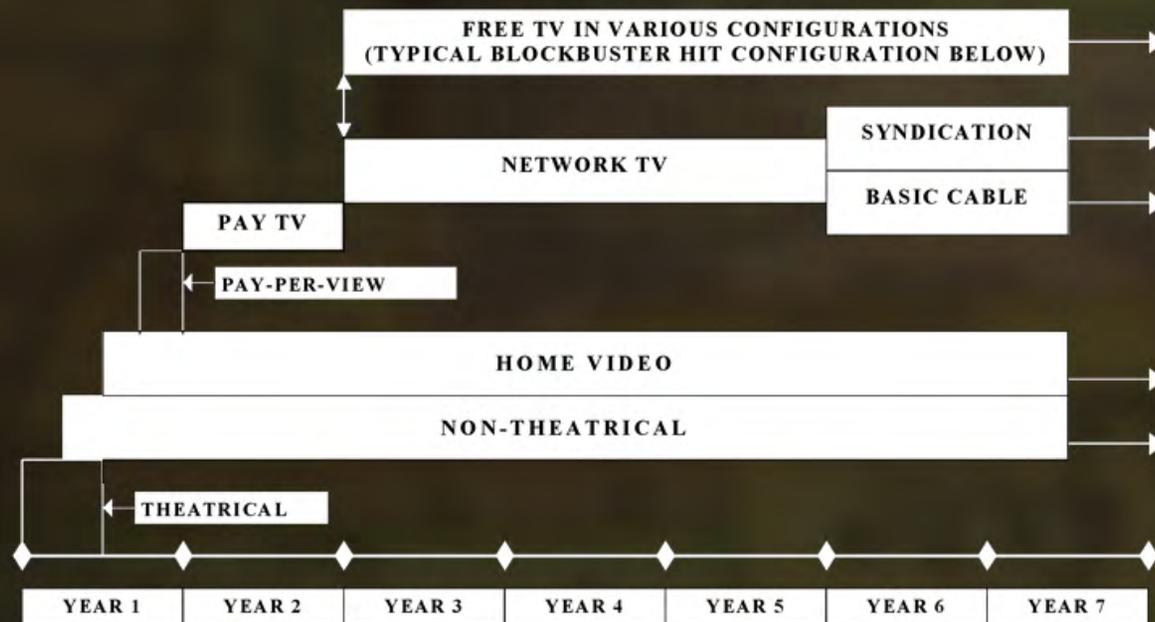
“Steeped in the richness of the life of a person on the autism spectrum, *The Odd Way Home* grips the reader and doesn't let go until the end.”



The Company's Principal Investment Objectives are to:

- 1) Finance the Production Phase of the Picture titled The Odd Way Home.
- 2) Produce, market and sell the Picture for worldwide distribution in all media.
- 3) Earn revenue from the sales, distribution and licensing of the Picture in the U.S. and in international markets.
- 4) Provide a premium rate of return of 20% on the Members' investments as well as a participation of 50% to the Investor Members of all the profits received by the Company.

WINDOWS IN THE LIFE OF A THEATRICAL FILM



TRACKING GENERIC MOTION PICTURE REVENUES

TRACKING THE STUDIO DOLLAR

Your Box Office Dollar (BO)	\$9.00
Exhibitor Share	4.50
Studio Share	4.50
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Studio Share (50% - see above)	\$4.50
Minus distribution fee (30% of \$4.50)	(1.35) =
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	\$3.15
Minus overhead fee (12% of \$4.50)	(0.54) =
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Amount applicable to production cost	\$2.61
	(This is 29% of BO dollar)

(\$2.61 is 58% of \$4.50) - does not include interest charges on funds advanced

*Example is based on average results. An individual film may differ in actual percentages.

TRACKING THE INDEPENDENT DOLLAR (\$ MILLIONS)

The Test Case Film

Domestic Box Office Gross	8.5
<i>Minus</i>	
Exhibitor Share of Box Office (51%)	4.3 =
Distributor Share of Box Office (49%)	4.2
	(Theatrical Rentals)

Revenue

Domestic	
Theatrical Rentals (49% of Total Box Office)	4.2
Television	2.3
Video	4.0
Total	10.5
Foreign	
Theatrical	3.2
Television/Video	4.9
Total	8.1
Total Distributor Gross Revenue (Domestic + Foreign)	18.6

Less:

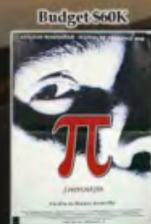
Budget	2.5
Prints and Advertising	4.5
Total Costs	7.0 =

Gross Income	11.6
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Minus Distributor Fees (35% of Gross Revenue)	6.5
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= Producers' Net Profit (before Taxes & Allocations)	5.1
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F **1** The Odd Way Home budget is 300K
films under \$1 million budget range



Sales 3.22 M



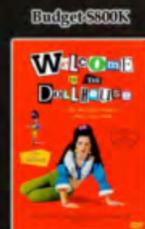
Sales 44.5 M



Sales 4.51 M



Sales 2.04 M



Sales 4.77 M



Sales 9.44M



Theatrical Performance	
Total US Gross	\$33,456,317
Wk 1: Oct. 2nd, 2008	
Home Market Performance	
US DVD Sales:	\$32,517,828
Wk 1: Feb. 1st, 2009	

Production Budget: \$500,000

Theaters / Change	Avg.	Gross-to-Date	Week #	
839	-	\$10,039	\$8,422,707	1

Total Units	Sales this Week	Total Sales	Weeks in Release
549,363	\$9,009,553	\$9,009,553	1



The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 30,000 movie screens in all 50 states, and additional cinemas in 50 countries worldwide. Our membership includes the largest cinema chains in the world and hundreds of independent theatre owners too.

World Premiere Event

Why hold World Premiere at one film festival (Theatre) when you can hold it across United States & North America? Especially when you can use that event to draw incredible attention and marketability for your movie while building your distribution network, which increases the sale ability and most importantly the profitability of the Picture. All this while raising money for Autism and its numerous non-profits in every city you host your event in.

Event Goal: Play in all 50 states, and the top 10 markets in Canada as well as Mexico earning a \$5,000 average for charities at each location.



The Odd Way Home

An inspirational, comedic journey of discovery.
A feature motion picture.

www.TheOddWayHome.com



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