



16 February 2015

Dear Cannabis Related Professional;

Please take a minute and consider the contents of this letter. REEL MAGIC PRODUCTIONS has been involved with the promotion and legalization of Cannabis since 2003. We have over the past five years been battling the US Government over our right to trademark things such as “The POT Channel”, “POTLUCK”, “The Healthy Joint” and a number of others, each time being told why we run afoul of the federal laws and controlled substance acts & regulations.

One of the governmental issues each and every one of YOU deals with on a daily basis is “HOW DO I LET PEOPLE KNOW I’M OUT THERE?” You have your hands tied with regard to public awareness and advertising.

NOT ANYMORE!!!

Reel Magic is back in production with POTLUCK !!!

Although originally created on spec towards HBO as a dramatic view of the emerging and evolving medical marijuana industry, POTLUCK has been forced to evolve as the medical marijuana industry steps aside for the recreational industry and its legalization.

Now, as a dark social comedy, POTLUCK explores the evolving world of legal recreational and medical marijuana.

A cross between the television classics CHEERS and FRIENDS with a touch of NIP/TUCK and TWIN PEAKS thrown in for balance, POTLUCK follows the lives of six people with diverse backgrounds, as they find themselves, be it by choice, luck or lack of options, “going green”.

The first season, set primarily in Whatcom County, Washington with three episodes traveling to Colorado for advice, consultation and potential hiring we will meet our primary characters as they enter the “New World of Marijuana”.

Currently, Reel Magic Productions is in negotiations with three major players; one on each of the three major viewing sources as we speak. One, a major traditional television network, the second is a primary subscription television service and the last is one of the top three internet subscription services.

With the traditional television network estimating their average viewership at 7 million per episode, the subscription estimating 800,000-1.2 million on initial views, with an additional 2-3 million viewers from TVRring and on demand. The purely internet broadcaster guestimates a total of 7-9 million views per episode over a 12 month period. These customers vary between weekly, surfing and binge watching, therefore making accurate numbers somewhat vague.

Through PRODUCT PLACEMENT or imbedded scripting you can advertise/promote anything from “Bob’s Bubblers” the better bubbler to Calvin’s Clones and Harrys Hybrids.

Through product placement your product can be shown, demonstrated, or statically viewed during the show. Such as a Coke® can on a table or a Box of Bisquick ® on the kitchen counter.

Through imbedded scripting, members of the cast may use your product and comment, come to your location in order to “Shop” the potential competition or any other number of things. These are integral parts of the show/script.

Although we don’t generally consider it, Taco Bell® spent a reported 110 million for product placement in “Demolition Man”, Fedex® spent 90 million on Castaway with Amer Sports allegedly paying another 15 million for “Wilson” being in the movie. Few people consider Dodge paying 15 million plus per year for “The Walking Dead” or “Tom’s Shoes” reportedly paying \$500,000 for a 20 second imbedded scene about 13 minutes into the pilot episode of “Orange is The New Black”. These are all major ads for the products.

Currently we are looking for Product placement items as well as script imbedded locations and products.

Although each and every product is different, the cost of having your product in front of potentially 4-7 million viewers and seriously beginning to start developing your product into a **Nationally Recognized Brand**, starts at just \$10,000 (product placement) or \$50,000 for script embedded.

If interested, please visit our website www.reelmagicproductions.com and/or email me: Products@POTLUCK.TV

Thank you for reading and considering this letter. I look forward to hearing from you

ReGards

Wm. Alan Pezzuto
President