

Four years since commencing development of the original script, PREY was recently completed and launched. With the average film taking about eight years from conception to screen, it is quite an achievement to finish in half that time and for about half what it would cost in the United States. PREY is also one of a handful of Australian films to be made entirely with private finance, freeing us from the restrictions that come with soft government money, such as targeting the film to Australian audiences, making overseas sales (and hence profitability) very difficult.

In America, audiences loved it and critics loved it! (see YouTube links, reviews and slide shows below), the launch in June was a big success. A few of the comments include

"instant cult classic" -*Western Review*

“Mixing humor and horror together with solid performances at the core, Prey is the kind of film that doesn’t inspire a cult following, it demands it.” -*Independent Film Quarterly*

"Prey is one of the most fun movies you will see this year!" *-I Love Las Vegas Magazine*

"There's nothing better than discovering a really good movie. Especially, a really good horror movie that isn't about a slasher, a normal zombie, an uber zombie or (fill in the blank.)" *-Examiner.com*

Held in Vegas, hosted by world-famous Robyn Leach (Lifestyles of the Rich and Famous), entertainment on the red carpet included Aussie acts Human Nature and Thunder Down Under, which generated massive press. We had previously negotiated a nationwide (USA) Pay Per View deal including a 20 minute teaser showing every day for two months in 8 million homes, but after Brenden Cinemas saw the audience reaction, they are considering releasing the film through their chain of cinemas in the southwestern USA, while a PR company is negotiating a summer-long campaign of cross promotional deals to support the PPV. The DVD is then slated to be released by Xenon/Lions Gate in time for Halloween.

In Australasia, Horizon One Entertainment (through Paramount Home Video) plans to release PREY in October, kicked off with an initial pre-order from Video Ezy/Blockbuster that is the equivalent of 60% of the massive pre-order volume for The Dark Knight.

There has rarely been an Australian film praised by Australian critics that has recouped investors' money. The Australian critics were very hard on PREY. But the success of the US premiere and opportunities arising out of that vindicates our unshakeable belief that this film will connect with American audiences, the most lucrative market in the world.

www.examiner.com

www1.wireimage.com

myvegasscene.com

twitpic.com

dailyfiasco.com

independentfilmquarterly.net

ilovelasvegasmagazine.blogspot.com