

ATTENTION  
U.S. BUYER

*Jack Kelly*  
*Snake Eater*

All rights available for the U.S.

(See inside)

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At MIFED - Andre Link/Rita Leone - Grand Hotel Fiera Milano - Tel. 3105  
or Image - Fiera Milano Fair Grounds - Suite 218  
CINEPIX Inc., 8275 Mayrand St., Mtl., Que., Canada - Tel. (514) 342-2340 Telex (055) 60547 Fax (514) 342-1922

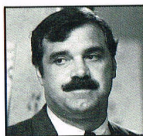
## Dear U.S. Buyer;

We believe our new film, "Jack Kelly SnakeEater", starring Lorenzo Lamas, may be of interest to you. Our story is fast paced and action packed. We focus on an offbeat undercover cop (Lorenzo Lamas), a former member of the Marine's elite fighting unit called "SnakeEaters", who gets suspended from the police force for exercising his own style of law enforcement. When he discovers that his parents have been brutally murdered and his beautiful teenage sister kidnapped he becomes a one-man justice squad unleashing his relentless fury and proving once again he'll always be a SnakeEater.

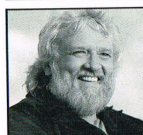
We have put together a cast of unique celebrities who will appeal to both special interest groups and a mainstream audience.



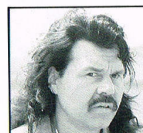
**LORENZO LAMAS**, star of Falcon Crest and professional car racer plays the title role SnakeEater, a former member of the elite Marine fighting unit called "SnakeEater" and a suspended cop, who has his own unique style of law enforcement. Prior to even launching our publicity campaign, Lamas' popularity has resulted in stories about "SnakeEater" in national newspapers, magazines and on talk shows.



**LARRY CSONKA**, former Miami Dolphin superstar, hero of two superbowl's, currently featured on Miller Lite's popular commercials and an NFL television commentator, serves up a colorful performance as Kelly's superior, "Lt. Boulder". Csonka is already a regular guest on many popular talk shows, including Johnny Carson.



**RONNIE HAWKINS**, legendary rock 'n' roller, originator of "the Band" and musical mentor to such greats as Bob Dylan and John Lennon, plays the role of "King", a crusty old biker.



**RICHARD BEREATHAY**, rated the toughest man in the world and five time contact karate world champion, plays one of Jack Kelly's adversaries. Berethay's appearance assures "SnakeEater" of cover stories in every major Martial Arts magazine.



**RON PALILLO**, you remember Horshack from "Welcome Back Kotter"? Now Ron Palillo creates another comical character as "Torchy", an arsonist who is collared by Lorenzo Lamas in "Jack Kelly SnakeEater". Palillo has already begun the interview circuit on SnakeEater and will soon be seen on TV in the "Welcome Back Kotter Reunion Show".



**JOSIE BELL**, one of the world's top models and Ed McMann's "Star Search" spokes-model finalist, and currently touring as part of Elizabeth Taylor's "Most Beautiful Women in the World" exhibit, plays Lorenzo Lamas' love interest in "Jack Kelly SnakeEater". Her presence in a media tour will offer a slew of photo and interview opportunities.

### CELEBRITY MEDIA TOURS

These celebrities have all agreed to make themselves available to the media.

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## MERCHANDISING & PROMOTIONAL OPPORTUNITIES

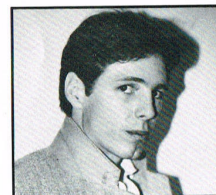
The distinctive "SnakeEater" logo and unique theme opens the door to scores of merchandising tie-ins.



### WALL POSTER

Lorenzo Lamas portrays a rugged character in "Jack Kelly SnakeEater" but he brings another special quality to the role - Sex Appeal. There is no denying Lamas' reputation as a heart throb.

Advantage can be taken of Lamas' striking appearance and popularity by creating a commercial wall poster that will no doubt appeal to the opposite sex.

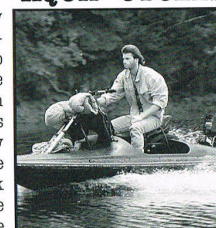


### THE SONG...

"SnakeEater" title song, "Soldier", sung by emerging rock star Brian Wild, will be released as a single in the U.S. and Canada.

### "AQUA"-CYCLES

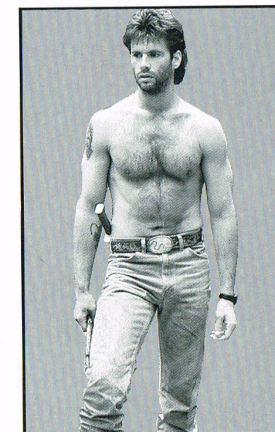
In "Jack Kelly SnakeEater", Lorenzo Lamas heads up river on a unique speedboat, an "aqua"-cycle. It's actually a Harley Davidson frame mounted on a sleek hull. The aqua-cycle offers what could be



a popular action toy, complete with accessories for children. In addition, there are two life-sized aqua-cycles that were used in the film, available for promotional touring.

### CLOTHING & ACCESSORIES

T-shirts, jackets and belt buckles with the "SnakeEater" logo are already available through WORK WEARHOUSE INC. in Canada. The U.S. and other markets are still available.



### NATIONAL SPONSOR TIE-INS . . . . .

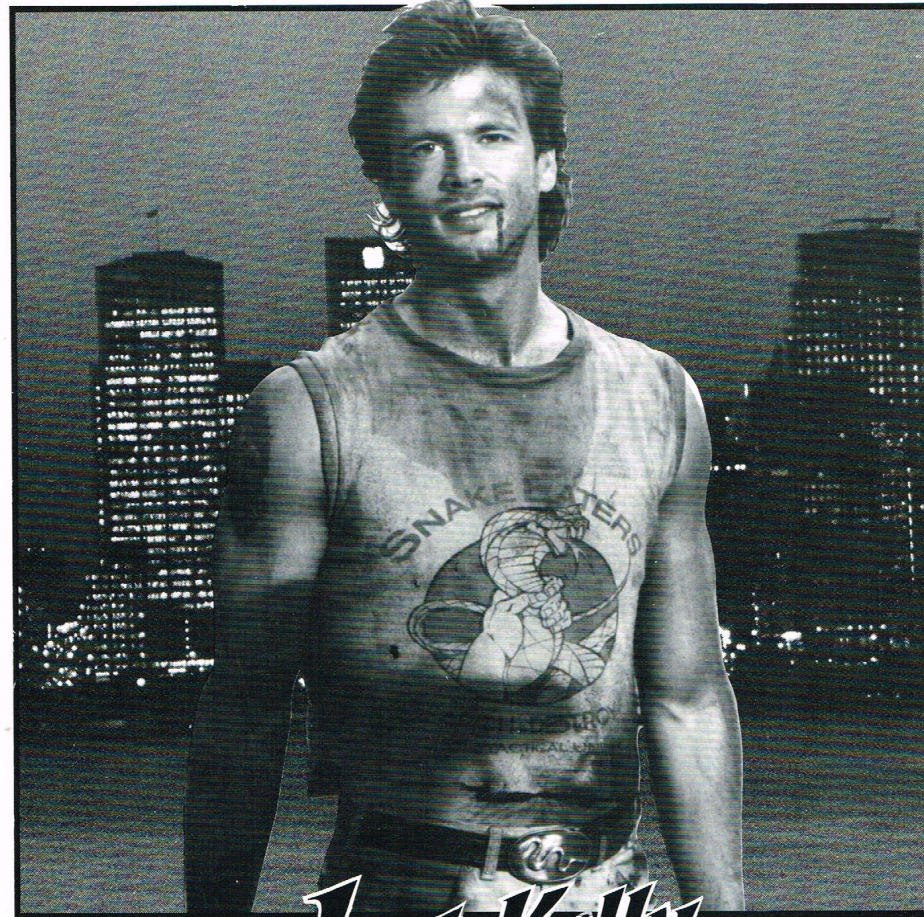
We are currently negotiating with manufacturers such as MERCURY MOTORS, to tie in their national promotional campaigns with our film.

When you acquire the film *Jack Kelly SnakeEater*, all of these promotional opportunities are available as part of the package.

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LORENZO LAMAS



*Jack Kelly*  
*Snake Eater*

*To him America is just another jungle...*

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