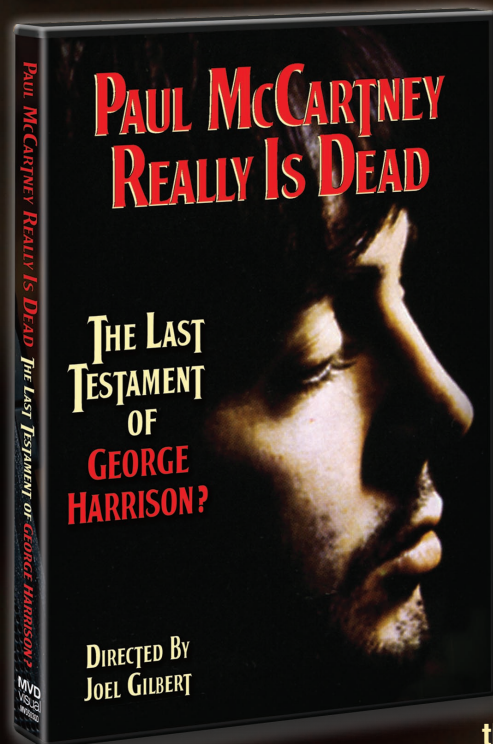


PAUL McCARTNEY REALLY IS DEAD

THE LAST TESTAMENT OF GEORGE HARRISON?



DIRECTED AND PRODUCED BY JOEL GILBERT

In the summer of 2005, a package arrived at the Hollywood offices of Highway 61 Entertainment from London with no return address. Inside were two mini-cassette audio tapes dated December 30, 1999 and labeled "The Last Testament of George Harrison". A voice eerily similar to Harrison's tells a shocking story: Paul McCartney was killed in a car crash in November of 1966 and replaced with a double! British intelligence, MI5, had forced the Beatles to cover up McCartney's death to prevent mass suicides of Beatle fans. However, the remaining Beatles tried to signal fans with clues on album covers and in songs.

Until now, the "Paul is Dead" mystery that exploded worldwide in 1969 was considered a hoax. However, in this film, the mysterious voice on the tapes reveals a secret Beatles history, chronicling McCartney's fatal accident, the cover up, dozens of unknown clues, and a dangerous cat and mouse game with "Maxwell," the Beatles' MI5 handler, as John Lennon became increasingly reckless with the secret. The voice also claims that Lennon was assassinated in 1980 after he threatened to finally expose "Paul McCartney" as an imposter!

Highway 61 Entertainment has investigated this stunning new account of the conspiracy to hide McCartney's tragic death and produced this unauthorized documentary that includes newly unearthed evidence. The mysterious voice on the audio tapes narrates the entire film in what may prove to be the most important document in rock and roll history, leaving little doubt that *PAUL McCARTNEY REALLY IS DEAD!*

View Trailer: paulreallyisdead.com

Marketing/Advertising: Full national publicity on TV, Radio, Online and Print. See details below on pages 2 & 3

Digital Distribution: Warner Bros. Digital Distribution in 100 million homes (Pay Per View, VOD, iTunes)

Special Features: Bob Dylan Meets The Beatles Soundtrack MP3s

Release Date: September 1, 2010 **Prebook Date:** June 3, 2010

Running Time: 95 Minutes **Genre:** Documentary Feature

Format: DVD **Price:** \$14.95

MVD Item #: MVD5030D **Box Lot:** 30

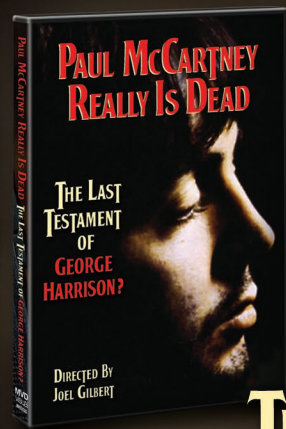


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HIGHWAY 61
ENTERTAINMENT

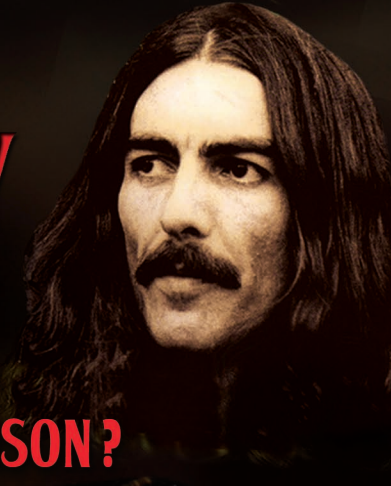
Unauthorized. Not affiliated with estate of George Harrison, Paul McCartney, William Campbell, Apple Corp or The Beatles.

HOT SHEET 1



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Publicity Campaign

- Full publicity campaign of National TV and Radio interviews for Director Joel Gilbert
- Full Publicity Campaign focusing on Print and Online media reviews
- Additional outside publicist hired: Legacy Media Relations in Los Angeles (Howie Simon)
- Legacy Media Relations will pursue a media schedule in mainstream television on National morning/entertainment programs: The Today Show, Good Morning America and The Early Show, The View, Better TV, FOX Network News, CNN, MSNBC Entertainment Tonight/The Insider, Access Hollywood, and Inside Edition

Retail Marketing Campaign

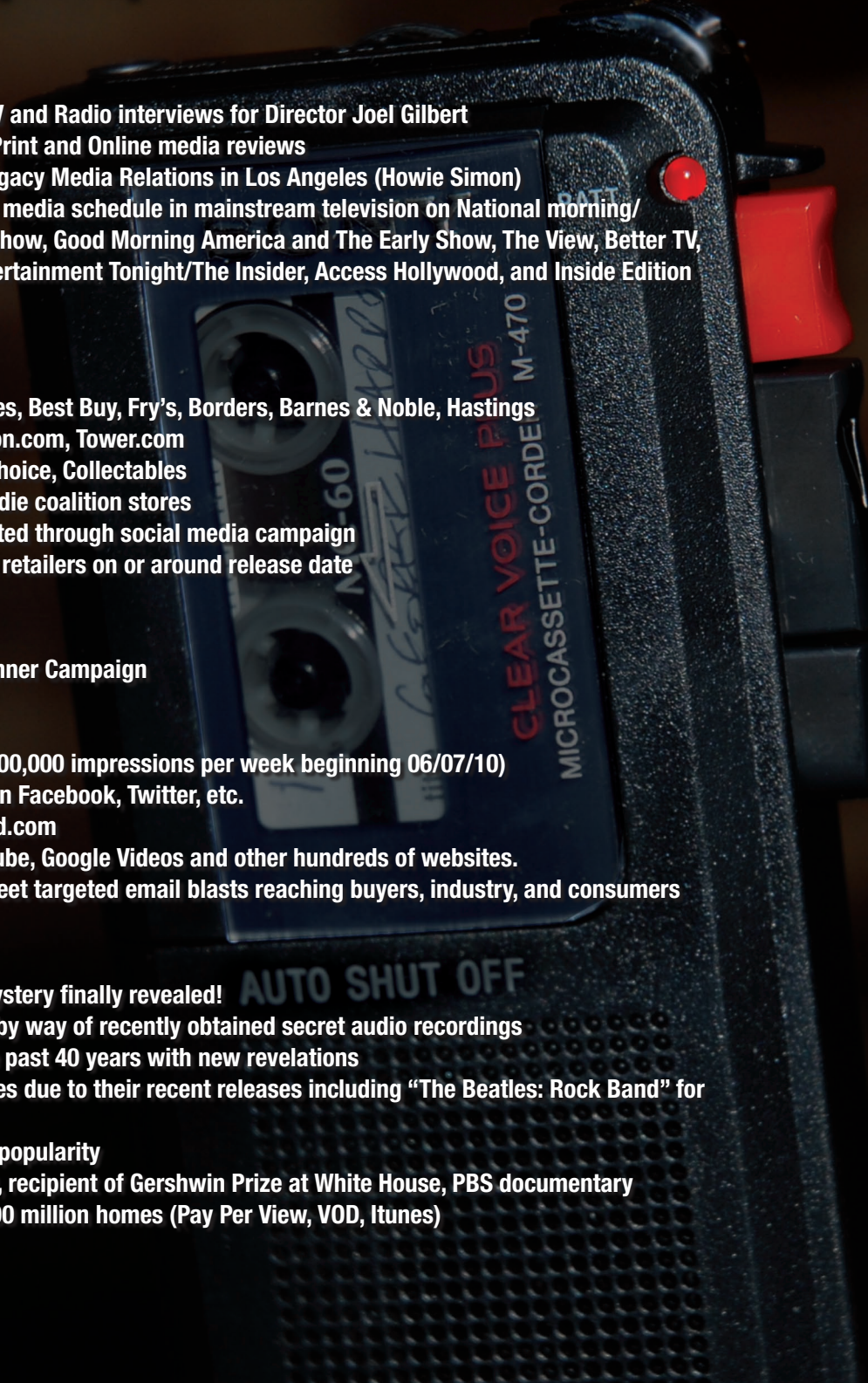
- Print ads with all major wholesalers
- Pricing and positioning with FYE stores, Best Buy, Fry's, Borders, Barnes & Noble, Hastings
- Internet retail positioning with Amazon.com, Tower.com
- Mail order features with Collector's Choice, Collectables
- Independent retail support from all indie coalition stores
- Netflix widget generated and distributed through social media campaign
- In store screenings with independent retailers on or around release date

Online Marketing Campaign

- Beatles Fan websites Feature and Banner Campaign
- Beatles Discussion Forums
- Conspiracy Theories websites
- Drudge Report Banner Campaign (1,000,000 impressions per week beginning 06/07/10)
- Social Networking Media Campaign on Facebook, Twitter, etc.
- Official Film Website: paulreallyisdead.com
- Dissemination of film trailer on You Tube, Google Videos and other hundreds of websites.
- Almighty Retail and New Music Tipsheet targeted email blasts reaching buyers, industry, and consumers

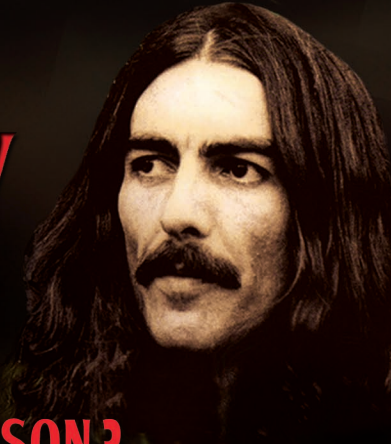
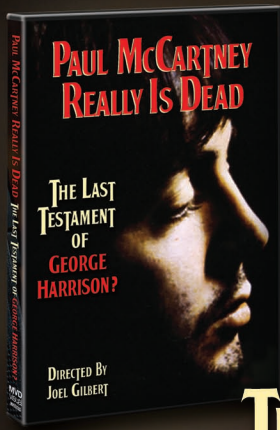
Sales Points

- The truth about the "Paul is Dead" Mystery finally revealed!
- Narrated by George Harrison himself by way of recently obtained secret audio recordings
- The only Beatles documentary for the past 40 years with new revelations
- The enormous popularity of the Beatles due to their recent releases including "The Beatles: Rock Band" for Playstation, "The Beatles 1", etc.
- Paul McCartney and George Harrison popularity
- Paul McCartney turns 68 on June 18th, recipient of Gershwin Prize at White House, PBS documentary
- Warner Bros. Digital Distribution in 100 million homes (Pay Per View, VOD, iTunes)



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Print Magazines

- Full Page in HMM trade magazine
- Product of the Month feature for August on Goldmine.com
- Legacy Media Relations will book a targeted interviews and features in: *Time, People Magazine, Newsweek, Rolling Stone, Billboard, Music Connection, Stereophile, SPIN, Entertainment Weekly, Guitar Player, Rock Sound, The Economist, The New Yorker, Harper's, New Music Express, Q Magazine, American Spectator Magazine*

Film Screenings

- Select Film Festivals - Raindance and Sundance
- Targeted Regions - San Francisco, New York City, Detroit, St. Louis, Atlanta, Chicago, Dallas, Washington D.C., Miami, Phoenix, etc.

Grass Roots Street Team Campaign

- Targeting Paul McCartney Summer and Fall concert dates
- Distribution of Film Flyers and posters at McCartney events

Film Reviews

Boston Herald

The fun, if ghoulish element, about watching the DVD is Gilbert's rat-a-tat assemblage of clues, from lyrics to the secret messages when played backwards. You can't help but think the Beatles were up to something or its very real.

World Magazine

If any cassette tapes deserve to become known as the "Zapruder films of audio recordings, it's these!

Amazon.com

Do not watch this chilling and disturbing documentary late at night, or you may find yourself running screaming through your house in a state of panic, making calls to the police and friends. Yes, it is that scary!

horrornews.net

One of the most compelling films in years! The production is top notch - we've yet to see a film that covers this controversial subject as complete and thorough as presented here. Highly recommended!

Suite101.com

Listening to Beatles songs after viewing this film will never be the same again.

Antartic Media

You don't have to be a conspiracy theorist to really enjoy this film. The legend of the Beatles continues to grow thanks to this great film.

Herb Seigal

This is a must-watch documentary for anyone who lived through Beatlemania and for newer Beatles fans who want to reach back to that magical time...

