

Platinum Studios Proposal
***THE TOMB* GRAPHIC NOVEL**
June 26, 2012

OVERVIEW

Platinum Studios is a worldwide producer of comics and graphic novels featuring internal franchises as well as licensed properties. CEO Scott M. Rosenberg has produced numerous blockbuster movies, often driving film marketing with innovative, entertaining graphic novels, multi-edition comic books and digital storytelling that get noticed by consumers and the press.

After discussion with the Summit marketing team, we have compelling reasons why a graphic novel featuring *THE TOMB* would be a wise investment. Platinum Studios, which has a multi-title, first-look deal with Harper Collins, can also work with any publisher that supports your objectives and budget.

GOALS OF THE GRAPHIC NOVEL

- 1) Heighten awareness and build buzz for *THE TOMB* among target (as well as non-traditional) action audiences in order to drive maximum traffic to theatres to see the film upon its release
- 2) Support efforts to build *THE TOMB* into a profitable franchise with potential for additional films and other entertainment product lines.

WHY IT WORKS

Graphic novels and comics build buzz for entertainment brands. Combined with strong marketing efforts, they heighten awareness and draw in audiences that might otherwise be neglected. There's additional excitement and media coverage because there are more images and newsworthy stories to publish than for films without a comic book. They make big movies seem BIGGER.

Graphic novels are cost-effective film ads that appear months before a theatrical release—advertising that also generates revenue and builds its own fan-base! Graphic novels complement the world of the film, building upon existing lore to go deeper into the story, attracting audiences eager to pay for more interaction with the brand. Graphic novels are collectibles that retain value and make a lasting impact.

The key to success is to work with partners that know this business and that develop high-quality products that deliver results with regard to specific marketing objectives, on time and within budget.

Platinum Studios does more than make comic books. We turn heads. We innovate. We break world records. We build brands and turn one-offs into lasting franchises. We will gladly provide details on all these achievements if you're interested in finding out more about us.

What follows is how we plan to use our expertise to support the film release of *THE TOMB*.

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THE PRODUCT

Platinum Studios will conceive, develop, market and distribute a full-length graphic novel that expands the story of *THE TOMB*, ensuring that no spoilers ruin surprises in the movie. We will be responsible for all creative development including story, original illustrations and “back-of-the-book-extras”, such as an article on the making of the book or interviews with the film’s stars about helping to support the project. The graphic novel will be published and released for sale in the U.S. several months before the theatrical release of *THE TOMB* in August 2013.

AN ALL-NEW STORY

An obvious reason for not simply telling the existing story of *THE TOMB* is clear: no one wants to give anything away prior to the film’s release. One approach is to create a prequel that introduces the main characters and chronicles their exploits before the action of *THE TOMB* is unveiled. While the main characters BRESLIN (Stallone) and ROTTMAYER (Schwarzenegger) never actually meet each other in the graphic novel, their separate origins can be portrayed right up to moments before the film itself reveals their joint destiny. Through creative storytelling and innovative layout—two areas where Platinum Studios has documented success—the paths of Breslin and Rottmayer can cross and their background stories can be told... perhaps with a suspenseful “near-miss” moment, where the two are actually engaged in the same plot without knowledge of the other’s involvement!

The prequel graphic novel can introduce compelling back stories and gives audiences a taste of the entertainment value that the film version of *THE TOMB* will deliver, such as Breslin’s knack for getting out of maximum security prisons and Rottmayer’s life as a modern-day Robin Hood. Of course, additional story directions can also be explored if it is requested.

ATTRACTING NEW AUDIENCES TO THE FILM

THE TOMB is a male-driven and male-targeted film. Both starring actors are over 50; the action-oriented story will appeal to guys but it will be a challenge luring the ladies to the theatre seats. How can we attract more females to the story? We believe increasing awareness of the film among women will help drive theatre traffic of both genders.

One idea is to develop the graphic novel to appeal to women as well as men. Focusing attention on female characters like Breslin’s assistant ABIGAIL or Rottmayer’s daughter is one way of achieving this. As a possibility, we could ask the actors to invite “significant women” in their lives—wives, girlfriends or daughters—to allow their images to be drawn as cameo appearances. The characters will be named differently and have no other relationship to the characters... it will simply be a clever “Easter Egg” that can generate attention. Such an innovative marketing strategy can earn ink on its own merit.

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MARKETING & PROMOTION

Platinum Studios has extensive experience in developing marketing programs and promotions that result in more books on the shelf and increased sell-through. We can tailor our plan to dovetail perfectly with film marketing efforts or work independently. In either case, our goal will be to sell books and promote *THE TOMB* in anticipation of the film's release.

Retailers: Both online and free-standing bookstores relish promos and reward creative approaches with higher volume sell-in. Targets: Amazon, B&N, Comic Bookshops.

Advertising: We can offer contests and giveaways to online and print magazines in exchange for ad space. Targets: *Wired, Maxim, Entertainment Weekly*.

Online Presence: We can release approved artwork that fans post on Facebook or use to create their own video trailers or mini-websites. After a period of exclusivity, assets can be available online in a "Digital Asset Toolkit", where they can be downloaded after name and email address registration.

Contest Ideas: "Make a Video Trailer Featuring *THE TOMB* Graphic Novel and Win Tickets to the Movie Premiere!" or "Enter Today to be Drawn into a Comic Book with Arnold!"

Graphic novels, either unsigned or autographed by the film's stars, make fantastic prizes and gifts to support ALL marketing efforts, whether associated with the film or the graphic novel.

DELIVERABLES

- Full-color, print-ready graphic novel featuring original story and illustrations delivered to printer
- Two 1-minute video trailers featuring artwork from the graphic novel and original music, posted online to show fans what they can do with assets we make available
- Planning and execution of an approved marketing plan featuring in-kind advertising, contests, cross-promotions or other opportunities we pursue and secure
- Assembly of the "Digital Asset Toolkit" that can be made available online to fans and media for downloading approved graphics and other content

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BUDGET

The budget for this project is \$225,000. This fee includes product development, project management, print-ready art delivery and marketing costs. It does not include printing or product delivery costs. The fee will be payable as follows: \$125,000 due at signing of the agreement, \$50,000 upon delivery of the graphic novel script and \$50,000 upon delivery of print-ready art to the printer or distribution partner.

TIMING

The schedule for delivery of a high-quality graphic novel in time for launch in Spring 2013 is already extremely tight. Platinum needs to make deals and lock talent commitments immediately. This project can only be undertaken if the decision to move forward is made soon and studio/talent approvals are uncomplicated and expeditious. A recommended delivery and marketing calendar is as follows:

Agreement fully executed 1st payment of \$125,000 due	July 10, 2012
Prequel storyline submitted for approval	July 23, 2012
Character likeness art submitted for approval	August 15, 2012
Graphic novel script submitted for approval 2nd payment of \$50,000 due	September 15, 2012
Completion of print-ready art and delivery to printer 3rd payment of \$50,000 due	January 15, 2013
Delivery of "Asset Toolkit" for fans/media to hosting online server Approval of graphic novel marketing plan	January 30, 2013
Completion and release of 1-minute Teaser Trailer #1	February 28, 2013
Launch Contest/Giveaway/Promotion	March 15, 2013
Completion and release of 1-minute Teaser Trailer #2	March 30, 2013
Graphic Novel hits retail shelves Note: Depending on release date of film, there may be two versions of the graphic novel's cover: one with key art from the film and one with comic art.	May 15, 2013

Thank you for giving us the opportunity to present our ideas for developing a graphic novel featuring *THE TOMB*. We look forward to your response.