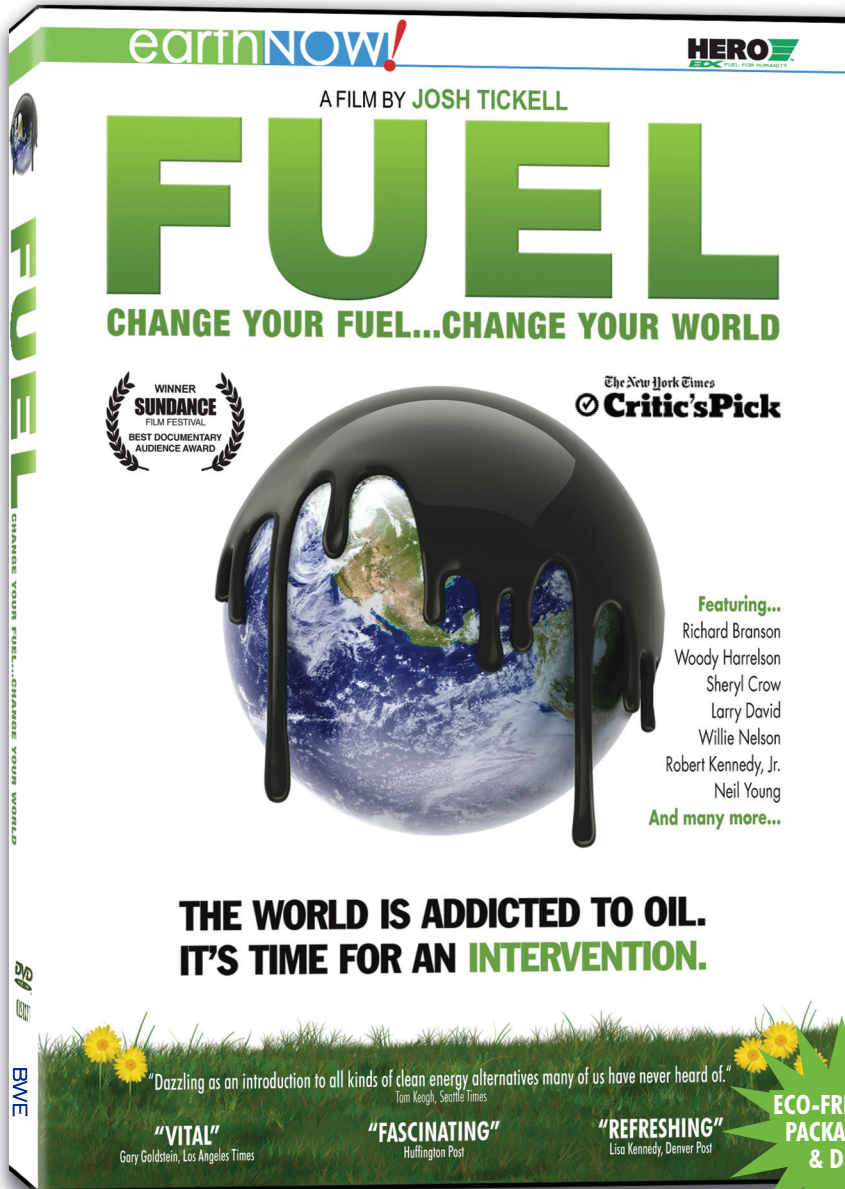




The New York Times
Critic's Pick



HIGHLIGHTS:

- ◆ Played in theatres in over 100 cities
- ◆ Received national television, print & online exposure
- ◆ Selected to more than 20 international film festivals; winner of 6 major awards
- ◆ Features many of the world's leading environmentalists
- ◆ Josh Tickell named as a UN Goodwill Ambassador on Renewable Energy



DVD BONUS FEATURES:

- ◆ Sustainable Biodiesel Extra with HERObox
- ◆ Building a Green Bottom Line with John Paul Dejoria
- ◆ How to Get 150MPG from Your Prius
- ◆ How to Save Thousands Through Energy Efficiency
- ◆ Director and Creative Team Commentary
- ◆ DVD-ROM Content



www.thefuelfilm.com

Josh Tickell's stirring, radical and multi-award winning FUEL may be known by some as the "little energy documentary," but in truth, it's a powerful portrait of America's overwhelming addiction to, and reliance on, oil. Having been born and raised in one of the USA's most oil producing regions, he saw first-hand how the industry controls, deceives and damages the country, its people and the environment. After one too many people he knew became sick, Tickell knew he just couldn't idly stand by any longer. He decided to make a film, focusing both on the knowledge and insight he discovered, but also giving hope that solutions are within reach. A 'regular guy' who felt he could make a difference, he spent 11 years making his movie, showing himself - and others - that an individual can indeed make a difference.

KEY MARKETING:

- ◆ National PR Campaign
- ◆ Online Advertising
- ◆ Grassroots/Activist Outreach
- ◆ Viral Marketing
- ◆ Social Networking Campaign
- ◆ Environmental Conferences

SRP \$24.95

TRT 111 minutes

PreBook 5/11/10

Street Date 6/22/10

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ISBN 1-59587-130-6

Genre Documentary

BLUE WATER
 ENTERTAINMENT



FUEL

CHANGE YOUR FUEL...CHANGE YOUR WORLD

MORE HIGHLIGHTS...



PUBLICITY

- ◆ "The Tonight Show with Jay Leno"
- ◆ "Good Morning America"
- ◆ Feature stories and broadcast coverage in over 150 media outlets including:



The Washington Post

CHICAGO SUN-TIMES
TORONTO STAR



The New York Times
Los Angeles Times



THEATRICAL

- ◆ Ran in Los Angeles for over 2 months grossing more than \$200,000
- ◆ SOLD OUT shows in New York City, Seattle and Portland
- ◆ Exhibited on a first-run basis in over 100 cities including theatres, college campuses & special events
- ◆ Theatrical release supported by extensive grassroots campaign led by SK Impact, the same group that supported the Obama presidential campaign

SOCIAL NETWORKING & GRASSROOTS

- ◆ Over 4,000 Facebook fans & 3,600 Twitter followers and counting
- ◆ Extensive database of over 15,000 Biofuel activists
- ◆ The Veggie Van Organization visited 25 cities to promote the film and introduced the world's first plug-in hybrid automobile, the Algaeus, that runs on a blend of algae-based, renewable gasoline and gets 150MPG!
- ◆ Congressional screenings with Jay Inslee (D-WA), Brian Billbray (R-CA) and Secretary of Energy, Dr. Steven Chu
- ◆ Special screenings with national organizations



BLUE WATER
ENTERTAINMENT



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