

MARKETING and DISTRIBUTION IDEAS for Make Lemonade the Movie:

- 1) Cast children from real orphanages and foster care to take part in the children's choir in the movie.
  - 2) Make Lemonade has partnered with Uncle Matt's Organic Lemonade, the largest producer of organic fruit juices in the country. Uncle Matt's will design a special label for their lemonade, advertising the movie and also pledging a portion of all proceeds to organizations that support foster care and adoption. At most church functions the beverages offered are tea, coffee, water and lemonade. We will be inferno blitzing this product soliciting churches and foster care/ adoption entities to order Uncle Matt's lemonade by the case to be delivered to them directly, proceeds going directly to organizations helping children, i.e. Show Hope, Faithbridge, Dave Thomas Foundation, etc.
  - 3) We are also attempting to partner with Wendy's to have Uncle Matt's in their stores. The Dave Thomas Foundation helps children get adopted.
  - 4) We are attempting to get Uncle Matt's Lemonade into all Regal Cinemas.
  - 5) In the screenplay and the book, Make Lemonade, there is a scene where funding is being raised for the children's home by putting on a concert. We desire to put on a live concert, utilizing the artists mentioned in the book/film and film it in its entirety to be aired on television as well as for DVD sales. That event can raise money.
- Following, portions of this live event will be edited into the movie itself. Faith Hill and Tim McGraw are adopted. Faith Hill has recorded one of Ms. Douglas Walchle's songs . She is being pursued to record the theme song for the film. Ribbow Media is onboard to help with this initiative. They have marketed over 40 films including God is Not Dead.

- 6) Within the text of the book as well as the screenplay, there is a scene where Casey reads a children's book to several of the children at a Barnes and Noble. The book she is reading is called, "There's an Owl in the Closet!"
- 7) The two lead characters, Lily, nine and Davey, seven are adopted as well as all of the animals Davey brings home to their house! "There's an Owl in the Closet!" and the free downloadable sing-a long song are available in soft copy and as an e-book . The release date is 4/2014.
- 8) For distribution, we have met with the Head of Acquisitions for Regal Cinema who is very interested in partnering with us for domestic theatrical release. We've also met with Michael Scott, one of the owners of Pureflix, Jeff Sheets, the president of Echolight who is developing Echolight Cinema to go directly to churches, (they currently have 650 churches involved and expect to double that by years end) and Cindy Bond from Mission who has a deal with Universal. (The Pureflix film, God is Not Dead was shot for 5M and grossed over 65M at the box office.) A key component to their success was presales to churches and social media. All of these entities have expressed interest in the distribution of Make Lemonade.
- 9) We have met with Ribbow Media regarding marketing Make Lemonade. They have marketed 40 films including the team for God is Not Dead. We expect to receive an LOI from them coming on board with us to create and execute an explosive marketing initiative.
- 10) The sales of DVD' and soundtracks and/or private showings of the film can be used as fundraisers for organizations that help with adoption and foster care.
- 11) We have made initial contact with numerous companies for product placement ops.

