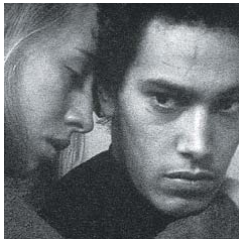


THE CINEMA GUILD



*Distribution
Services
Brochure*

“The Cinema Guild is regarded as one of the leading independent distributors of indie, foreign, and documentary films in the United States.” — *The Independent*

COMPANY BACKGROUND

The Cinema Guild is one of America’s premier film and video distributors. We have distributed both documentary and narrative films (from feature films to shorts) since 1968, offering producers worldwide distribution in all markets, including theatrical, non-theatrical, educational, cable, television, internet, and home video.

The Cinema Guild was founded by Philip and Mary-Ann Hobel, award-winning producers known for their work in both documentaries and narrative feature films, including the highly-acclaimed *Tender Mercies* (1983), nominated for five Academy Awards (including “Best Picture of the Year”) and winner of Oscars for “Best Actor” by Robert Duvall and “Best Original Screenplay” by Horton Foote. The Hobels established their company on the principle that a distributor must be sensitive to the needs of the producer.

DISTRIBUTION POSSIBILITIES

The Cinema Guild offers a wide range of distribution plans, each one tailored to the individual nature of your film. We are glad to consider programs, of any type or length, for which all distribution rights or only partial rights are available. Whether you have a half-hour educational film, a one-hour documentary, a feature-length narrative or documentary film, or a television series, The Cinema Guild, with over three decades of distribution experience, can be the answer to your special marketing and promotional needs.

The Cinema Guild’s distribution approach offers special handling of each new release, including an analysis of the the primary and secondary markets, target audience, possible niche or specialty groups, and the preparation of a comprehensive promotional and marketing strategy, all designed to maximize the commercial potential of your film.



THEATRICAL DISTRIBUTION

The Cinema Guild releases independent, foreign, and documentary films in art-houses and commercial theaters across the country. We develop a national release and distribution strategy for each film with innovative marketing and publicity campaigns, extensive grassroots outreach and internet promotion. Our theatrical library consists of prize winners from Cannes, Venice and other top film festivals. Our releases have been covered in major publications from The New York Times to the LA Times, from IndieWire to Time magazine.

Previous successful theatrical releases have included films such as Benoit Jacquot’s *A Tout de Suite*, Xavier Beauvois’ *Le Petit Lieutenant*, Emmanuel Carrere’s *La Moustache*, Alain Corneau’s *Fear and Trembling*, Per Fly’s *The Inheritance*, Agust Gudmundsson’s *The Seagull’s Laughter*, Craig Monahan’s *The Interview*, and Paul Devlin’s *SlamNation*, among many others.

“The Cinema Guild has become a truly formidable player in the field of educational and independent cinema, representing a collection of titles on film and video that is remarkable in its range of content... Few distributors have marketed their library as successfully as The Cinema Guild.” — *The International Film Guide*

NON-THEATRICAL DISTRIBUTION

We promote all of our feature and documentary releases to the non-theatrical market. A detailed description (often featuring citation of awards and excerpts from reviews) of each film appears in our Film & Video Catalog. This is mailed to tens of thousands of non-theatrical film and video buyers, programmers and educators at school districts, media centers, junior and senior high schools, colleges and universities, public libraries, hospitals and health-care centers, and community organizations, among many other non-theatrical venues. Our customer base is constantly expanding as we develop new audiences for our film and video releases. We also prepare numerous brochures that promote thematic collections of our film and video programs (e.g., African-American Studies, Political Science, Latino Studies, Environmental Studies, etc.) for use in direct-mail campaigns. Over the years we have developed an

extensive customer database, which, among other things, enables us to do a mailing to any of our customers who have previewed, rented, or purchased a video in the same subject area as your film. These carefully targeted promotions of new acquisitions have often generated purchase orders before our laboratory has even received the video master from the producer! In addition, we regularly complement our own customer lists by purchasing mailing lists of specialized educators, librarians and media specialists, as well as many organizational lists.

We also maintain a mailing list of colleges, universities, schools and other institutions that have major collections in specific subject areas, which enables us to mail and email regular promotions to these institutions, announcing new Cinema Guild releases in their special area of interest. We arrange to have Cinema Guild releases screened at film festivals, art-houses, museums, colleges, academic conferences, trade shows and



film/video markets. We regularly submit our releases to a wide variety of educational, trade and consumer publications for review and/or larger articles. We also arrange to have reviews of our videos posted on special interest websites, or to have those websites link to our site, thus fostering additional sales and publicity for your program.

Generating over 15,000 unique visitors each month, The Cinema Guild website is an integral part of our promotion and sales efforts. The site is constantly updated and features separate sections (Catalog, Theatrical and Home Video), with trailers, photos, slide-shows, reviews, related articles, relevant links, special promotions, a news scroll, a powerful new search engine, and a secure web store where customers can make credit card purchases.

In 2007, our documentary, *The Blood of Yingzhou District*, won an Academy Award for Best Documentary Short Subject.

“Travelling a path less taken in the film distribution jungle, The Cinema Guild has charted some new territory for independent filmmakers and uncovered wonderful views in the process... The company’s eclectic film library demonstrates their receptivity to a wide range of subjects and filmmaking styles.” — *The Off-Hollywood Report, a publication of The Independent Feature Project*

TELEVISION DISTRIBUTION

The Cinema Guild has decades of cable and television sales experience and we have sold film and video programs of every type—feature films, one-hour and half-hour documentaries, shorts and interstitial material—to a host of major broadcasters in both domestic and foreign markets. In the U.S., for example, we have sold programs to major pay-cable services such as HBO, Showtime, and Starz, basic-cable services such as Sundance Channel, A&E, Bravo, Discovery Channel, Black Entertainment Television, as well as PBS, Free Speech TV, and a variety of regional broadcast outlets. We are also active in the international television marketplace.

Among cable and television acquisitions executives, The Cinema Guild is a recognized and respected program supplier whose new releases get special attention. We continually update our database of foreign and domestic program buyers, all of

whom are regularly sent notices on new releases. Since we maintain regular contact with key programmers, The Cinema Guild can bring your program to the attention of potential broadcast buyers on a continuing basis, and not just a one-shot offering.

HOME VIDEO DISTRIBUTION

The Cinema Guild releases many titles in the home video market, on DVD and VHS, and via digital download and streaming. Our titles are available in major chains such as Blockbuster and Borders, on-line outlets such as Amazon, B&N, and Netflix, as well as independent video stores, specialized websites, local bookstores and museum gift shops.

PRODUCER REPORTS & ROYALTIES

We know how important it is for producers to learn about the reception of their films and to be paid promptly. The



Cinema Guild prides itself on its detailed distribution reports, mailed promptly and on schedule to all producers. We also regularly send to our producers any festival awards or notice of other honors won by their films, as well as copies of published reviews or other types of publicity.

SUBMITTING YOUR FILM

If you have a film or documentary available for distribution, please send a screener for evaluation. Should you have any additional questions, or would like further information, please don’t hesitate to contact us. We look forward to hearing from you!

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