



99 Ways
ENTERTAINMENT

99 Ways Entertainment, LLC, is an Integrated Issue oriented Art and Film Development Firm

High Level Storytelling

We can start with a blank page, a call to action or we can work with existing material to develop short, as well as feature length Narrative or Documentary film screenplays.

Social Commentary Integration

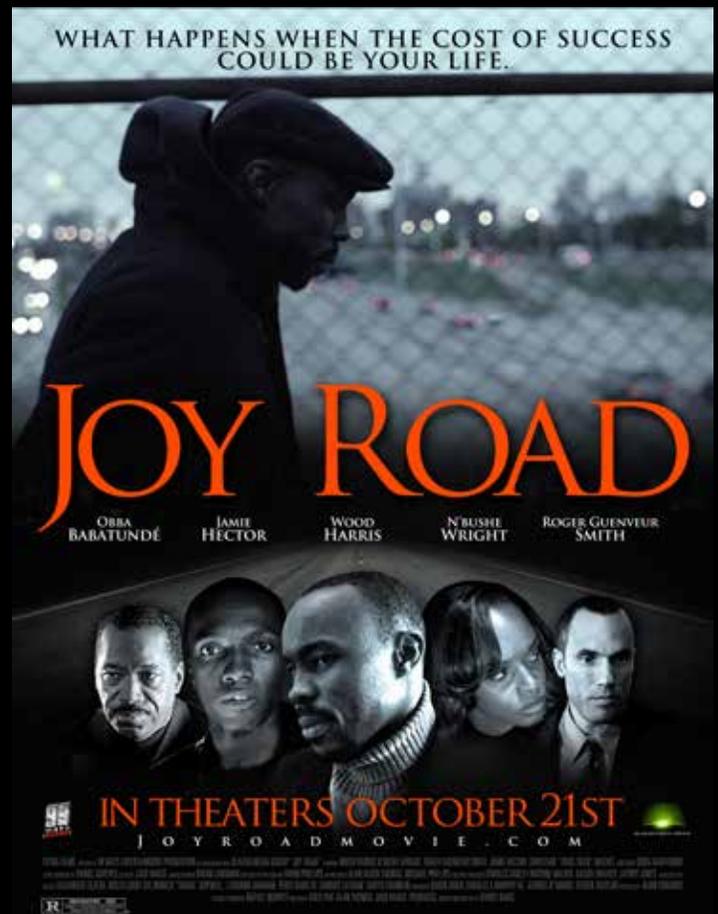
As a mission driven organization, we have the capability and the interest to design and implement social commentary platforms and Events to highlight and further cultivate issues arising out of our work.

These events include: Panel Discussions, Symposiums, Town Hall Meetings, Virtual Town Hall meetings, Brand Activation Events, etc. We routinely Integrate these events into the exhibition of our creative work to pinpoint real life counterparts to narratives developed in our films.

Using our film, Joy Road as an example, during it's release, we pinpointed the real life counterpart to the film's villain and launched an APP and a campaign designed to create awareness about the profit motive behind the private prison industry. The campaign included appearances on National networks, panel discussions at Universities, as well as symposiums at political and Industry National Conventions. Buoyed by other high profile events around the country, the message was soon picked up by mainstream media resulting in significant pushback and a general public outcry. This led to President Obama signing an Executive order in 2016 phasing out private prisons on the Federal level.

IT'S A SHORT.

for reel lovers



Technology Integration

Our capabilities include providing solutions that become clear from our creative work that are typically contained in Mobile Applications. These APPS are designed to run on all cell phone operating systems throughout the World. Our capabilities consists of creation, alpha phase design and implementation, Beta phase testing and release, marketing and back-end data analytics that dovetail with both our research projects and integrated social commentary platforms.



Filmmaking and Editing

We have the ability in-house, to plan, develop, shoot, edit, market and release commercially viable short form or long form narrative or documentary films, as well as Procedural or Serial Television Programs.

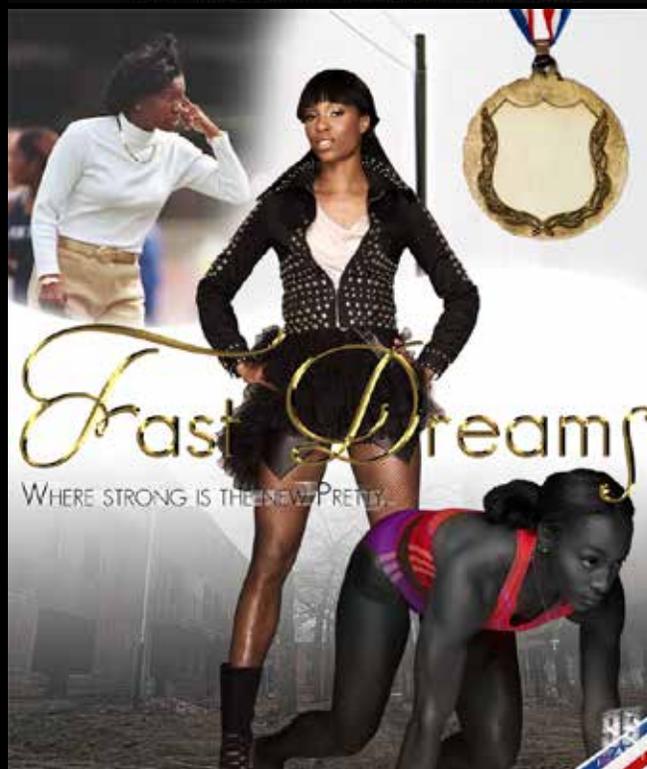
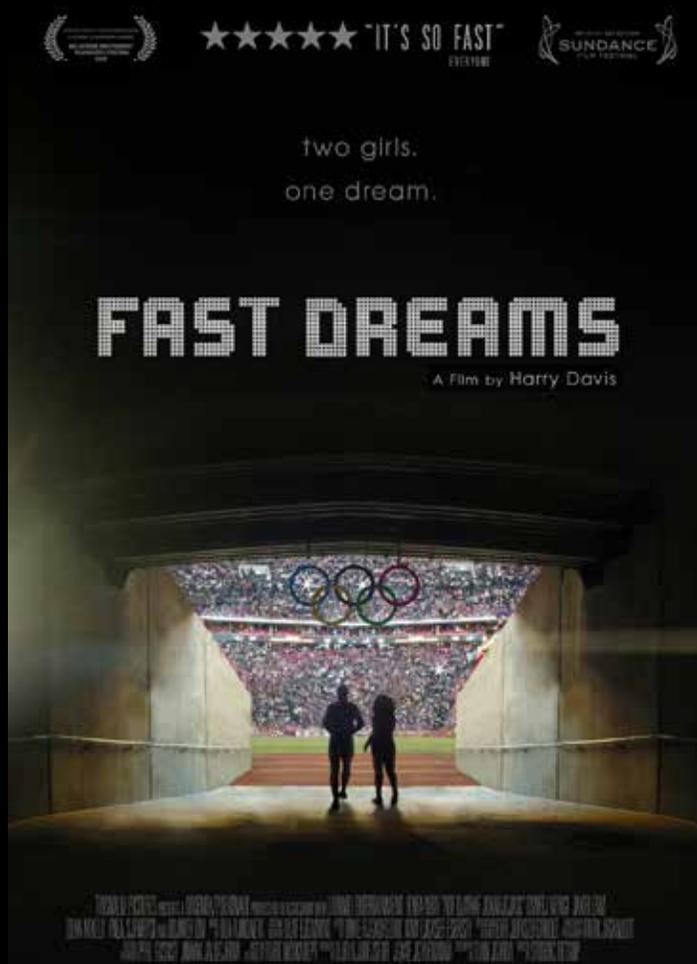
Research Integration

We mine our programs for issues that can be useful to academia and develop research projects with University partners designed to collect and analyze data, with the goal of producing published conclusions that will impact social policy. This capability is useful today where much of our social taste is tied to media offerings. This allows us to better determining the influence of media on social taste's, thereby giving us a clear pathway of how to use our programming to alter or strengthen social policy.

One example is a Carnegie Foundation study at Dusquesne University seeking to measure the impact of our film's messaging on Pittsburg public school administrators during their continuing education at the University. Data was collected before and after viewing our work and analyzed with an eye towards determining the need for changes in the discipline policies within the school system..

Another example is a Vanderbilt University initiative involving the passing of City legislation outlawing "sagging" pants. Our work was used to stimulate community support as well as a position paper urging the law to be broadened to embrace other culturally significant fashion trends. The law was soon rescinded, and those charged thereunder were exonerated.

We have worked with Vanderbilt University, Dusquesne University, Lewis and Clark University and Florida International University, Columbia University, Yale University, Congressional Black Caucus and the National Association of Black Journalists.



A NEW DRAMATIC SUSPENSE SERIES

BLACK ROSE

CREATED AND WRITTEN BY HARRY DAVIS

"FEAR NO EVIL."

In Brooklyn's crime-ridden neighborhood of Brownstones, an Public Health professor's research unravels mysterious abductions of local teen orphans. The global corruption that will put her life in danger.



SERIES OVERVIEW

layers of the mystery of the missing Brownsville orphans. As the series progresses, Roxy – a principled woman – begins to unravel and lose her moral compass, becoming more entangled in the corrupt environment she is researching. Roxy's daughter Madison is also drawn into her Brownsville family roots and the world of juvenile crime. She is soon implicated in a murder and Roxy must do everything she can to protect her while corruption on a more global scale is revealed. Will she sacrifice her research and Madison's wellbeing to find Kenya, who may already be dead?

Roxy learns that the orphans did not simply disappear and that the face of this criminal is not the usual impoverished suspect, demonized by the media, but rather the organized institutions of a society that she has worked so hard to be a part of. As she and her team compromise their professional distance in order to solve the growing problem, Roxy finds herself pitted against her department chair at City University, DR. NEMITS, and her primary funder, local philanthropist MARYBETH SNYDER.

As Roxy uncovers more of the truth, the stakes are raised, lives are lost and the danger increases for all those caught in the crosshairs.

INTERPOL

A NEW DRAMATIC SUSPENSE SERIES
BLACK ROSE
CREATED AND WRITTEN BY HARRY DAVIS

SERIES OVERVIEW

Inspired by the real-life and global epidemic of the abductions and disappearances of children, a local problem widens to become an international conspiracy in this weekly, one-hour drama series. DR. ROXANNE BLACK (ROXY) is a City University Public Health professor running a research study charting the health and well-being of the local orphans and foster kids living in the crime-ridden area of Brownsville, Brooklyn. She's aided in her study by her research team – blogger and activist MEGHAN and reformed hacker JAMIL – her ex, DETECTIVE SEAN MARTIN, and local tough guy, ALONZO. When multiple missing orphans are tied to her project, Roxy learns that the girls have another connection as well – most of them frequented a medical clinic in the weeks before their disappearance and were babies put into the mysterious Project Newborn. Passionate and determined yet flawed, Roxy is motivated in her research by the pursuit of her own missing daughter, Kenya, who was lost in the foster care system 17 years ago.

At home, Roxy struggles to deal with her troubled past while also raising her rebellious teenage daughter MADISON. Rising out of family tragedy herself, Roxy's mission is only as strong as her own makeshift family, starting with Madison and Sean and growing to include Alonzo and her new love interest, the scheming and charismatic businessman SKEEN. But soon her unrelenting search for Kenya threatens to spin that family out of control as she continues to peel back the

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MICHAEL SCHMIDT

As Chief Creative Officer, Michael oversees Red Arrow's global format development, acquisitions, creative partnerships, and international production rollouts worldwide.

Michael has worked in the television industry for more than 20 years, specifically in the fields of broadcasting, producing, commissioning and development. He started his career while still in school as a researcher and writer at pubcaster WDR in Cologne. Michael's subsequent positions included TV Director at entertainment producer BRAINPOOL, Creative Producer for RTL Television's entertainment department, Executive Producer and Consultant for Granada Germany and Director Editorial at young entertainment station VIVA.

Michael joined the ProSiebenSat.1 Group in 2005, undertaking various roles, including Senior Vice President of Entertainment for German Free-TV operations. During his time at ProSieben, Michael's productions received a German TV award, several German comedy awards and the prestigious Grimme Award. His strong producing and commissioning background has earned him considerable respect in the international TV community. Michael lives with his wife and their three children in New York.



HARRY DAVIS

Harry A. Davis is an award winning filmmaker based in New York focused on telling the untold stories of the disenfranchised and the overlooked. He was educated at Yale University where he pursued a degree in Economics, Case Western Reserve School of Law and the Intensive film program at New York University School of Continuing Education. His seminal work Gangstresses featured icons Mary J. Blige, Lil Kim, Ice T and Tupac Shakur. Vibe Magazine called the work a look at "...the alternative realities that black women have been forced to create...". Interview magazine called it "... an unflinching look at women on the edge." Gangstresses was on the Billboard charts for 12 weeks reaching number 14 on the listing.

Davis recent film, "Joy Road" (Wood Harris, N'Bushe Wright), was released in 2011. Joy Road was an Official selection at Sundance and the winner of Best Picture at the 8th Annual Martha's Vineyard African American Film Festival (MVAFF) in the HBO feature film competition.

His most recent television project, Black Rose, was an Official Selection at the 2015 New York Television Festival. Mr. Davis has been recognized for his unique voice and received the Best Directorial Debut award at the New York Independent Film Festival; was nominated for the Gordon Parks Directors Award by the Independent Feature Project (NYC); and has spoken on panels for organizations including The National Association of Black Journalists, The Congressional Black Caucus, and Yale University.



TERENCE GRAY

Terence Gray is the founder and executive director of the New York Television Festival (NYTVF), the industry's first creative festival for television artists that strives to construct new and innovative paths of development and talent identification, while simultaneously complementing the traditional television development model. Prior to heading the Festival, Mr. Gray was a successful television writer and producer with credits including ABC's Who Wants to be a Millionaire as well serving as the creator and producer on projects with NBC, TBS, GSN, The Weather Channel, ESPN, TelePictures, truTV, The Orchard, and Warner Brothers.

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Distribution Strategic Partners

Red Arrow International

Red Arrow International is a world-leading TV distributor of scripted, factual and formatted shows from a global network of in-house production companies, outstanding third-party producers and digital-content partners. The company serves as a Producer/financier on one of our Television Series.

Red Arrow International is a major co-producer of global entertainment, providing substantial production financing for scripted and non-scripted projects. Recent international highlights include: “Bosch” (Amazon) and “Married at First Sight” (A&E/Lifetime).

With offices in Munich, London, New York and Hong Kong, Red Arrow International has a truly global reach and distributes acclaimed, quality content to over 200 territories worldwide.

Red Arrow’s paradigm is to “buy in” to production outfits around the world and lend it’s global sales and distribution support. We consider Red Arrow a trusted strategic partner providing financial and producing strength to 99 Ways and our affiliates/partners. This enhanced strength enables our reach to extend around the globe.

Led by Henrik Pabst, Red Arrow International is part of Red Arrow Entertainment Group, made up of 22 Production Companies across 8 countries. Red Arrow is a ProSiebenSat.1 Media company, one of Europe’s leading media groups.

www.redarrowinternational.tv

It’s A Short

Itsashort.com is an online distribution platform for award winning/award nominated short film, video and web series...the Netflix for short film.

For specific projects for 99 Ways Entertainment, itsashort.com represents global distribution. Range of services:

- Our Mission is to connect global audiences to film, video and web series
- We live stream events to a global mobile platform;
- We premiere film on the platform for global audiences;
- We gamify content through contests and other promotional efforts.

The Latin Diaspora

INAG, (International Networking Alliance Group) Powered by: IN A GOD, was founded by Platinum recording artist, Film producer, Writer/Actor, Brooklyn resident, Al Tejada, from the Dominican Republic. Tejada represents the Latin Diaspora as a cultural influencer and consultant.

INAG’s mission is to work and develop the next generation of Latin film and video leaders across the globe collaborating with and through consulting for other brands. As a platinum ‘raw art’ recording artist, Tejada has worked across cultural communities and uniquely understands how to manage the brand/product experience.



Key Partners

Xango Republic

XR's mission is to build the pre-eminent Afro-Urban Media Property and lifestyle brand. This brand anchors a digital ecosystem of content at the intersection of the hip-hop revolution and global Afro-Urban culture.

Partners have Included

Dusquesne University
Lewis & Clark University
Florida International University
Vanderbilt University

APPS include

Joy Road (Joy Road)
Trackstars (Fast Dreams)
The XAT Test (Xango Republic)

Current Projects Include

Joy Road (Narrative Feature Film)
Black Rose (Television Drama Series)
Irving & Wilson (Television Procedural Series)
Fast Dreams (Documentary Feature Film)
The Murphy Files (Television Procedural Series)

Past Events Include

Congressional Black Caucus
National Association of Black Journalists
Columbia University
Yale University

Clients Include

AMC Theaters
Regal Cinema's
Channel Four (UK)
BET
Netflix
Centric
Indie Flix

Key Supporter

Melody Hobson

Emeritus Trustee of The Sundance Institute, she is also a director of three public companies: DreamWorks Animation SKG, Inc., The Estee Lauder Companies Inc. and Starbucks Corporation.

Hobson earned her degree from Princeton's Woodrow Wilson School of International Relations and Public Policy and is a former trustee of the university. She resides in Chicago, IL

Awards Honors

All of our work to date has received awards and we have been selected to screen at the Sundance Film Festival

Current Brands

Tried N T.R.U.E
Positive Brother
Positive Sister
Shadez of Brooklyn



