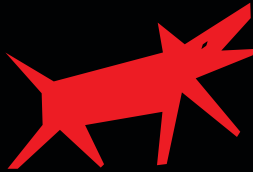


FILM DISTRIBUTION

Q&A



**Wolfe**<sup>®</sup>

## WHY WOLFE?

It's natural for an independent filmmaker to consider self distribution, but is that the best way get a return on your investment? Distribution demands a very different skill set from filmmaking and as an independent filmmaker, you have limited time and access to that world. We consider it our job to keep you informed about this ever changing business.

**IF YOU REALLY WANT THE WIDEST POSSIBLE AUDIENCE, CONSIDER A PROFESSIONAL DISTRIBUTOR. CONSIDER WOLFE.**

WOLFE has been the trusted community source for LGBT films since 1985. We specialize in the mainstream market and have the unique distinction of direct access to the core LGBT consumer market as well. With hundreds of films on our label we have the experience and expertise to make sure your film gets seen as widely as possible, while also maximizing your returns.



**WHAT DOES WOLFE'S  
MAINSTREAM DISTRIBUTION  
OF MY FILM INCLUDE THAT  
I CAN'T DO ON MY OWN?**

- **TOTAL ACCESS.** Almost 30 years of WOLFE's relationship building and reputation becomes your invitation into a world not directly accessible to you, including cable providers, national retailers, international markets, airlines, libraries, educational institutions and Video on Demand and Subscription based streaming.
- **AGGRESSIVE SALES.** Our expert staff in San Jose, San Francisco, Los Angeles and New York ensures constant communication with all national retailers and VOD channels, plus gives you access to in store and online product placement programs such as end cap displays and key placement on websites including iTunes and Amazon.com. Further, we have salespeople who aggressively shop your film around the world.
- **TARGETED MARKETING.** WOLFE employs artists and editors who specialize in developing key art and trailers for the DVD and online markets (and unlike many distributors, we include the filmmaker in the process). Our staff has an exceptional understanding of how best to use marketing funds for your film.
- **ONGOING PUBLICITY.** Our staff has specific expertise in the independent film market, including relationships with key reviewers to ensure the best coverage.
- **DILIGENT ACCOUNTING & COLLECTIONS.** It's not easy to get paid; we make sure it happens! Our accounting staff ensures you have timely, detailed royalty reports and payment.
- **ON SITE MAILING HOUSE.** WOLFE's warehouse and shipping staff ensures customers and press receive product and materials the fastest way possible.



**WHAT ARE THE BENEFITS OF  
WOLFEVIDEO.COM?**

- **PREMIER LGBT DESTINATION.** WOLFEVIDEO.COM is specifically designed for direct to consumer sales of DVD and/or streaming; it's "all gay, all the time". We promote directly to LGBT consumers through our site, which is regarded as the leading community owned and operated source for LGBT film in the world.
- **PREFERRED PLACEMENT.** Your film will receive substantial promotion **only available to films on the WOLFE label**, including guaranteed inclusion in the WOLFE annual catalog, quarterly newsletter and weekly eblasts – all sent to our exclusive lists (other studios have to pay for inclusion). Your film will also be publicized at numerous national LGBT events, in our QMovieBlog and through our social networking platforms.
- **STRATEGIC PAIRINGS.** WOLFEVIDEO.COM markets major studio films to LGBT consumers, ensuring your film will be promoted with other high profile titles.
- **24-7 SERVICE.** We make it easy for consumers to find and to buy your film on our state-of-the-art web site. And, we have operators standing by for customers who prefer a personal touch. Orders generally ship within 24 hours.
- **WIDE NETWORK.** WOLFEVIDEO.COM also markets your film through our affiliate network. Our numerous affiliate partners including some of the largest LGBT organizations, film festivals and media outlets mean thousands of extra impressions for your film.



**WHAT ARE THE “UP FRONT” EXPENSES  
TO RELEASE A FILM?**



At WOLFE, we invest tens of thousands of dollars in the promotion of every film. These expenses add up quickly and include:

- **BASIC ELEMENTS.** Key art, mastering, logo placement, closed captioning, trailer editing, advertising and PR for industry, regional and national coverage.
- **FILM FESTIVAL FULFILLMENT.** Trafficking, including booking, shipping, tracking the film from location to location and collecting funds.
- **THEATRICAL RELEASING.** Advertising, social networking, film specific websites plus banners and posters.
- **DVD RELEASING.** Authoring, menu and feature development, replication, packaging, UPC & ISBN codes, plus sales materials including custom kits, ads, sell sheets and more.
- **ERRORS AND OMISSIONS INSURANCE.** We offer to include you in our \$300,000 liability insurance policy.
- **FORMAT CONVERSIONS.** Nearly every platform has unique digital requirements. We offer custom conversions to required delivery formats including intensive quality control.

Of course, the value of our staff, their expertise and access to our high quality vendors is invaluable.

**WHAT ADVANTAGES ARE THERE TO BEING  
PART OF THE WOLFE COLLECTION?**

**IF WOLFE BECOMES MY DISTRIBUTOR,  
CAN I STILL SELL DVDS MYSELF?**

**HOW DOES WOLFE PROTECT  
MY FILM FROM PIRACY?**

- **CREDIBILITY.** Titles on the WOLFE label are seen as films of the highest quality.
- **LONG TERM SAVINGS.** Your film is continuously marketed and advertised as a part of the WOLFE collection, with all films sharing the costs.
- **OPPORTUNITIES.** Your film becomes part of a library of content with opportunities not available to individual filmmakers.
- **YOUR LEGACY.** Your next film will be taken more seriously if your previous film had professional distribution.

- **HIGHEST COMMISSIONS.** WOLFE encourages our filmmakers to sign up as WOLFE affiliates. Our affiliate programs allow you to sell from your website, gain a higher percentage of the sales price and utilize WOLFE's assets to fulfill orders on those sales.
- **WIDER OPPORTUNITIES.** Not only do you earn extra commissions by directing sales through WOLFEVIDEO.COM, but you also earn a commission on sales of other titles bought when a customer clicks through to WOLFE from your site.

- **VIGILANT MONITORING.** We monitor unauthorized Internet distribution of Wolfe films and pull down pirated copies daily.
- **COMMUNITY EDUCATION.** We educate our community through programs such as our PSAs preceding our films, plus PR and advocacy in support of independent filmmakers.
- **HI-TECH DISC PROTECTION.** And, of course, we safeguard your DVDs with the latest encryption technology.



**WHAT ARE THE DISTRIBUTION  
OUTLETS AVAILABLE FOR  
MY FILM THROUGH WOLFE?**

- **THEATRICAL EXHIBITION.** Few films need theatrical distribution in today's climate; film festivals, independent screenings and VOD cable can often be the best premieres. That being said, theatrical exhibition is still an option for the right project.
- **FILM FESTIVALS.** Hundreds of film festivals create opportunities for exposure and income. Most films, especially those with LGBT content, can earn fees through a distributor. Wolfe's relationships with festivals mean higher revenue for filmmakers and the elimination of submission fees.
- **DVD FORMAT.** Contrary to popular chatter, the DVD format is still a viable force in the entertainment industry. Wolfe's unique combination of access to mainstream retailers and direct access to consumers through WolfeVideo.com means your DVD gets the greatest possible exposure and revenue.
- **VIDEO ON DEMAND.** Wolfe has been placing films on VOD platforms since 2008. We understand the importance of promoting your film so consumers know to look for it. With so much content being delivered digitally, editors prioritize what gets exposure based on long standing relationships and library depth – and WOLFE delivers both.
- **BROADCAST & INTERNATIONAL SALES.** WOLFE has long standing relationships with buyers and distributors worldwide, plus expertise in delivery requirements for each.

## **SUMMARY: BENEFITS OF HAVING WOLFE DISTRIBUTE YOUR FILM.**

- We front the money needed to take your project into distribution.
- We pitch your film to hundreds of different distribution outlets around the world.
- We put our entire team of experts behind your project – including our sales and marketing staff, our accounting department, our artists and editors, our web master, our warehouse and shipping personnel plus dozens of specialized vendors.

We have the relationships, resources and expertise in all these areas. We know who to put your film in front of, and most importantly, we know what the deal should look like. We will negotiate the best deal possible for you.

**CONSIDER A PROFESSIONAL DISTRIBUTOR.  
CONSIDER WOLFE.**



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