



RECTIFIED

Intellectual Property Descriptors, Proposal's and Materials

Rectified Pictures LLC

Kristian Michael McKenna

P.O. Box 776

Skowhegan, ME 04976

207.431.6911

www.therectifier.net

ALL RIGHTS RESERVED | COPYRIGHT © 2011 ZERO | END™

This Outlined Business Plan is the property of Rectified Pictures LLC and is considered strictly confidential. It contains information intended only for the person to whom it is transmitted. With receipt of this plan, the recipient acknowledges that:

- (1) In the event the recipient does not wish to pursue this matter, this document will be returned to the address listed above as soon as possible;
- (2) The Recipient will not copy, fax or otherwise, reproduce, divulge, transmit, distribute or share this confidential plan or the information contained herein, in whole or part, without the written consent of Rectified Pictures LLC;
- (3) All of the information herein will be treated as confidential material.
- (4) Understands and complies with material being solely owned and that property rights are retained by Rectified Pictures LLC.

This document does not constitute an offer to sell or a solicitation of an offer to purchase securities.



TABLE OF CONTENTS

Cover Page	1
Table of Contents	2
Title Page	3
Executive Summary	4
Film Synopses	5-7
Graphic Novel	8
Video Game & Merchandise	9-10
Project Summary	11
Partners & Participants	12-13
Financing	14
Return on Investment	15
Distribution Strategy	16
Projections	17
Industry Overview	18-20
Contact Information	21

ZERO | END LLC, AND RECTIFIED PICTURES LLC, PRESENTS

RECTIFIED

THE RECOLLECTION

A MOTION PICTURE
PROPOSAL | BUSINESS PLAN

This document and the information contained herein are provided solely for the purpose of acquainting the reader with Rectified Pictures LLC, its theatrical motion picture(s), video game and graphical novels respectfully entitled;

"Rectified -The Birthing"	(MP)
"Rectified - The Recollection"	(MP)
"Rectified - The Reconciliation"	(MP)
"Rectified - The 100 Years"	(VG)
"Rectified - Graphic Novel Series	(GN)

The aforementioned is proprietary information owned exclusively by Rectified Pictures LLC. By accepting this document, the recipient agrees to keep the contents in the strictest confidence and not to produce or further distribute any portion hereof without the express prior consent of an authorized officer of Rectified Pictures LLC. This documents intention is to provide a summary covering the basic aspects of the motion picture and its other intellectual properties. This document is not an offering circular of private placement memorandum and no company securities are being offered sold hereby.

Rectified Pictures LLC expressly disclaims any and all liability for any written or oral communication transmitted or made available to any interested party. Qualified parties interested in pursuing a transaction will be given an opportunity to conduct a due diligence investigation and enter into an agreement containing such representation and warranties concerning the transaction and the company as expressly agreed to by the parties.

EXECUTIVE SUMMARY

Rectified Pictures LLC is seeking funding with the expressed intent on creating a physiological horror thriller with the story taking place in Michigan and the Upper Peninsula.

Minimal locations mean managing a small set, which leads to a higher quality product. This in turn also helps to reduce the cost during principal photography and keep scheduling tight, which effects cost by not having to retain talent for a longer duration. With this type of genre we also plan to stylize the film in a way that gives it a unique perspective to its target audience. Such films like 'Seven' and 'The 300' have a look that is contrite to the story the film is trying to convey by using color correction and visual effects to give the story a unique perspective.

FILM MEDIUM

With the technology of today, creating a film or in this case a digital encasement will require the use of digital technology. With the status of this technology we are able to create imagery that would once be thought impossible as early as five years ago.

The intent is to create a low budget film that retains all the qualities of a major motion picture. Keeping the cost low and in check is favorable amongst investors because of the potential for a high ROI (*Return on Investment*). The most important aspect to a successful film is the story. Time and detail have been taken to ensure that the story delivers. Attached at appendix A1 is the script coverage provided by Keil Troisi, an industry writer who was once a screener for a major production company.

"Overall, this is a very enjoyable supernatural thriller that fuses religious mythology with a modern twist; in the spirit of Constantine, The Da Vinci Code and Angels and Demons but with a darker, more graphic violence, it's sure to entice a lot of mainstream viewers and it does follow the standard genre rubric as far as its plot, protagonist, and structure are concerned. It's also reminiscent of the upcoming Legion. Of course, this fantasy-horror-procedural thriller doesn't have the franchise."

-Keil Troisi www.scriptproof.com

Many filmmakers make the mistake of screening their film at a festival in hopes of finding solid distribution, when in fact, many distributors scoff at the idea, since the idea for them is to make financial gain from their investment. With this strategy of crunching things to an extreme and spending the money on talent and production, we foresee this film as being a runaway success. The elements to a successful film are intact. A great story, target casting, a crew that will work tirelessly for success and a film destined to become a hit. This is why we believe so;

SYNOPSIS OF THE TRILOGY

THE BIRTHING (PREQUEL)

All of the films contain a religious undertone, the first story, the Birthing, tells the tale of the true origins of Josef Willem. Embarking with a city at siege by the cult of Flauros they lay waste to a small village of the descendants to the Saint Sebastian. With the genocide of the descendants of Saint Sebastian, a lone woman, Giuliani Bastiani, escapes the carnage through a weapons carriage operated by the cult and finds means to a small trade vessel bound to America. It's on this vessel that Willem is conceived through a brutal rape from the stable caretaker.



Willem is born the last remaining blood of the Saint Sebastian in a field after many months of hardship laid unto Juana. Before Juana's last breath she hands the man that delivers her child an ancient and sacred book with details of all the secrets to the bloodline of Saint Sebastian. The book is scribed in Latin, to which the man cannot read. The bastard child Willem is raised in the Upper Peninsula of Michigan by the trapper and blacksmith by trade, Cuthbert Willem, who has been the only adult figure and human contact since he delivered the boy some eight years prior. While returning from the woods, Cuthbert and the boy are accosted by three members of the cult scouting the lands for the remaining blood of Sebastian. These 'creatures' of a leopard demonic form attack unlike an animal and seem to have thought. Willem, being a former soldier of the confederate army successfully fends them away; however, Cuthbert is gravely concerned for the safety and future of the boy.

Willem is sent by the only father he would know to the diocese of Michigan. The Bishop, ??, is handed the scrolls Cuthbert was given by Juana. The Bishop is able to read the literature and agrees to keep the boy safe. Willem is raised at the diocese learning the ways of a catholic priest until he performs a miracle at the age of nineteen. The diocese is infiltrated by a member of the cult 'Rasmus' E. Who will cross the cult to take control, establishing less use of dark magic wanting a political approach to the way the cult operates, secretly planning 'The Knights of Flauros'. Rasmus uses the dark to make the Archbishop very ill and acts as his right hand side. Rasmus will have a difficult time keeping the secret of Willem after the miracle is preformed. Rasmus, even though part of the cult, has an ulterior plan sending Willem off to a parish in the Upper Peninsula. Willem will be tricked into falling in love, bearing a child and being possessed by the demon Flauros.



THE RECOLLECTION (INTRODUCTORY STORY)

With Flauros, Willem has been protecting the new bloodline he established and the reigning members of the Knights of Flauros. The Demon controls Willem's actions responding only to the heightened emotion within the protected parties. The last remaining flowering female, a Christy Harris, will be used by her mother, Senator Belinda Harris, for her own deceitful and power hungry purposes. A spell is cast by the Knights of Flauros to release the binding of The Rectifier to Christy, giving him free will. An encounter with Christy during this short time will spawn suppressed memories giving Willem a short recall of his past. Distant memories will fade in and out of Willem sparked by his surroundings.



The story of a jaded Detroit homicide detective assigned to the brutal mutilation of a priest will soon discover that the circumstances surrounding the grisly murder are like nothing they've seen before. No blood was spilled from any of the points of dismemberment and all the wounds have been cauterized at the moment they occurred. None of it seems to make any sense until a second murder occurs only this time there is a witness, Christy, a girl claiming that she saw a living shadow with fiery eyes save her from two assailants and burned a man's head off with his bare hands.

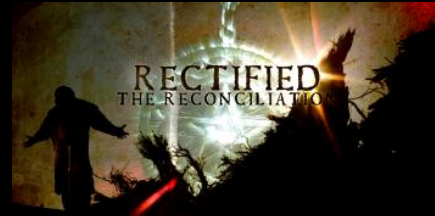
With every bit of evidence and every twist in the case the Detective soon finds himself in the middle of a war. A war hundreds of years old that has been waged between two bloodlines, one a soul of light fighting to regain its humanity and one an army of darkness battling to control it. The conclusion is only the beginning...



TAGLINE – When a hardened homicide detective unravels an ancient mystery surrounding an avenging demon called The Rectifier, he is thrust into a dangerous conflict of mythical proportions.

THE RECKONING | THE RECONCILIATION | BACK TO BLOOD (THE FINAL CHAPTER)

With Willem fully capable of understanding his past, he must decide on which path to choose. Following and protecting his last bloodline, Willem will cross paths with the Devine 7, a subsidiary faction of the Vatican, members of the Cult of Flauros along his journey.



Tainted with the Demon Flauros and having his good heritage of the Saint Sebastian, Willem must choose a side to fight for. Willem will come to realize that a balance must exist between good and evil and martyr him by retaining the demon within his inner soul so that no other will be tormented by Flauros right.

THE SPIN:

The success of this film is within the character 'The Rectifier', a formula for repeat successes is to build a character that can be as violent and hideous to the viewer while maintaining that they actually like him. For example Frankenstein, King Kong and Swamp Thing are characters that people sympathized with no matter how much they lashed out and caused destruction. It was their underlying story that the audience sympathized with and made the films iconic successes.

This formula was used to evolve 'The Rectifier' into a being of mass destruction into the kind of character people will relate to and feel compassion for.



RECTIFIED: THE RECOLLECTION GRAPHIC NOVEL

A 128 page Graphic Novel was designed as a Visual Concept to the aid the script, 'Rectified: The Recollection'. Very little effort would be needed to create a 6 (six) series comic book, 2 (two) series graphic novel; or publish as a 128 page book. Continuing with this concept The new series would begin with "The Hundred Years", depicting the life of The Rectifier through his century of wandering the Earth. The stories that can be emulated are endless. This will continue to propel the project and draw a much larger fan base tying the three films together with the *need to know more* recipe that made Star Wars an enormous success.



RECTIFIED: THE HUNDRED YEARS VIDEO GAME CONCEPT



With the character already created as a high-end CGI model little work is necessary to port over the character into a video game, thus creating another fan based product at little cost of development. The major mistake being made by the video game port over from a motion picture is the game content remains linear to the movie. What is the point in playing the game if you have seen the movie? Our approach is to have the in-between content from the birthing of Josef Willem when he is possessed until his day of Recollection, the one-hundred years in between. The game provides fresh content for not only fans of the game, but content that is original to the series itself.

You will take control of The Rectifier on various missions comparable play style to that of the series 'Hitman: Silent Assassin; Contracts" by Eidos, on a journey through the hundred years of protecting the new Knights of Flauros. Willem will be guided to use his skills in tangent with either the Demon or the Saint to accomplish his mission in whatever format the actor sees fit. An expected 'M' (*Mature*) rating or 18+ is expected.

MERCHANDISING

APPAREL

Various forms of apparel will be made available for sale.



ACTION FIGURES

Rectified Pictures LLC, will negotiate and set a price point with a manufacturer to include discount store chains, i.e. Wal-Mart, Target, K-Mart, etc... ensuring a wide distribution during the lead up to the release of the film.



With high-end devices that can take the 3D image and mold the image from the software standpoint. This makes most of the cost of development already paid for by the creation of the computer model. We would simply take the model placing joints, or swivel actions, depending on the final design of the character concept and place them into the toymaker's hands.



DETAILS

Genre	Super-Natural Thriller Horror CG 3D Animation	
Medium	Feature Length Movie Video Game Graphic Novel	
Target group	17 (<i>seventeen</i>) to 50 (<i>fifty</i>)	
Budget	10 (<i>ten</i>) Million	
Period	Modern Day with Flashbacks to 1900's	
Locations	Detroit, Michigan, Upper Peninsula of Michigan	
Crew		
Producers	Michael Bolden	
Writers	Kristian M. McKenna Kristian M. Hickman	http://www.imdb.com/name/nm2144259/ http://www.imdb.com/name/nm1955203/
Concept Artist	Matt Ficner	http://www.imdb.com/name/nm0974405/
Modeling	Brian Wade Jeremiah Strackbien Brook Buckelew Morgan Roberts	http://www.imdb.com/name/nm0905395/ http://www.brookbuckelew.com/
Scores	Jesper Kyd	http://www.imdb.com/name/nm1224245/
*Voice Over's	Detective Leland Jamo Detective Randall Brecken Captain Kent Michaels Senator Belinda Harris Christy Harris Red Sash Man Hulu, Medical Examiner	- Thomas Jane Val Kilmer - Kevin Genus - Steven Flynn (Cast) - Brooke Shields - Christina Applegate - Italian Man - Bruce Campbell
Investor Website	http://www.therectifier.net Username: rectified Password: projects	

*Talent is for demonstration of who we feel would best benefit the part. No actor aforementioned has offered a LOI at this time, nor are they attached, associated, or involved in the project to any degree.

Registered with the Writer's Guild of America – East Registration Number: **VQCA2D8B3AB1**

PARTNERS | PARTICIPANTS

The sources and contacts listed below have committed their efforts to the project:

ZERO | END™

Production

<http://www.zero-end.com>

ZERO|END is operated and run by Kristian M. McKenna; the company was founded to evolve the intellectual properties of many projects slated for development. Along with Kristian Hickman the two have over 15 different projects in development, currently growing by adding new members as freelance artist and writers to help further develop these ideas from concepts into a marketable asset.

Jesper Kyd Productions

Musical Score/Compositions

<http://www.jesperkyd.com>

Jesper Kyd is a British Oscar winning composer and has received numerous awards including Best Original Music from the British Academy of Film and Television Arts, IGN Best Original Score, GameSpot Best Original Music, MTV Video Music Award Finalist, Billboard Digital Entertainment Award Finalist, Golden Joysticks Awards Nomination, Game Audio Network Guild Award... Visit http://www.jesperkyd.com/index_alt.php for review of the impressive collection of awards and nominations.

BRIAN WADE^{FX}

Computer Graphic Design

www.bwfx.com

As a *Makeup Effects Artist*, Brian has worked with over 13 Academy Award Winning Makeup Artists over his career, he has attained a measure of public recognition, and has been professionally awarded recognition by **AMERICAN THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES**, for his contributions to the **EMMY AWARD-WINNING ACHIEVEMENT** for **MAKEUP FOR A DRAMA SERIES**, for his creative use of design, artistry, and techniques in professional makeup, which are all trademarks of his work ethic.

Brian's work has also been featured on the cover and in many publications including,

- AMERICAN CINEMATOGRAPHER
- ANIMATION MAGAZINE
- CINEFANTASTIQUE
- CINEMAGIC
- CINEFEX
- FANGORIA
- THE LA TIMES
- MAGAZINE
- MAKEUP ARTIST MAGAZINE
- NEWSWEEK ENTERTAINMENT MAGAZINE
- 3-D MAGAZINE
- WIRED

He has also been a featured guest speaker at the **3-d Design Conference**, and **Fangoria Magazines** conventions.

His work has also been seen on **KABC NEWS, KCBS NEWS, KNBC NEWS, HBO - Behind The Scenes, MTV, SHOWTIME, and VH1! - Music Television.**

Brian's' noted success with producing the *original character designs*, like the title character for "**STUART LITTLE**" **1,2, and 3**, or reinterpreting an existing design for the title character in, "**SCOOBY DOO**" **1 and 2**, has helped **COLUMBIA PICTURES AND WARNER BROS**, with their commercial success with the films through international box office sales, sequels, DVD sales, DVD rentals, licensing, and merchandising of the popular characters, generating revenues for the mega-studios in the multi-millions of dollars. Brian Wades' film work has contributed to over two decades of film history.

FINANCING

INVESTMENT REQUEST

We are currently seeking venture capital financing to fund the cost of producing and distributing the independent motion picture, "Rectified: The Recollection".

The aforementioned information is verifiable through the following publications.

- Kelly Charles Crabb, Esq.; The Movie Business (pp. 172-180)
- Paul Baumgarten, Esq.; Producing, Financing and Distributing Film (pp. 125-155)
- Dov Simes; From Reel to Deal (pp. 106-120)
- Louise Levison; Filmmakers & Financing (pp.22-24, 131-168)

Rectified Pictures LLC owns and controls the rights to the screenplay and will obtain the professional services required to produce and direct the film. The film will be considered a complete package to the investor.

FUNDING REQUEST - BREAKDOWN

Funds will be used to cover the cost of pre-production, principal photography, post-production, delivery expenses, prints & advertising and domestic theatrical distribution.

Prep, Production, Post & Delivery	\$8,095,000.00 <i>(eight-million ninety-five thousand dollars)</i>
Marketing Campaign	\$900,000.00 <i>(nine-hundred thousand dollars)</i>
Prints and Advertising (P&A)	
1. Answer Print (<i>Telecine</i>)	\$50,000.00 <i>(fifty-thousand dollars)</i>
2. HD Master Print	\$55,000.00
Distribution Fee (Advance Equal to 10% of P&A)	\$700,000.00 <i>(seven-hundred thousand dollars)</i>
Finder's Fee (3% of Total)	\$200,000.00 <i>(two-hundred thousand dollars)</i>

GRAND TOAL: \$10,000,000.00 *(ten-million dollars)*

Overall, the investment will finance all stages of the film production to completion and cover expenses to distribute the film domestically with 1,500 prints in the top 50 markets with nationwide newspaper, poster and promotional ads; plus TV and radio buys in the largest markets (i.e., New York, Los Angeles, Miami, Chicago, Washington D.C., etc...). This is a modest breakdown a detailed budget is available at the request of inquiry.

RETURN ON INVESTMENT

Once the film is complete and placed onto the market it will start returning money through all the distribution outlets. The first payouts will be to those who have put equity or assets into the picture. For example, **hypothetically** speaking, the picture is released in the box office on April 6th, 2013. During its annual run the film nets \$6 million dollars. The first payouts of all recouped money will be returned to the investor in the amount that was invested, plus an additional 50% after all investors are returned the initial investment. To simplify;

Investor D19 has secured \$45,000 (*forty-five thousand dollars*) as his investment. The picture garnered \$6 million. The investor is returned his \$45,000. All other investors are returned their portion of investment at this time as well. After satisfying that each investor has a net loss or gain of '0' zero, and the picture being profitable, we then return payment to each investor an additional 50%, from his original investment, meaning that Investor D19 receives an additional \$22,500 (*twenty-two thousand five-hundred dollars*) in addition to having been returned his initial investment prior to other financial obligations.

The remaining funds will be distributed to any persons who shall receive any deferrals or residuals and then after these are satisfied, the cycle continues through the investors and production companies. With the above scenario the investor is returned quite a gregarious amount of money for his original investment.

We don't anticipate this particular scenario to play out; however it is possible. Conservatively, I do project that within 3 years time, under a DVD | BluRay Distribution arena that all investors will be returned the initial investment plus the 50%+. Rectified Pictures LLC will be maintaining a log that will be accessible anytime through the internet under a pass code. Each investor's identity will be assigned a digit to identify with, keeping them anonymous to other investors.

RISK FACTORS

The film industry is a **risky** business, yet it is no different than any other business, they all have risk. I see the initial problem that most people have in this business is that they cannot run a business efficiently and be creative at the same time. We hold a unique understanding both financial and accountability, but also possess an explosive creative side. These types of companies are a rare find and are with certainty always very successful. For securities we will be announcing a \$15,000 buy in making 23 shares of the venture available. Of these 23 shares, 7 have already been obtained.

Before the investor makes a decision to purchase the interests offered, prospective investors should consider the following factors, among the others set forth in the informational memorandum. The risk of motion picture finance is high and the investor should be prepared to lose the entire investment. It is possible that the investor contributions may be expended without the completion of the motion picture and included indemnities, i.e. the managers can't and don't guarantee that any of the key actors or production crew will fulfill their obligations under any contracts that they might have now or in the future – and that if certain key personnel cease to be associated with the project, it may be necessary to terminate the production. The managers of this project will make the most reasonable effort to ensure this does not occur.

DISTRIBUTION STRATEGY

BUILD A FAN BASE

Rectified Pictures LLC will capitalize on all publicity/promotional opportunities and has already begun promotional and marketing to generate awareness of the film through interactive websites and social sites, such as MySpace.com, Facebook and Twitter. The website was created for the purpose of building a consumer database and brand penetration into the marketplace through ad poster, search engine optimization, blogs, link building, banner ads, e-mails, chat rooms, fan club, consumer contest participation and widget implementation. Internet traffic is easily directed to our site with the implication of four permanent domain names;

- <http://www.rectifiedmovie.com>
- <http://www.therectifier.net>
- <http://www.whoistherectifier.net>
- <http://www.myspace.com/rectifiedmovie>



These sites have been designed with as simple, informative, interactive and entertaining to sustain the interest. A strategy will be formulated to allow for the consumer to participate in the film.

FILM MARKETS

Film festivals are a great experience and serve a specific purpose, however, with making a film for a business venture it's not a sound decision to release your film to the world before presenting it for someone to purchase or distribute. Very few films get sold this way. The place to do business is marketing the film to distributors and select markets.

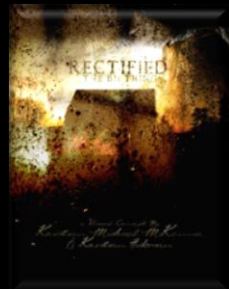
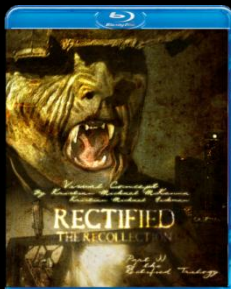
Rectified Pictures LLC, plans to work on finding distribution *before* the film is completed, assuring that it will be sold into the market and begin profitability immediately.

CONTEST: ModelMe

With the film being deposed in a completely computer graphical interface, the contest will allow for two winners, one male and one female character in the film of a small role to be modeled by the winner, one male character and one female character will have the opportunity to see their face and body rendered in the 3-D world, Adding to the diversity of male/female interest in the film. The target range for the contest is limited to those over the age of 18 with no maximum, also no other stipulations will apply, i.e. height, weight, race, etc... Once the winners are chosen, they will be found a place as a small role.

FORMATS

Blue-Ray, DVD, U.S. Theatrical, Graphic Novel, Worldwide Release, Video Game.



PROJECTIONS

Represented is considered a modest distribution return for “Rectified: The Recollection”, however like any venture an investment is considered a risk.

It is possible the Investor could lose money on this investment

It is also possible that the Investor would receive an **extraordinary** return.

Markets	Revenue
1. U.S. Theatrical Box Office	\$20.7 Million
2. Foreign Theatrical & TV	\$12.5 Million
3. Worldwide Blue-Ray & DVD	\$8 Million
4. Domestic, Cable, Pay TV	\$1 Million
5. Other (i.e., Downloads)	\$0.3 Million

U.S. exhibitors typically retain roughly 2/3 of the box office, the revenue from the estimated \$20 Million would therefore be about \$12 Million, of with the Distributor’s take would be approximately \$1.8 Million (15%), after the advance \$700,000.00 (10% of P&A) is recouped by the Investor.

Based on this projection, the Produce/Investor share of the domestic theatrical revenues would be approximately \$10.2 Million. All other revenues are from outright sales or subject to separate distribution agreements. Gross revenue from these five markets would therefore be approximately \$41.8 Million, with net revenue of approximately \$33.53 Million. *Jason E. Squire, “*The Movie Business Book*” (p.337).

INSPIRATION

The story had started in 2005 with the production of a short script written by Kristian M. McKenna. The script, *Rectified*, served as exploration into the character. The film was created into a short film that took McKenna from October 2005, script inception, to September 2007, production complete. The short film hailed good reviews and was well received on the film festival circuit, showing at the Hollywood DV Festival and Crypticon Seattle. The project was 35 minutes long and served as a demonstration of determination and how to create a very stimulating product for little to no money. The cost analysis of *Rectified: The Short*, is included with the package.

Aside from the film being completed, the idea to further explore the character, *The Rectifier*, was brought to the attention by many people. McKenna then focused his efforts into finding the right niche’ for him and found a very compelling story was beginning to develop. With the aid of Kristian Hickman, a single story evolved into a trilogy of tales that wrapped themselves to actual historic events. The team wanted to create a hideous, evil, creature that the audience would sympathize with. The outcome is a humble creature that ties both good and evil, eventually learning to harness his power and use them for his own purpose.

INDUSTRY OVERVIEW

HISTORY

The motion picture business as a whole has been very consistent and stable. It tends to be a recession-resistant and market-neutral, avoiding the volatility experienced by investors in other markets. No other industry in the world has the ability to cut across social, political and cultural lines like the motion picture industry. Even during a social and economic recession when incomes and aspirations are systematically shrinking, the film business is growing.

The domestic box office continued to grow in 2008, despite a shrinking economy, reaching \$9.8 billion after a 1.7% gain. Worldwide box office reached another all-time high in 2008 at \$28.1 billion, an increase of 5.2% over 2007. A record number of films grossed more than \$100 million each last year and an unprecedented number of distributors grossed more than \$1 billion each at the box office. The market for independent films has expanded tremendously in the last few years.

The total number of films released domestically in 2008 was up 1.8%. The number of screens in the US remains constant at just over 40,000 in 2008.

MOVIE GOING

Worldwide box office continues steady growth. Sales increased 5.2% in 2008 to reach another historic high, 28.1 billion, compared to \$26.7 billion in 2007. International box office (18.3 billion) made up 65% of the worldwide total, while domestic – the U.S. and Canada (\$9.8 billion) made up 36%. International box office in U.S. dollars has grown 17% in the past five years. This is a consistent market.

YEAR	2004	2005	2006	2007	2008
Domestic	\$9.2	\$8.8	\$9.1	\$9.6	\$9.8
(% of Total)	(37%)	(38%)	(36%)	(36%)	(35%)
International	\$15.7	\$14.3	\$16.3	\$17.1	18.3
(% of Total)	(63%)	(62%)	(64%)	(64%)	(65%)
Worldwide	\$24.9	\$23.1	\$25.4	\$26.7	\$28.1

Worldwide Box Office in US billion: MPAA, Nielsen EDI, and various sources.

ENTERTAINMENT AS A WHOLE

Movie theaters continue to draw more people than all theme parks and major U.S. sports combined. Going to the movies is one of the most affordable entertainment outings for families with admission prices remaining significantly lower than alternative entertainment options.

2008 Domestic Admissions/Attendance: MPAA, PricewaterhouseCoopers

Cinemas	1,364
Theme Parks	347
Sports	141
- National Football League	17.6
- National Hockey League	20.9
- National Basketball Association	22.1
- Major League Baseball	80.1

U.S. THEATER

- The overall number of movies released in theaters in the U.S. increased.
- Independents released more new films in 2008.
- Motion Picture Association of America, *MPAA*, members releases made up 27% of all releases, while independents released 73% of films domestically.
- Total screens in the U.S. increased .3% up to 40,194.
- Digital Cinema Screens are expanding.
- Worldwide digital screens increased 33% up to 8,614 in 2008, more than 25 times the amount of screens five years ago.

(Source: U.S. Theater Screens*: Nielsen EDI (Entertainment Data, Inc.)

GENRE SPECIFIC

Hit shows like *Supernatural*, films, *The Davinci Code*, *Angel's & Demons*, all have the spiritual undertone and tie in science fiction element. With this they are widely the most popular series and films because of the formula.

FILM COMPARISON

For film comparison's we have broken down films within the same genre as "Rectified: The Recollection" and its series. The distributor is listed as well as the domestic box office reports. These figures DO NOT include foreign sales or revenues from any ancillary markets.

Horror – Supernatural

1. What Lies Beneath	DreamWorks	\$155,464,351.00
2. The Ring	DreamWorks	\$129,128,133.00
3. The Grudge	Sony Pictures	\$110,359,362.00
4. The Exorcism of Emily Rose	Screen Gems	\$75,072,454.00
5. Final Destination	New Line Cinema	\$53,331,147.00

Animation – Computer

1. Shrek 2	DreamWorks	\$441,226,247.00
2. The Incredibles	BV	\$261,441,092.00
3. Beowulf	Paramount	\$82,280,579.00
4. Star Wars: The Clone Wars	Warner Brothers	\$35,161,554.00
5. Igor	MGM	\$19,528,602.00

3D Pictures

1. Up	BV	\$289,639,811.00
2. Monsters Vs. Aliens	P/DW	\$198,351,526.00
3. Coraline	Focus	\$75,286,229.00
4. My Bloody Valentine: 3-D	Lions Gate	\$51,545,952.00
5. Fly Me to the Moon		\$13,816,982.00

(Source: IMDB Pro and boxofficemojo.com)

Although the company anticipates the film to exceed the modest projections in the model used, which represents the film grossing approximately 70% of the least performing film of the comparisons, it demonstrates that the film could still be profitable due to the relatively low breakeven point and the financial benefits of distribution via a service deal.

Note: Films of this genre, science fiction-horror, tend to outperform and often surpass most domestic revenues in the foreign market and can even earn a multiple of the domestic gross. For example, the film Saw, was created at a substantially low micro budget of \$1,200,000.00 (*one-million two-hundred thousand dollars*). The series continued to film with high quality/low budget ideals and has grossed \$667 million dollars on the first five films, with an investment of only \$37 million dollars.



SAW SERIES BUDGET TO GROSS ANALYSIS

<u>Released</u>	<u>Movie Name</u>	<u>1st Weekend</u>	<u>US Gross</u>	<u>Worldwide Gross</u>	<u>Budget</u>
10/29/2004	<u>Saw</u>	\$18,276,468	\$55,185,045	\$103,096,345	\$1,200,000
10/28/2005	<u>Saw II</u>	\$31,725,652	\$87,025,093	\$152,925,093	\$5,000,000
10/27/2006	<u>Saw III</u>	\$33,610,391	\$80,238,724	\$163,876,815	\$10,000,000
10/26/2007	<u>Saw IV</u>	\$31,756,764	\$63,300,095	\$134,528,909	\$10,000,000
10/24/2008	<u>Saw V</u>	\$30,053,954	\$56,746,769	\$113,146,769	\$10,800,000
10/23/2009	<u>Saw VI</u>	-	-	-	-
	Totals		\$342,495,726	\$667,573,931	\$37,000,000
	Averages		\$68,499,145	\$133,514,786	\$7,400,000

(Source: <http://www.the-numbers.com/movies/series/Saw.php>)

CONTACT

Kristian M. McKenna, Writer | Producer

kmckenna@zero-end.com

207.431.6911

Kristian began his endeavor in the filmmaking world in 2004 with his first award winning short film, *'Impulse'*, Winning 'Best Visual Effects' at the Hollywood DV Festival, Hollywood, CA. The short went on to screen at several other film festivals. Since this production, Kristian has been compiling ideas and visuals to explore his creativity. A visionary, Kristian continues to work and provide written and visual concepts to showcase his ideas. The current most concept, Rectified, has been in development since 2005. Started as a concept idea, the idea was brought into a short film that was in development for a year and a half. Within that time, the story had changed to better the events of the story.

Kristian M. Hickman

khickman@zero-end.com

Kristian, a seven year veteran of the film industry and graduate from the Art Institute of Pittsburgh, has been credited on many levels for his make-up & gore FX. His talents as a designer, sculptor and overall artist have kept him busy. He's worked on movies with the likes of Greg Nicotero of KNB FX and Jamie Nash the writer of Universal Pictures' "Altered" and the up and coming feature "Seventh Moon". Most recently Kristian's original work was seen at Chicago's newest #1 haunted attraction "The Fear" located at the famous Navy Pier. Outside of the SFX world Kristian has been a founding partner and VP of two successful production studios and has written and produced commercials, industrials and corporate pieces for various fortune 500 companies.

CONCLUSION

Rectified Pictures LLC has a completed script to serve as the basis for this motion picture. The production will be created using high end models and PC's served throughout the country and worldwide artist. On completion, Rectified Pictures LLC, will execute the marketing and distribution plan, with an established distribution company to ensure the successful release of the film, which will accelerate the "breakeven point" and maximize profits from all forms of commercial exploitation throughout the world. The projections outlined herein, serve as an illustration of the potential return a motion picture such as "Rectified: The Recollection" and its contributing series can achieve. The picture deal business and distribution strategies are specifically designed to minimize the risk of the investment by keeping production cost low while maximizing the potential return.

Your interest and consideration is of utmost importance, we look forward to discussing this exciting opportunity and your possible involvement with creating a successful motion picture.

Address all inquiries to;

Rectified Pictures LLC, P.O. Box 776, Skowhegan, ME 04976 | 207.431.6911 | <http://www.therectifier.net>

PROJECT INFORMATION COMPILED

By Kristian Michael McKenna

Copyright ©2011, All Rights Reserved

Zero | End™

www.zero-end.com



Jamo presses the gun into the Senator's head.

JAMO

Not a good idea...

The Follower stops where he stands.

Jamo looks over at Christy. He points to the Follower.

JAMO

You. Get the girl out of there.

The Follower looks to the Senator.

JAMO

Do it or I open up her head like a
Christmas present...

He presses his gun into the back of the Senator's head. The
Senator gives the Follower a nod to do so.