

Revolution Brand® Assets

MEDIA PROPERTIES AND ANCILLARIES

1. **Revolution 3D IMAX film** (40 - 45 minutes) Produced in a format considered the ultimate expression of the cinematic art form, this immersive film is specifically designed to play to the prestigious science centers and large format theaters world over. This is a pristine, scaled down version of the 90-minutes feature documentary.
2. **Revolution 3D Feature Film** (90 minutes +) This film contains not only the key elements of the IMAX film, yet coming in at over twice the length, might be considered more of a social documentary. It features a number of today's progressive newsmakers and luminaries, as well as additional messages and scenes not really appropriate for the IMAX theaters.
3. **Revolution: "The Making Of"** (1x 60 min for television) The existing film budget includes line items for the shooting and production of a behind-the-scenes special that will be licensed for television.
4. **Revolution: Wheels of Change** (13x 30 min HD TV Series) Fast, exciting and socially relevant, **Revolution: *Wheels of Change*** harnesses the mystique and allure of the motorcycle, giving today's luminaries, celebrities and high rollers a vehicle – literally - to take viewers onto some of North America's most spectacular roads while showcasing their favorite personal cause or charity, and suggesting how we can make this world a better place.
5. **Revolution: The Ride for Peace** – Event and Documentary Special. The *Ride for Peace*, beginning in Amman, Jordan, and proceeding through select cities in the Middle East, is an inspiring effort to promote peace. Led, in part, by King Abdullah of Jordan, the ride will cover amazing terrain, from the open desert, to the coasts of Port Said, and to Jerusalem itself. Following the riders will be our documentary team, creating a lasting testament and to this historic Ride.
6. **Science of Revolution** (3x 60min for TV) **The Elegant YOU-niverse'**
It's an ageless story; mankind's quest to find the "God-force"...to understand the keys to creation...the foundation of reality...the nature of consciousness. Today, that quest, at least in the eyes of a number of leading scientists, has finally been resolved - in the Grand Unification Theory (GUT) written by physicist Nassim Harmein and Dr. Elizabeth Rauscher, also known as the Harmein-Rauscher Solution. It is interesting to note that the solution to this greatest of mysteries has actually been "hidden in plain sight" right before us within the world's great religious texts. Science simply wasn't able to decipher them – until now!

Finding the God-Force is the story about the man, the mission and the solution – the Harmein-Rauscher Solution; it is a comprehensive overview on what is to become, perhaps, the most profound shift in human thinking since Copernicus discovered the earth revolved around the sun.

7. **Revolution Soundtrack CD's and Movie DVD's**
8. **Revolution Café:** A Themed Destination Venue
9. **Revolution** - Branded apparel
10. **Revolution** - Branded educational materials on expanded/new physics, sustainable living/ etc.
11. **Ancient Arts** – New Sciences® A line of (retail) science products promoting these new findings in science - to youth in particular
12. **Revolution Tours** – Adventure tours to the world's most mystical sites
13. **Revolution Educational Foundation** –Dedicated to furthering the film's central messages of new science, sustainable and green living, and fostering the transformation to a post-industrial society.

In addition, a Champions of Sportsmanship© initiative, modeled after the Pierre de Coubertin Fair Play Trophy, will be created to teach the noble values of sport, such as respect, cooperation and fairness – and to enable America's youth to better meet today's challenges and to start building a better world.

revolution

An epic motorcycle IMAX® adventure

FILM ASSETS

MOTORCYCLE COMPANIES (Confirmed and/or likely)

Harley Davidson (confirmed), **BMW** and **Ducati** - happy to provide bikes, clothing, and logistical support. When the project gets green lighted, there is certainly sponsorship potential here. (BMW sponsored the Guggenheim's Art of the Motorcycle Exhibit world wide.)

PEOPLE (Confirmed and/or likely)

Colorado Senator Ben *Nighthorse* Campbell

The Chickasaw Nation and possibly several others (will participate in the Native American segment)

Physicist **Nassim Hamein** (who recently solved Einstein's field equations and has written a cohesive unified field theory that, for the first time in history – works. More importantly, it will radically change each of our lives and the course of our world – in positive ways. Supporting this new and expanded world view will be renowned physicists **David Peat, William Tiller, and John Hagelin**. (Dr. Hagelin is a brilliant man who works closely with the TM organization and the David Lynch Foundation promoting similar messages and understandings.)

Dr. Masaru Emoto – the famed Japanese Researcher and author of "The Message in Water"

Karen Larson, author of "Breaking the Limit"

Jay Upton (Australian drag racing world champion)

Country Music Queen **Loretta Lynn** (hosts MX racing each year at her ranch)

Newsmakers as available:

Rep. Dennis Kucinich

Lalita Ramdas from Greenpeace

Kenneth Roth from Human Rights Watch

Rev. Billy from the Church of Stop Shopping

Jim Rogers, author of "Investment Biker" and founder of the Quantum Fund

ALONG FOR PART OF THE RIDE and/or POSSIBLE CAMEOS:

Activist and filmmaker **Kelly Gallagher**, Hawaiian recording artist '**Matisha**',
Dr. **Richard Bartlett**

Vaclav Havel, Playwright, former President of Czechoslovakia. Havel's writings caused the overthrow of a communist regime without a single bullet being fired.

MUSIC (SOUNDTRACK)

Michael Kenneth Veltz from Cecilia, former Atlantic recording artist/composer

Neil Peart (if available), Drummer from Rush, enthusiast, and author of the award winning book, "**Ghost Rider: Travels on the Healing Road**"

KEY PERSONNEL

Jim Grapek, Writer/Director President of High Performance Films, LLC and the film's Writer/Director, Jim is an award winning prime-time producer/director with twenty five years of production experience. Jim will work with the **Revolution** team to oversee production, direct the Film, and to creatively develop and supervise his vision for the related ancillary projects. In 1986, Jim opened the doors of his production company, **Associated Producers, Inc.**, in Washington DC. Now celebrating its 22nd anniversary, Associated Producers' past and present clients include The Discovery Channel, WJLA (ABC) Channel 7, WTBS, Nextel Communications, IBM, the World Wildlife Fund, the National Institutes of Health, the Chesapeake Bay Foundation, The Center for Marine Conservation and many others. Jim is a member of the International Documentary Association and is past President of the International Television Association in Washington, DC. Jim's production awards include Gold and Silver Medals from the Houston and New York Film Festivals, numerous ITVA honors and the coveted Cine Golden Eagle. In addition, with the knowledge and passion that comes from thirty years of martial arts studies (and two Black Belts), Jim produced one of the Discovery Channel's highest rated programs, *The Secret of the Warrior's Power*, a one-hour documentary on Kung Fu. Jim, also a long-time motorcycle enthusiast brings that same passion to Revolution. He is a member of the American Motorcyclist Association, the Mid-Atlantic Ducati Club, and has road-raced in the Northeast in the 600cc class.

Jim has a BS from The Newhouse School of Communications at Syracuse University and a specialized master's in business administration from Cornell's prestigious hotel school. Jim lives in Montgomery County, Maryland, and is father to two wonderful daughters and actors. He is committed to creating a just and sustainable future and raising the quality of life for all.

Andy Gellis, Technical Advisor Andrew Gellis is the President and CEO of Cinevest, a start-up production entity formed to originate fiction and non-fiction programming for simultaneous release in 35mm and IMAX Theaters worldwide. A veteran of the

IMAX/Large Format industry, he is recognized for his broad range of entertainment experience, business acumen, and creative talents. Mr. Gellis also serves as President of the Giant Screen Theater Association (GSTA). In March of 2004, Gellis mounted the first annual "The Biggest Film Festival in the World" at the IMAX Theater at the Bridge Cinema du Lux on behalf of the Large Format Cinema Association (LFCA). The festival presented a cross-section of some of the best work produced in the IMAX/Large Format and has become an annual tradition.

Mr. Gellis was Senior Vice President, Film and Distribution at the IMAX Corporation, a position he held for six years. Leading a staff of 20 employees in Los Angeles and Toronto, he was responsible for initiating, developing, and creating the Company's film product from inception through delivery to theaters. Additionally, as division head, his budgeting and forecasting skills allowed the group to meet its budget targets each year, both corporately and for each film. He pioneered the development of dramatic, narrative filmmaking in the 1570 IMAX format in both 2D and 3D, and pushed the boundaries of traditional documentary filmmaking.

Mr. Gellis was the Writer and Executive Producer of *T-Rex: Back to the Cretaceous*, which at \$89 million dollars and counting, is the highest grossing 3D film in history. He was Executive Producer of the IMAX drama *China: The Panda Adventure* starring Maria Bello, as well as the documentary films *Spacestation 3D* and *Galapagos*, a co-production with the Smithsonian, Mandalay Pictures, and the National Science Foundation. Other films he Executive Produced for IMAX include *The IMAX Nutcracker*, *Mission to Mir*, and *The Hidden Dimension*. During his tenure, he provided production oversight services and supervised Imax's distribution participation in such releases as *Extreme*, *Island of the Sharks*, *Discovery's Africa's Elephant Kingdom*, *L5: First City in Space*, and *Horses – The Story of Equus*.

Prior to joining Imax, Mr. Gellis spent four and a half years with Sony Corporation. As a Producer and Executive Consultant for Sony Pictures Entertainment, he developed the business plan and strategy for the Sony's entrance into IMAX (1570) filmmaking. Under the Columbia Pictures umbrella, he wrote and line produced on location the highly acclaimed IMAX 3D film *Across the Sea of Time (New York 3D)* for the flagship Sony/IMAX theatre at Lincoln Square in New York City. The Sony Pictures Classics release, still recognized as the best of IMAX 3D story-telling, has grossed more than \$38 million dollars in only 35 theatres worldwide, and more than \$8 million in the New York theatre alone.

Keero S. Birla, Line Producer Indian born, Montreal-raised Keero S. Birla, knows all too well about how the power of a single idea can inspire people. With over 15 years of experience writing, producing, and directing everything from award-winning Imax® films to television series and independent cinema, Keero is a consummate media professional. He has served as head of production of PRIMESCO INTERNATIONAL, collaborating with the NATIONAL WILDLIFE FEDERATION, IMAX CORPORATION, and dozens of science centers and museums around the world to deliver outstanding family entertainment. Among his most notable films is "India: Kingdom of the Tiger," an international blockbuster that sold in over 60 markets worldwide.

Keero has also directed and produced commercials and television series for COSSETTE ADVERTISING and the LIFE NETWORK. Through his production company, 5 à 7 Productions, he has delivered top-notch production services to DISCOVERY CHANNEL INT'L on the series, "PERFECT DISASTERS."

More recently, Keero line produced the new Imax® 3D feature "DINOSAUR ALIVE," shot in Mongolia, New Mexico, and Manhattan. Currently, he is writing & producing the television feature "A STRANGER'S GIFT," an inspirational medical drama based on a true story.

Bruce Feirstein, Writer/Consultant Bruce, a best-selling author, journalist and screenwriter, has enjoyed a multi-faceted career. He has written — or co-written — three James Bond movies starring Pierce Brosnan: *The World Is Not Enough*, *Tomorrow Never Dies*, and *GoldenEye*. In total, the movies have grossed more than a billion dollars worldwide. Currently, he is writing the film adaptation of the TV series *The 'A' Team* for 20th Century Fox.

While Mr. Feirstein has been active in the film business — writing scripts the past several years for Will Smith, Bruce Willis, Julia Roberts and the director John Woo— he has also continued his career in print and journalism. He has written a column for the *New York Observer* since 1992; he is also a contributing editor at *Vanity Fair* magazine, and *Strategy + Business*. He wrote editorials for the *New York Times* editorial page under Howell Raines. He was a contributing editor at *Spy* magazine, and has written for *The New Republic*, *The New Yorker*, and *The Washington Post*.

His first book, *Real Men Don't Eat Quiche* was on the *New York Times* Best Seller List for 51 weeks. More recently, his book *Nice Guys Sleep Alone*, was turned into a feature film. Previous to becoming a full-time writer, Feirstein worked in advertising, where he won eleven Clio Awards and three One-Show Gold Pencils for his work on political and corporate campaigns, including BMW, Volvo, and Sony.

Peter Crane Associates has served as a consultant on several large format film projects since leaving the IMAX Corporation in 1988. Since 1971, Peter Crane Associates has served as consultants to theme attractions, historic cultural institutions, national parks, destination resorts, expositions and other leisure industry projects. Activities have included conceptual development, economic feasibility and marketing studies, financial analysis, corporate participation programs and other assignments related to this specialized business. Peter Crane, founder, has worked in the attractions business for more than 30 years. His client list has included major names in the industry such as Walt Disney, Anheuser-Busch, IMAX Corporation, the New York and Montreal World's Fairs and others. Since 1988, activity has concentrated on projects involving large format theaters and motion simulators developed in conjunction with educational and entertainment venues. Peter Crane Associates have provided designs and planning services, site location analysis, marketing and financial projections, operational guidelines and support in numerous film development projects.

Bob Kalik (Partner, Kalik Lewin) In addition to Reid & Company, Bob Kalik will serve as corporate counsel and financial advisor — tracking the project and ensuring the successful development, funding and completion of the film.