

# INDIEVEST BRINGS HOLLYWOOD TO WALL STREET -- AND VICE VERSA

March 26, 2008

(New York City) IndieVest Pictures, having developed the first managed risk platform for individual film investment, is now opening its slate to public participation, according to the independent studio's CEO, Wade Bradley. Bradley will be on hand to discuss IndieVest's groundbreaking model and opportunities at the 2008 TriBeCa Film Festival.

As credit and other liquidity troubles have plagued better known financial markets, money has flowed increasingly toward Hollywood. Yet it does not always find reliable access there. "The popularity of independent feature films has grown tremendously over the last year, and so has the demand for ways to get involved", Bradley says, "Yet even for the regular investor and film buff participation in film has been evasive – until now."

The bottleneck is ironic considering that 95% of independent films never see the light of day. Despite this market's reputation for artistic integrity and freshness, twin problems quantifying risk and securing advance distribution financially starve most projects. IndieVest may have just killed both birds with one stone.

Complete financing and guaranteed distribution require bankable screen talent and storylines, and filmmakers likely to make the material resonate uniquely with its audience. Enter IndieVest with a team boasting independent film luminaries like Don Cheadle and Liev Schreiber in addition to seasoned investment pros like Bradley. "One of the exciting things about this business is that it's not like making shoelaces or cogs -- there is an element of mystery," Bradley points out. "We can assess all of those elements and be able to say 'The opportunity here is great, and we can really make something worthwhile that will be appreciated.'"

And, of course, something that will actually be seen by a significant number of people. Unlike the vast majority of independent films today, shown only at a handful of festivals and scattered limited engagements, IndieVest guarantees distribution in up to 1,500 theaters before cameras ever roll -- comparable to studio divisions like Castle Rock and Fox Searchlight.

Combined with fine-tuned, audience-specific marketing, this approach "pins down many of the X-factors in independent filmmaking", the company asserts. To the festivals, award ceremonies, after parties and hobnobbing with stars accompanying Executive Producer status IndieVest thus adds the financial rewards of smart investing.

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Please contact P U B L I C, nyc for interview opportunities at The TriBeCa Film Festival, and company information.

Who: IndieVest Pictures ([www.indievest.com](http://www.indievest.com))  
What: TriBeCa Film Festival  
Where: New York, NY  
When: April 29th  
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