



HORIZON MOTION PICTURES

Company Information Package
2008

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A Brief History

Horizon Motion Pictures is a leading International Sales Agent founded on over 30 years of experience in the independent production and distribution business. The company was originally formed in New York in 1989 as a feature film development and production company. In 1993, Founder and President, Rob Straight, moved the company to Vancouver, Canada where he continued to develop material for the film and television markets and also launched a foreign sales division to exploit Horizon's own productions and third party properties.

In 1999, Horizon acquired Hideo Nakata's "The Ring", a film that spawned, not only a new wave of Japanese horror cinema, but also led to a host of Hollywood remakes. Following the worldwide success of "The Ring", Horizon became the exclusive Feature Film Sales Agent for Japanese publishing house and film studio, Kadokawa Herald Pictures, for whom it represented the distribution rights to such titles as "Dark Water", "Ju-On: The Grudge", and "The Yin-Yang Master".

In early 2008, Horizon's executive recognized an increasing demand for films focused on the Environment and themes of Social Justice and launched a new line of Feature Documentaries. At Cannes 2007, the company premiered "Juvies", narrated by Mark Wahlberg and "Sharkwater", a 23 time international award winner to be released theatrically in all major territories worldwide.

Horizon's catalogue currently includes critically acclaimed and award winning feature films, high-end genre titles, TV movies and insightful documentaries with approximately eight to twelve new titles per year. The company develops a unique marketing plan and support materials for each film before launching them at major international Film markets including Cannes, the AFM, Toronto, Berlin (EFM), Mip TV and Mipcom.

Horizon is a member of the International Film and Television Association (I.F.T.A) and the Academy of Canadian Film and Television.

President

Rob Straight



Rob began his career working on feature film productions in Vancouver after graduating from the University of British Columbia with a business degree in marketing. He became involved in distribution soon after, attending MIP TV in 1976 as an Export Sales Officer for CBC. His last position with CBC was as Head of American Affairs in New York. He left the CBC to head up Vestron International, a worldwide all rights distributor and producer of feature films. Since 1989, he has owned and operated Horizon Entertainment, producing features and acting as a Distributor and Sales Agent for American, Canadian, European, and Asian producers.

Our Clients and Suppliers

We have a marketing relationship and database of over 4,000 buyers worldwide and an active client list of over 200 distributors in all continents and territories.

Our clients include some of the top independent distributors worldwide:

Lions Gate Entertainment (USA), Regent Entertainment/Here! TV (USA), HBO (various), EMS (Germany), Metropolitan Film Export (France), Pathé Distribution (France), Mikado Film (Italy), Notro Films (Spain), SAV (Spain), Momentum Pictures (UK), Optimum Releasing (UK), Nonstop Entertainment (Scandinavia), Madman Entertainment (Australia), Star TV (Hong Kong), Mediacorp TV (Singapore), and CVD Media (Thailand).

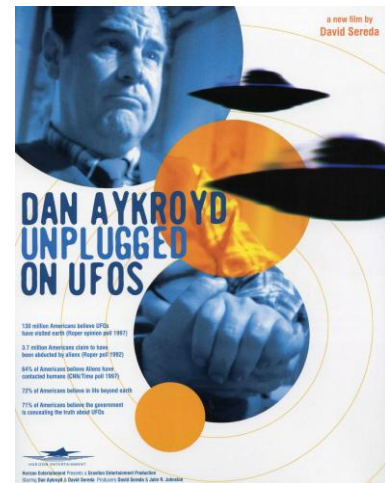
We work within multiple Producer Reps in North American and have established relationships with Producers including Echo Lake Productions ("Thirteen Conversations about One thing", "Tsotsi"), Anagram Pictures ("Fido"), Front Street Productions ("The Deal", "We Don't Live Here Anymore"), and Media Blasters ("Shadow Dead Riot").

What types of film does Horizon work with?

Our interest is in quality films with inherent marketability, strong direction, and original elements, rather than those that fit a specific mold or formula. We work with all genres and languages. Formats include feature films, documentaries, and television movies.

Notable titles:

- **"Dreamland"** starring John Corbett, Agnes Bruckner, Gina Gershon, Justin Long and Kelli Garner
- **"Sharkwater"**, directed by Rob Stewart and winner of 23 international awards
- Feature documentary, **"Dan Aykroyd: Unplugged on UFOs"**
- **"Mr. Rice's Secret"** by Nicholas Kendall and starring David Bowie
- We have also developed a specialty collection of Asian titles, including **"Death Trance"** and **"The Neighbor No. 13"** from Japan and award-winning Vietnamese language **"Journey from the Fall"** which garnered strong critical acclaim at Sundance and Pusan in 2006.
- In association with Cine Sales, we also represent cult movie **"Bad Biology"** by genre film maestro Frank Henenlotter and catalogue "CULT, KINKY & KOOKY".



Our Approach to Marketing

As a specialized and streamlined independent company, we are able to give individual films the attention they need to maximize sales. Our marketing model and budgets are customized for each individual project.

- **Development of Marketing Materials** - creation of trailer, poster, one sheet
- **Market Screenings** – Films are screened during their first, and often, second, major markets and we are in a position to obtain the best possible slots.
- **Advertising** – As a regular client of the industry's top trade publications, we obtain special pricing and preferred placement. Films are advertised in product guides and bumper issues, and screenings are advertised in leading daily market publications.
- **Website** – Full product list. Production stills and trailers are posted on our website in advance of each market.
- **Web-based marketing** – HTML mailers are sent out to our database of 4,000 buyers prior to each market we attend.
- **Additional Promotional Market Opportunities** – this may include banners, billboards, trailer broadcast, or manufacture of tie-in merchandise.
- **Press** – Press is free advertising. We have in house expertise and ongoing communication with top industry trades. We also work with publicists in L.A. and Europe when appropriate and warranted by marketing budget.

What areas of expertise and services do we offer?

- **Marketing** – Campaign development and creation of marketing materials.
- **Negotiation** – Horizon's reputation in the marketplace and thorough understanding of international licensing enables us to maximize revenues.
- **Market Intelligence** – Ability to maximize sales through first-hand awareness of changes in the market environment including pricing, technology, and programming trends.
- **Servicing** – Expertise in technical requirements for international release, including the preparation of legal documents and film and video materials. We know how to reduce costs without compromising quality.
- **Follow through** – We actively manage our deals from signature through the end of the license period, ensuring that release details and reports are submitted as due and overages are reported and collected.
- **Accounting and taxation** – expertise in international accounting including withholding tax elimination and foreign exchange protection
- **Festival Management** – We have key relationships with international festivals and programmers and are equipped to handle festival submissions and coordination.
- **Development** – We are able to offer script development, financing and packaging expertise during the development and pre-production of selected projects.
- **Financing** – Access to private equity, sales advances, and tax credits on films shot in Canada.





Achievements and Growth

Strong acquisitions and controlled development have established Horizon as a prominent brand in the worldwide market. Our films have recently appeared as Official Selections in the world's most prestigious festivals including Venice, Toronto, AFI Fest, Sitges, Rotterdam, Pusan, Deauville and Berlin.

In the Fall of 2005, we announced a new partnership with Vancouver based Stadium Entertainment, a film financing and film acquisition company, helmed by Randy Purcell. This venture has led to acquisitions including "Dreamland" (Sundance 2006) and "Deadly Inheritance" (Lifetime TV movie).

Formerly operating as Horizon Entertainment, January 2007 marked the launch of subsidiary Horizon Motion Pictures. With a broadened sales and production mandate and new executive structure, Horizon Motion Pictures is equipped to better leverage and distinguish our feature film and television product lines.

Visit Horizon's website at www.horizonmotionpictures.com