

PLEASE NOTE: The following are not intended as guarantees but rather simply educated and well-researched ballpark guestimates of potential box office scenarios to illustrate how the investors' return might cascade through industry-standard formulas and projections.

Potential Investor Waterfall Scenarios			
	Risk of Loss	Projected	Potential
Production Budget	\$9,500,000	\$9,500,000	\$9,500,000
Domestic Box Office	\$3,000,000	\$30,000,000	\$50,000,000
Screen Count	832	1,250	2,500
Rental Rate	40%	42%	44%
Revenues			
Theatrical Rentals	\$1,200,000	\$12,600,000	\$22,000,000
Non-Theatrical	\$30,000	\$300,000	\$500,000
DVD Revenues	\$2,001,000	\$20,010,000	\$33,350,000
Pay Television	\$330,000	\$3,300,000	\$5,500,000
Pay-Per-View / Internet	\$210,000	\$2,100,000	\$3,500,000
FTV- Broadcast / Basic Cable	\$150,000	\$1,500,000	\$2,500,000
Moonrise Pictures' Projected International Sales & Pre-Sales	\$892,500	\$8,925,000	\$16,055,000
Production Subsidy / Rebate	\$1,900,000	\$1,900,000	\$1,900,000
Total Revenues	\$6,713,500	\$50,635,000	\$85,305,000
Distribution Fees			
Domestic	\$980,250	\$9,952,500	\$16,837,500
International	\$223,125	\$2,231,250	\$4,013,750
Total Distribution Fees	\$1,203,375	\$12,183,750	\$20,851,250
Distribution Costs			
Print and Advertising	\$1,200,000	\$5,000,000	\$7,500,000
DVD Costs	\$600,300	\$6,003,000	\$10,005,000
International Costs	\$17,850	\$178,500	\$321,100
Pay-Per-View Distribution Costs	\$8,400	\$84,000	\$140,000
Television Distribution Costs	\$34,500	\$345,000	\$575,000
Residuals	\$150,000	\$1,500,000	\$2,500,000
Total Distribution Costs	\$2,011,050	\$13,110,500	\$21,041,100
Net Receipts	\$3,499,075	\$25,340,750	\$43,412,650
Return of Initial Capital	(\$6,000,925)	\$9,500,000	\$9,500,000
Investors' Bump (15% of the Budget)	\$0	\$1,425,000	\$1,425,000
50/50 Split	\$0	\$7,207,875	\$16,243,825
Total Investor Return	(\$6,000,925)	\$18,132,875	\$27,168,825
Return on Investment	(63.2%)	91%	186%