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July 21, 1980

Cinepix Inc.,
8275 Mayrand,
Montreal, Quebec.

Dear Sirs,

We recently ran ILSA SHE WOLF OF THE SS and are pleased to report that it was a huge success. Our attendance for the one midnight show exceeded 300 people and, considering that this was the first time we ran this film, the response was excellent.

Your suggestion that it had possibilities of developing into a cult film along the lines of THE ROCKY HORROR PICTURE SHOW were well founded. Most of our audience were the same people who come to see ROCKY HORROR week after week at our theatre and, moreover, six young ladies came dressed in variations of the "Ilsa" costume.

The response has been so encouraging that we are seriously considering holding THE FIRST ILSA LOOK-ALIKE CONTEST, similar to THE ROCKY HORROR ANNUAL LOOK-ALIKE CONTESTS, with which we have had extraordinary success. There are definitely signs that this film will soon build up to an attendance of 500 people per show with a following strong enough to justify weekly midnight showings in our theatre.

The potential for this film to achieve the success we received with THE ROCKY HORROR PICTURE SHOW is clearly evident. A carefully planned publicity campaign to include such things as Ilsa Doll giveaways, the kinkiest costume of the evening, invitations to the television and newspaper press, will surely give this film the necessary push to create a new cult audience.

I look forward to meeting with you in the near future to discuss in detail the promotion for this film as well as the next block of dates for the months ahead.

Thank you once again.

Yours sincerely,



Stephen J. Miller.