

BOB DYLAN REVEALED

Directed by Joel Gilbert

When Bob Dylan turns 70 in May 2011, his iconic career will have spanned five decades. Yet, a true portrait of the reclusive "voice of the generation" has eluded Dylan fans. Through exclusive insider interviews, and never-before-seen photos and footage spanning Dylan's 50-year career, *Bob Dylan Revealed* offers an intimate biography of who Bob Dylan was, and who he is today.

Producer Jerry Wexler and award-winning songwriter Al Kasha provide an untold account of Dylan's early days at Columbia Records in 1962. Drummer Mickey Jones chronicles the 1966 *Bob Dylan and the Band* electric world tour that changed Rock n' Roll forever, while soon after, Dylan used the cover of a motorcycle accident to enter drug rehab. Dylan's 1974 comeback tour is illustrated by tour photographer Barry Feinstein through his finest photos and behind-the-scenes accounts. In 1975, Bob Dylan hit the road with a rag-tag band of folk troubadours, culminating in "The Night of the Hurricane". Folk legend Ramblin' Jack Elliott, violinist Scarlet Rivera, bassist Rob Stoner, and Rubin "Hurricane" Carter reveal the inside story of Dylan's *Desire* album and *Rolling Thunder Revue* tour.

Following a stint as *The Entertainer* in 1978, Bob Dylan fell into the arms of the Lord through the Vineyard Christian Fellowship Church, producing three Gospel albums. Derided as "God-Awful Gospel," Dylan's radical new direction alienated fans and enraged critics. Pastor Bill Dwyer, journalist Joel Selvin, singer Regina McCrary, keyboardist Spooner Oldham, and Dylanologist AJ Weberman share intimate accounts of Bob Dylan's "born-again" transformation — and his return to Judaism! *Bob Dylan Revealed* culminates with Dylan's *Never Ending Tour* that began in 1992 and continues to this day, as drummer Winston Watson recounts his personal journey as a warrior in Bob Dylan's "Never Ending Band".

View Trailer: bobdylanrevealed.com

Marketing: Full national publicity on TV, Radio, Online and Print. See details Hot Sheets 1 and 2.

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

Release Date: May 1, 2011

Running Time: 110 Minutes

Format: DVD

MVD Item #: MVD5136D

Prebook Date: March 27, 2011

Genre: Documentary Feature

Price: \$14.95

Box Lot: 30

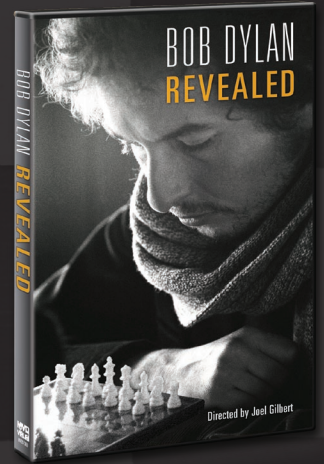


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HIGHWAY
ENTERTAINMENT

HOT SHEET 1

BOB DYLAN REVEALED



Publicity Campaign

- For Bob Dylan's 70th Birthday, full publicity campaign of National TV and Radio interviews for Director Joel Gilbert
- Full Publicity Campaign focusing on Print and Online media reviews
- Electric Artists full online publicity campaign
- Additional publicist hired, Legacy Media Relations will book 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

Sales Points

- Bob Dylan turns 70 years old in May 2011, a personal milestone for Dylan and his millions of fans!
- Now, the reclusive Bob Dylan is finally revealed through intimate personal portraits and exclusive footage and photos.
- The only Bob Dylan documentary for the past 40 years with new revelations
- The enormous popularity of the Bob Dylan as an icon, legend, and voice of his generation
- Bob Dylan currently on tour

Online Marketing Campaign

- Bob Dylan Fan sites Feature and Banner Campaign, including expectingrain.com
- Bob Dylan Discussion Forums - bobydylan.com, expectingrain.com, The Bob Dylan Starting Point
- Drudge Report Banner Campaign (1,000,000 impressions per week beginning 5/1/11)
- Social Networking Media Campaign on Facebook, Twitter, etc.
- Official Film Website: bobydylanrevealed.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

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

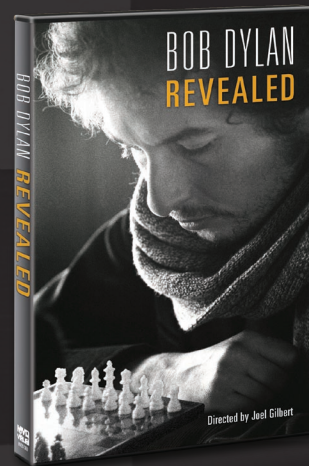
Print Magazines

- Full Page in HMM trade magazine
- Product of the Month feature for May on Goldmine.com
- Legacy Media Relations will book 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, Associated Press



HOT SHEET 2

BOB DYLAN REVEALED



Film Screenings

- Select Film Festivals - Raindance and Sundance
- Targeted Regions - Tucson (The Loft), San Francisco (The Roxy), New York City, Detroit, St. Louis, Atlanta, Chicago, Dallas, Washington D.C., Miami, etc.

Grass Roots Street Team Campaign

- Targeting Bob Dylan Spring and Summer concert dates
- Distribution of Film Flyers and posters at Bob Dylan events

Early Film Reviews

This is a highly entertaining romp through the fifty year career of the legendary Bob Dylan's. The successful formula lays in the crisp production style. If you have a Dylan-esque bone in your body, you're on the edge of your seat the whole time. It would sound cliché-ish to label this film "a rare personal peak inside the touring apparatus of a true American national treasure," but that's exactly what this is - not to be missed! *Pete Howard, Former Contributing Editor Rolling Stone Magazine*

Full of energy and wit, drenched in dark harsh honesty. Ultimately, Bob Dylan Revealed sets out to teach us something about our hero, and it does so sincerely and eloquently. Highly recommended to all Dylan fans for its honesty and for the wealth of new material it presents. *John Aiello, The Electric Review*

All in all a highly enjoyable film. Everybody who's even remotely interested in life on the road with Dylan and what it does to the members of the band, should get hold of this DVD! *Eric Schoneveld, The Bob Dylan Starting Point*

Gilbert has trumped "authorized" projects like "No Direction", by-passing the notoriously image-conscious Dylan's zealously protective business handlers. The unvarnished anecdotes from savvy and articulate observers like legendary producer Jerry Wexler or seasoned music pros like Rob Stoner and Spooner Oldham are full of candor and are straight-forward recollections from years on the road and in the studio with the mercurial Mr. Dylan prove and are invaluable. *Melinda Newman, Daily Variety*

Story is engaging, well-told and easy to follow with tons of priceless footage.
Andrew Peers, Panorama City, California

