



Title: Crippled Masters 2, The
Catalog #: AFM2-001
UPC: 753182966717
Pre-Book: 12/21/2010
Street Date: 01/25/2011
Retail: \$12.95
Genre: Action/Martial Arts
Run Time: 91 minutes
Box Lot: 30
Label: Apprehensive Films
Format: DVD, NTSC, Region 0

THE CRIPPLED MASTERS 2: TWO CRIPPLED HEROES

The ultimate experience in Kung - Fu exploitation!

Pure crippled kung-fu exploitation amusements that could have only come out of Hong Kong in the 1980s. Frank Shum and Jack Conn are back in deadly action. This time, along with a chimpanzee, they are protecting a beautiful girl who is on the run from local gangsters and who has become temporarily blinded. The cripples struggle for the young girl's affection while trying to hide the fact that they are handicapped. The two crippled heroes break out all kinds of kung-fu action including a skateboard like apparatus with hooks, spinning spider kicks and foot operated throwing knives.

BONUS: short film Pagoda Hell from director Ernie "Hardware Wars" Fosselius. An inspired short that uncovers the ancient secret kung-fu style "Cur-Lee".

SELLING POINTS:

- First Time on DVD
- Large Underground Cult Following

MARKETING - ADVERTISING:

- Ad in Shock Cinema Mag (35,000 copies)
- TV Spots on Cinema Insomnia (30+ Cities)
- E-blast to Apprehensive Films Mailing List (1,500 + recipients)