



FOR IMMEDIATE RELEASE

**TRIBECA FILM ACQUIRES U.S. RIGHTS AT THE TORONTO
INTERNATIONAL FILM FESTIVAL TO *HOW TO MAKE MONEY SELLING
DRUGS***

Theatrical and Multi-Platform Release Planned for 2013

“A cleverly packaged argument and plea for change ... Damn entertaining.” – Twitchfilm

TORONTO – Sept. 12, 2012 – Tribeca Film has acquired U.S. rights to Bert Marcus Productions’ *How to Make Money Selling Drugs*, which had its world premiere on Friday night at the Toronto International Film Festival. The provocative documentary offers an in-depth look at the high-stakes world of drug dealing and drug enforcement by blending authentic reportage with pop culture references. Directed by Matthew Cooke, the film reunites producers Bert Marcus of Bert Marcus Productions and Adrian Grenier (HBO’s *Entourage*), the team that created the breakout hit *Teenage Paparazzo*.

Tribeca Film plans a 2013 theatrical release day and date with on-demand platforms, where it will be available in more than 40 million homes through a variety of video-on-demand offerings, as well as iTunes, Amazon Watch Instantly, VUDU and Xbox.

How To Make Money Selling Drugs offers a captivating glimpse into the lives of those on both sides of the “war on drugs,” delivering a diverse and unique perspective on the controversial subject through interviews with 50 Cent, *The Wire* producer David Simon, Arianna Huffington, Woody Harrelson, Eminem and Susan Sarandon, as well as infamous drug kingpin “Freeway” Rick Ross. Presenting a shockingly candid examination of how a street dealer can rise to cartel lord with relative ease, the documentary reveals how public policy and government drug enforcement have struggled to creatively adapt to and effectively disincentive Americans from dealing drugs. Bert Marcus Productions was granted unprecedented access from top-ranking government officials, from the U.S. Drug Czar to the Drug Enforcement Agency, all providing unique and honest viewpoints on this pervasive global topic.

“This is a work that resonates with truth, anger and insight by an extremely talented filmmaker,” said Geoff Gilmore, Chief Creative Officer of Tribeca Enterprises. “From politics to the police and drug dealers to drug users, the scope of Matthew Cooke’s examination of these illicit networks is extraordinary.”

“We are thrilled to be collaborating with Tribeca Film,” said Bert Marcus, Chief Executive Officer of Bert Marcus Productions. “Given the history of Tribeca Film as an industry pioneer with an esteemed track record of connecting audiences to unique, thought-provoking work, we cannot think of a better home for our documentary that seeks to enlighten and entertain audiences about the complexities of the ‘war on drugs.’ We look forward to a productive and creative partnership and believe there is no better fit in terms of culture and vision for our movie to reach the public.”

“Seeing this film find a home with Tribeca after all this time is definitely a dream come true. And the timing couldn’t be better,” said Matthew Cooke. “Today America consumes a majority of the marijuana and 40% of the world’s cocaine while simultaneously incarcerating more of its citizens than any country in the history of the world. We hope to encourage a national conversation on one of the worst public policy failures of the last 50 years. And do so in a way that’s engaging, entertaining and inspiring.”

The deal was negotiated for Tribeca Film by Nick Savva, Director of Acquisitions, and by ICM Partners and Lawrence Kopeikin on behalf of the filmmakers.

About Tribeca Film

Tribeca Film is a comprehensive distribution label dedicated to acquiring and marketing independent films across multiple platforms, including video-on-demand, theatrical, digital, home video and television. It is an initiative from Tribeca Enterprises designed to provide new platforms for how film can be experienced, while supporting filmmakers and introducing audiences to films they might not otherwise see. American Express continues its support of Tribeca and the independent film community by serving as the Founding Partner of Tribeca Film.

Current and upcoming Tribeca Film releases include critically acclaimed "Side by Side"; Takashi Miike's "Hara-Kiri"; "The Comedy," directed by Rick Alverson and starring Tim Heidecker; internet horror sensation sequel "Grave Encounters 2"; newly acquired at Toronto International Film Festival "The Fitzgerald Family Christmas," directed by Edward Burns; "Struck By Lightning," directed by Brian Dannelly and written/starring Chris Colfer; and award winning "War Witch (Rebelle)."

About Bert Marcus Productions

Bert Marcus Productions is an independent film company founded in 2007 by chief executive officer, Bert Marcus, and is funded primarily through private equity firms, hedge funds, and biotech companies. The company's mission is to create thought-provoking films created with innovative technology to share important stories through an entertaining lens to broad audiences. Bert Marcus Productions has created the acclaimed documentaries Teenage Paparazzo, which aired in 2011 on HBO, and How to Make Money Selling Drugs, which premiered at the Toronto International Film Festival in 2012, in collaboration with Adrian Grenier. Future projects include Champs, featuring the directorial debut of Bert Marcus and produced by Mike Tyson, as well as Close, a docu-miniseries for television that is written and directed by Bert Marcus in partnership with Jeremy Piven. The company is also currently developing a pipeline of feature films set to go into production in 2013. For further information please visit: www.bertmarcus.com

Editor's note: A film still can be accessed at the following link:

http://www.tribecafilm.com/Tribeca_Film_Stills.html

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