



# Why Creative Alley Productions?

“Without great risk there can be no great reward.” Investing in the entertainment world can be a risky proposition, but it also has the potential for great rewards. Unlike other areas of investment like technology or real estate, an Investor does not have to wait several years before reaping those rewards. As opposed to being a financial “one shot deal”, film has an amazing potential for years of continued profit.

The way to invest wisely in entertainment is to work with a company or project that has a combination of experience and connections. There needs to be a team that will put together a project that is not only exciting and of professional quality, but also commercially viable. Creative Alley Productions is that company.

Bryce C. Campbell and Christian Keiber, who together have over 20 years of experience in every facet of the entertainment industry, founded Creative Alley Productions in January of 2000. They have worked on all sides of the camera; from acting, to producing, to writing, and several areas in between. These many years of being industry “insiders” have not only given Campbell and Keiber the experience and knowledge to produce a successful project, which they have proven with the first two projects, but have also given them contacts that will allow them to put together an experienced production team as well as connections with distributors that will make the project profitable.

The production team that Creative Alley assembles is comprised of industry professionals with a proven track record of working on successful films. For instance, Creative Alley has worked with notable crew members such as Matt Leonetti, Sr. (Poltergeist, Rush Hour 2, Star Trek series) and Ken Culver (The Time Machine, Planet of the Apes, Dreamcatcher). Creative Alley has also worked with top talent such as Russell Crowe (Gladiator, A Beautiful Mind), Kelly Hu (The Scorpion King) and Clea Duvall (Astronaut’s Wife, Girl Interrupted).

In addition to producing the project, Creative Alley has a definite plan and the wherewithal to make the project commercially successful. In the Recoupment Schedule, which is enclosed in this packet, Creative Alley has outlined a detailed and realistic plan for making a profit on the investment, as well as investment return. Creative Alley will use its distribution contacts and knowledge of the market to first pre-sale some of the foreign distribution rights to the film, in order to immediately recoup at least a portion of the initial production costs. After the film is complete, Creative Alley will determine the best way to market the film, via festival showing, direct marketing, or international distributors conference, so that the greatest profit for the project is achieved.

Creative Alley Productions brings to the investor an opportunity to be a part of the entertainment industry; from the excitement of being a part of a project, to the chance of great rewards. Because Creative Alley has a deep commitment to each and every one of its projects, it will utilize all its professional knowledge and know-how to make a secure investment.