



## URBAN COMEDY “EXIT STRATEGY” EXPANDS INTO CINEMAS ACROSS U.S.

*THE FILM GROUP SECURES EXCLUSIVE RELEASE WITH RAVE AND BOW TIE CINEMAS ON MARCH 9, 2012*

LOS ANGELES, CA (February 10, 2012)—The Film Group, representing Rave Cinemas and Bow Tie Cinemas, has secured exclusive rights to the nationwide release of Ask Around Productions’ urban *un*-romantic comedy “Exit Strategy,” starring Jameel Saleem, Kimelia Weathers, Quincy “QDeezy” Harris, with Big Boy (“Entourage,” “The Longest Yard,”) and Kevin Hart (“40 Year Old Virgin,” “Laugh At My Pain,” “Think Like a Man”).

In a deal negotiated by Level 33 Entertainment on behalf of Ask Around Entertainment, the distribution shingle of Ask Around Productions, “Exit Strategy” will release at Rave Cinema and Bow Tie Cinema locations including Los Angeles’ Rave Motion Pictures 18 + IMAX at Howard Hughes Center and Rave Cinemas Baldwin Hills Crenshaw Plaza 15; Washington D.C. area’s Rave Motion Pictures Fairfax Corner 14; Baton Rouge’s Rave Motion Pictures Mall of Louisiana 15; Durham’s Southpoint 17 + IMAX; and additional cinemas in Alabama, Arkansas, and Kentucky, plus Bow Tie Cinema in Richmond’s Movieland at Boulevard Square, among others. A premiere screening for the movie will be held at Rave Cinemas Baldwin Hills Crenshaw Plaza in early March.

“We’re very excited to bring this fun, very funny urban comedy to audiences across the U.S.,” said Spencer Klein, The Film Group’s Senior Vice President of Film and Alternative Content. “We are committed to providing movie-going audiences with quality independent product and believe ‘Exit Strategy’ has something that audiences can relate to and enjoy.”

In the movie, James (JAMEEL SALEEM) gets evicted from his apartment and moves in with his girlfriend of three months Kim (KIMELIA WEATHERS) and quickly discovers she’s everything he never wanted in a woman. He enlists best friends Carville (QUINCY “QDEEZY” HARRIS), Leona (NOELLE BALFOUR) and strangers BIG BOY and KEVIN HART to find a relationship exit strategy, but for Kim, breaking up just isn’t an option.

“Exit Strategy’s” Executive Producer is nationally-syndicated morning radio host Big Boy from the nation’s top hip-hop station KPWR Power 106 in Los Angeles. Big Boy’s production company Ida’s Son Productions helped finance the independent film in association with Los Angeles-based production company Ask Around Productions, which is helmed by Kellie Maltagliati, who is one of the film’s Producers along with Quincy “QDeezy” Harris, on-air personality at Philadelphia’s Radio One WPHI Hot 107.9.

The screenplay was written by Baltimore and Philadelphia native and Slamdance screenwriting finalist Jameel Saleem, who also stars in the film. Co-star Kimelia Weathers, a Washington D.C. native and resident, is also credited with helping create the film’s main characters. “Exit Strategy” is directed and edited by Michael Whitton.

The movie’s soundtrack, including songs featured-in and inspired by “Exit Strategy,” is available on iTunes and Amazon.com through Ocean View Entertainment, the digital distribution label of Stampede Management in Los Angeles—the team behind Snoop Dogg and Far East Movement.

[www.exitstrategy-themovie.com](http://www.exitstrategy-themovie.com) | [www.facebook.com/exitstrategythemovie](http://www.facebook.com/exitstrategythemovie) | Twitter @weshouldbreakup

### ABOUT RAVE CINEMAS, LLC

Dallas-based Rave Cinemas, LLC, the United States’ fifth-largest theater exhibition chain, owns or manages 62 theaters and 939 screens located in 21 states across the country under the Rave Motion Pictures and Rave Cinemas brands and has a presence in seven of the top ten Designated Market Areas. Rave has set the industry standard for customer service and comfort. A pioneer in the adoption of digital and 3-D technologies, Rave is also a leader in alternative content programming, from live sports to concerts and opera. The company recently announced a joint venture with IMAX®, and introduced RaveXtreme: The Big Screen Experience, in select markets. Rave is excited to be a top entertainment destination and through ongoing efforts, a good neighbor and corporate citizen. [www.ravecinemas.com](http://www.ravecinemas.com)

#### ABOUT BOW TIE CINEMAS

Bow Tie Cinemas is a four-generation family-owned company that is committed to “Returning Style and Elegance to the Movie Going Experience™.” The company, founded in 1900 by B.S. Moss, operates 154 (mostly digital) screens at 18 sites in 5 states. Bow Tie Cinemas is home to the popular *Movies & Mimosas™*, *Cine Classics*, and *Insomnia Theater™* film series. Among the theaters operated by Bow Tie are the award-winning Movieland at Boulevard Square, in Richmond, VA, and the Criterion Cinemas™ in New Haven, CT. This summer the company will debut the all new luxurious Bow Tie Cinemas at Reston Town Center, in Reston, VA. [www.bowtieficinemas.com](http://www.bowtieficinemas.com)

#### ABOUT LEVEL 33 ENTERTAINMENT

Los Angeles based Level 33 Entertainment is an entertainment company dedicated to redefining the landscape for independent film distribution. Level 33 provides innovative sales, marketing and distribution services for feature films and entertainment content, delivering a flexible and transparent distribution solution for all platforms including Theatrical, Home Entertainment, Digital and Broadcast. [www.level33entertainment.com](http://www.level33entertainment.com) | Twitter [@level33\\_ent](https://twitter.com/level33_ent)

# # #

#### **For more information please contact:**

Annie Chen, Cashmere Agency  
Phone: 323.928.5080  
Email: [annie@cashmereagency.com](mailto:annie@cashmereagency.com)

Ask Around Entertainment  
515 S. Flower St. 36th Floor  
Los Angeles, CA 90071  
Ph: 213.236.3619