

DIANE MOY QUON
Executive Director, Marketing Planning & Services
Home Video

TELEVISION GROUP
VIDEO DIVISION

May 19, 1992

Mr. John Dunning
CINEPIX
8275 Mayrand Street
Montreal, Quebec H4P2C8

Dear John,

Sorry for the delay in getting back to you in regards to the Snake Eater III marketing plan. Here is a recap of what's happening with "Snake Eater III". First, we have decided to construct the "Snake Eater III" pre-packs differently than we had initially discussed. After carefully reviewing the options available with the sales and marketing staff, we felt the option of a "Buy 2 Snake Eater III, Get 1 Snake Eater III Free" prepack or "Buy 3 Snake Eater III, Get Snake Eater I, II and III Free" prepack were the strongest and highest perceived value packs. Jack Kanne is negotiating with Media presently in purchasing a quantity of Snake Eater I.

Next, we are using the key art for a 4-5 ft standee. I saw samples yesterday and have narrowed it down to 2 for which we will get tight bids. I will send on polaroids for you to look at as soon as we decide on the standee we want to purchase. We will be offering standees to retailers through our sales staff, who support the title with a major promotion. We plan on using 3500-5000 standees. Please let me know what your needs will be in terms of quantity, delivery dates and where we should ship the standees.

Another key element of the plan will be the "special mailer program" for distributor mailers. We will be purchasing extra pages at rate card to get extra exposure. In the mailer mat we will remind customers of how well "Snake Eater I and II" rented for them by using great retail quotes we were able to collect from a recent telemarketing survey.

We are in the process of duplicating 11x 14 black and white glossies (not ordinary 8 x 10's!) of Lorenzo Lamas for our distributor salespeople in their solicitation kits. We still intend to have Lorenzo autograph 200 - 300 glossies for us - thanks for setting it up. I will arrange this directly.

Yes, Lorenzo Lamas is part of the promo reel being shown at VSDA. Jon Klages has informed me that we had sent you the script. We videotaped him last Tuesday and I was told the session went well - Lorenzo impressed everyone!



5555 Melrose Avenue, Hollywood, CA 90038-3197 (213) 956-5877

CINEPIX
page 2

With a sales goal of 20-22,000 units, the remainder of the marketing budget will be spent on full screeners for every distributor salesperson, posters, and co-op advertising! Our salespeople will also be using the t-shirts leftover from the "Snake Eater II" campaign for key retail calls.

The key art looks great. Tracy has informed me that she has run the art by you for packaging.

~~Thank you for your help in getting the MPAA rating so quickly. Please feel free to call if you have any questions.~~

Best regards,



Diane Quon

cc: Alan Perper
Jack Kanne