BUSINESS SNAPHOT of "ASHES OF EDEN"

New House Entertainment in association with Collective Development Inc.

Directed by Shane Hagedorn

Produced by DJ Perry & Shane Hagedorn with Ahptic Productions

Budget $90,000

The Investment:

A motion picture is not unlike any other product that you would sell. The investors partner up with the production company forming a new LLC to protect previous holdings of both the investors and the company. We are selling off 50% of the movie project to investors. They will have this holding for the life of the LLC.

- A two percent unit (2%) will cost $3,600
- We will sell twenty five (25) units for a total of 50% valued at $90,000
- 97% of the 1st monies in will be used to repay the capital investment of $90,000 while 3% will be used to pay for Production Company overhead.
- Once 100% of the capital investment is returned all profits will be split 50/50 between the investors and production company.

The Distribution Deal:

Distribution is done in two way DOMESTIC (US & Canada) and FOREIGN (The rest of the world)

CDI has a deal memos with distribution companies like Triumphant Entertainment but it is the plan to produce and competitively shop for the best deal.

NOTE: On foreign sales the deal is made for the overall sale of a given territory so NO trying to enforce revenue payments overseas or deal with currency exchange. All deals are in US dollars.

TARGET SALES

Latin

Info coming soon.

Faith

INDUSTRY OVERVIEW

As only an example and a comparison here are the numbers of THE GRACE CARD, COURAGEOUS and FIREPROOF.

THE GRACE CARD

Budget

$200,000 (estimated)

Worldwide

Opening weekend: $1.01 million USA

Latest gross: $2.43 million (April 2011)

COURAGEOUS

Budget

$2 Million (estimated)

Worldwide

Opening weekend: $9 million USA

Latest gross: $34.5 million (January 2012)

FIREPROOF

Budget

$500,000 (estimated)

Worldwide

Opening weekend: $6.8 million USA

Latest gross: $33.5 million (January 2009)

Breakdown of Capital Investment Recoupment and Profits:

EXAMPLE: We will take the number of 1.0 million dollars returned to our LLC for the 1st 24 months from our release date.

Net Return from assigned distributor(s)	1,000,000
Capital Investment Recoup 90,000	-90,000
3% to Road to Eden LLC during recoup	-2,799
Net Profit after Recoup	907,201

50% to Investors
$453,600.50

50% to Production Company
$433,600.50

SUMMARY OF RETURNS:

By these projections

Each 2% unit bought at $3,600 would now return $18,144.02 and note again that capital investment has been recouped at this point.

MARKETING POINTS:

SOUNDTRACK – See Letter of interest

We stand ready having gotten positive feedback from actors, crew members and distributors willing to see this project manifest. We will roll out a great P.R./Media campaign that will include but not limited to:

TALENT

Melissa Anschutz (in talks) http://www.imdb.com/name/nm3090924/

Carlucci Weyent (in talks) http://www.imdb.com/name/nm2019271/

Mayra Leal (in talks) http://www.imdb.com/name/nm3077040/

DJ Perry http://www.imdb.com/name/nm0675036/

Shane Hagedorn http://www.imdb.com/name/nm1563455/

PRODUCERS

Shane Hagedorn

DJ Perry

DIRECTOR

Shane Hagedorn