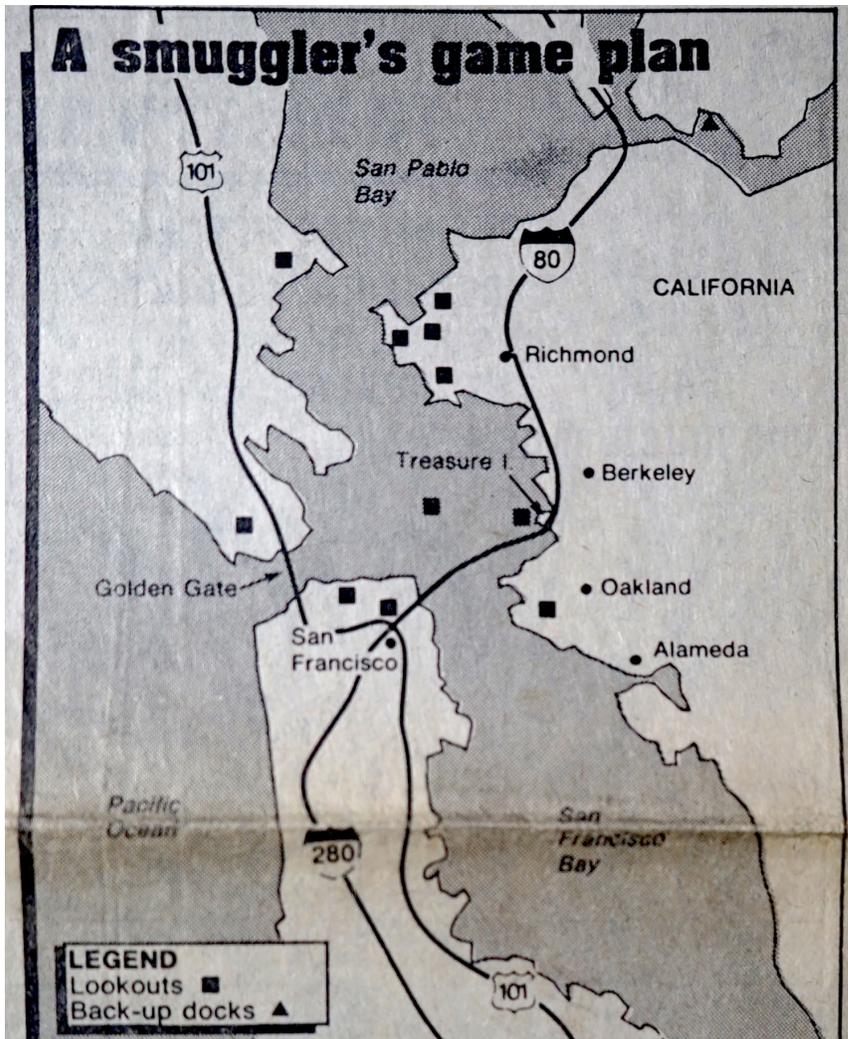
A photograph of the Golden Gate Bridge in San Francisco, California, taken from a high vantage point. The bridge's iconic orange-red towers and suspension cables are prominent against a soft, hazy sky of sunset or sunrise. The water of the bay is visible below, and green hills are in the background. In the foreground, there are some green bushes and plants.

THE KING OF POT  
PROJECT PROPOSAL



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# EXECUTIVE SUMMARY

## Overture

This information memorandum describes a production project for the feature-length biopic film, *The King of Pot*. This character-driven film depicts the real-life events of Bruce Perlowin, a peace-loving flower child and counterculture legend who was convicted and sent to federal prison at age 30 after earning more than \$100 million from smuggling a billion dollars of cannabis into San Francisco Bay in the 1970s and '80s. Highlights of his story have been broadcast since 2008, when CNBC first aired its most popular documentary of all time: *Marijuana Inc.: Inside America's Pot Industry*.

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## The Project

The Project's producers intend to commercially distribute this film in the United States and international film markets through theatrical release, DVD sales and rentals, television broadcast licensing, digital sales and other venues.

In creating a business proposal for 8 Year Entertainment, the producers studied the market for similar films and assimilated various production and creative elements that have historically improved a film's chances for success.

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***The King of Pot*** explores the true story of Bruce Perlowin, a hippie mastermind with a messiah complex, who turned a spiritual mission into the biggest drug smuggling empire the West Coast has ever seen.



***"IF I COULD DO  
IT ALL OVER  
AGAIN, I'D DO  
IT ALL THE  
SAME"***  
-BRUCE  
PERLOWIN

It starts with one puff. BRUCE PERLOWIN can see it. His mind expanding. Enlightenment. It's clear. He wants to share this feeling with the world.

It's the late 60's. Nixon is sworn in, America opens its eyes to the Vietnam War, Martin Luther King, Jr. and Robert F. Kennedy have been assassinated, and Apollo 6 circles the moon. The world is changing and Bruce believes he's found the key to enlighten the minds of everyone and with it bring world peace. It's marijuana. It may sound like the rantings of a stoned twenty year old -- it kind of was -- but this eccentric baby-faced genius was about to make history.

As Bruce fantasizes of escaping his father's boring furniture business to go to India for ten years to work on his enlightenment, Bruce's friend desperately asks him to help him dispose of a bale of weed. This is it. His opportunity to start his marijuana rebellion. Backed by his hot-headed, hippie bashing, brother, CRAIG, and his all too eager band of childhood friends, Bruce becomes the life of college parties throughout Florida. Spreading his marijuana gospel everywhere he goes. Bruce isn't afraid of the DEA -- being too clever for his own good -- but gaining the disapproval of his strait-laced Jewish father.

Bruce gains a huge following of believers in his mission, including the devilish wild-child DIANE and a dangerous ring of smuggling brothers who want to use his potential. Unaware of the danger, Bruce partners with the ring and finds himself thrust into the profitable but dark side of smuggling. Drugs, violence, and hit jobs from within the ring over souring deals, Bruce is feeling the world closing in on him. What's more, Bruce involved his father's business into the operation by secretly laundering money out of the new branches he built. Fearing for the lives of his crew and growing family, Bruce needs an escape plan. He needs a place away from

*"IF YOU BRING  
A LOAD OF FISH  
INTO FLORIDA  
EVERYONE  
THINKS IT'S  
POT, IF YOU  
BRING A LOAD  
OF POT INTO  
CALIFORNIA  
EVERYONE  
THINKS ITS  
FISH."  
-BRUCE  
PERLOWIN*

Cocaine Cowboys, warring brothers and unceasing violence to realize his dream marijuana enterprise.

Assuming the fake identity of a novelist, Bruce hires a research firm to get information on where the fewest drug busts happen in the U.S. Hello, San Francisco. Meet Bruce Perlowin.

With a warrant out for his arrest, it's his one shot to go. Scrambling to sell off his assets before they're seized, Bruce must finally come clean to his father. Bruce tells his father of his dream and how he'll give him everything back plus more, but his father wants nothing more to do with him. Though things haven't been great with Diane, he knows that she'll come with him, but she tells him she's done. She's met someone else who can offer her the stable life she wants for her and their son.



Starting from scratch Bruce and his team get to work building the new business - using the latest technology, forming an intelligence force that rivals the Pentagon, hiring a fleet of out of work fishermen to smuggle the marijuana in, and a deal with the fierce Colombian cartel. It's ambitiously ridiculous, but he manages to do it and all without guns. Bruce also begins rebuilding his personal life when he meets the gentle yet passionate BECKY who not only believes in his dream but believes in him.

Millions of dollars begins sailing right under the Golden Gate Bridge. He's using the criminal system to spread enlightenment, restore the livelihoods of a fishing community, and bring prosperity to whole villages in Columbia. It feels good and he starts to wonder how far he can push it.



Bruce's spiritualism begins to bend to the pressure, his relationships, and the thirst for power. As Bruce's wealth begins to know no bounds, the line between good and evil begin to blur. He goes too far, using his smuggling operation to kidnap his son in Florida.

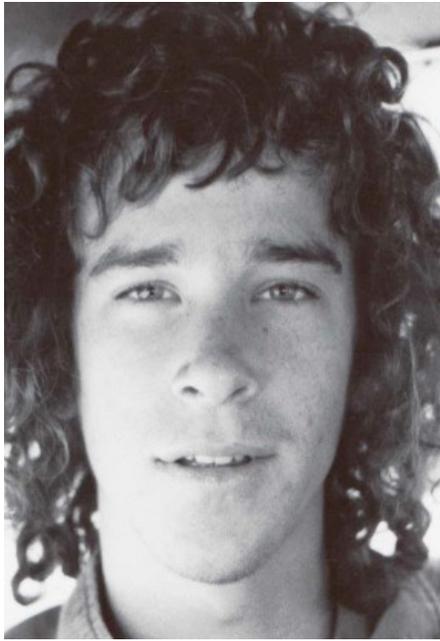


With his father, two marriages and two chances to be a father lost, Bruce is forced to come face-to-face with the losses he's stacked up. His humble disciple identity has become a full blown messiah complex, further enhanced by a growing Percodan addiction used to help him cope. He has to get out. Somewhere he can focus on his own enlightenment once again. Being buried alive by his own creation, Bruce accidentally leaves his notebook detailing his operation in a Denny's restaurant. Armed with Bruce's notebook -- subconsciously left behind or not -- Bruce is taken down. Unwilling to give up anyone in his operation, Bruce gets 15 years in prison. When the Columbian cartel ask if he wants them to break him out, he tells them no. He is at peace. It may not be India but he got his time and isolation to work on himself and plan his return. He wants to do it all again, but this time legally.

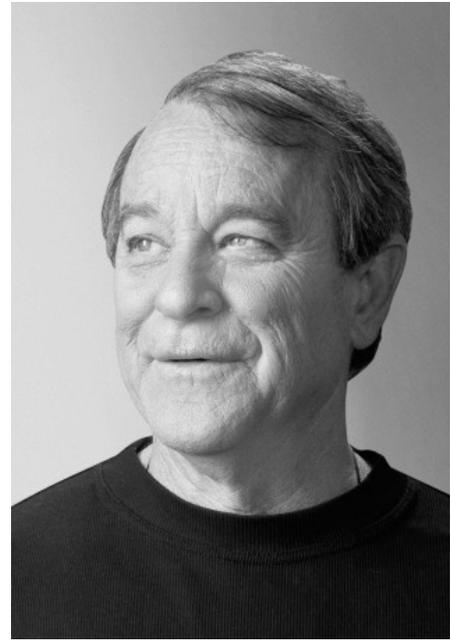


***"THE ORGANIZATION GOT TOO BIG. THAT WAS ONE OF MY PRIMARY MISTAKES. YOU DON'T RUN THE ORGANIZATION, THE ORGANIZATION RUNS YOU. I GUESS I COULDN'T SAY NO TO MYSELF. I WAS ADDICTED TO THE LIFESTYLE, ADDICTED TO THE STRESS, ADDICTED TO THE GREED."***

***-BRUCE PERLOWIN***



## EPILOGUE



A counterculture hero following his arrest, Bruce’s notoriety increased again just prior to his release from prison when he published his resume in newspapers nationwide under the headline: “Ex-Marijuana Kingpin Needs a Job.” As a result, Bruce was overwhelmed with job offers. In the end, he decided to continue an entrepreneurial path in sales and marketing.

In the early '90s, Bruce co-founded Globalcom 2000, a company that specialized in a little known emerging market: prepaid phone cards. Globalcom’s 7-11 brand became the first phone card in the U.S. with a non-telecom corporate logo, and the company grew rapidly worldwide.

During the past three decades, Bruce has carved a name in the network marketing industry. He holds world records for receiving the biggest marketing commission check in history and for opening 187 training centers around the world in only nine months— long before Internet or email marketing became mainstream.

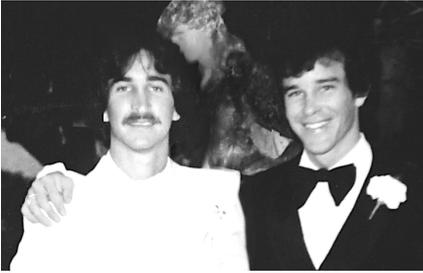
In 2009, Bruce returned to the marijuana industry and co-founded Medical Marijuana Inc. (MJNA), the first publicly traded company in the emerging medical marijuana industry. Bruce went on to found Marijuana Inc., later renamed Hemp, Inc., which sells products such as rope, hemp protein and biodegradable hemp plastic. Bruce is currently the CEO of Hemp, Inc.

His passion for life and love of people keep Bruce actively engaged with tens of thousands of his supporters through Facebook and Twitter. His speaking engagements allow him to touch hundreds of thousands more each year. Bruce’s relationship network is a major asset in the marketing of this film.

Bruce’s vision, marketing skills, infectious enthusiasm, charm and insatiable desire to help others have opened up a world of opportunities to those he touches. There is no zero-sum game here—the pie just keeps getting bigger for everyone.

# THE CHARACTERS

## CRAIG PERLOWIN



### **The hot-head, the wild card, the protector.**

With the prodigal first son, Bruce, Craig has always had less pressure thrust upon him. Where Bruce is the golden child, Craig has always been expected to fall short of his brilliant older brother. Though Craig might struggle with his brother on how to do things, Craig knows he never fell short in Bruce's eyes. Idolizing Bruce, there would never be anyone more fiercely loyal, but when his brother loses his own way, does Craig have it in him to guide Bruce back?

## BRUCE PERLOWIN



### **The legend, the prophet, the lover.**

Bruce is a master-mind that is born ahead of his time. He knew pot should be legalized but wasn't going to let the law stop him from his spiritual mission. Bruce's boyish looks and crazy ideas made it hard for people to immediately take him seriously, but his preacher like way with words had people falling in line behind him. His love for everyone made him charming, but when that same enthusiastic infatuation is turned to someone new, it made the women and his crew feel like they were less important.

## BECKY PERLOWIN



### **The brave, the free-spirit, the one.**

Just like Bruce, Becky was born out of her time. She dreamed of flying like one of the pioneers before her. She believed in Bruce, not because of his way with words, but for her ability to see who he really was. Becky has a way that makes people understand they can't bullshit her. This causes her to butt heads with Bruce's crew. She's smart and morally centered, which both steers Bruce from harm and causes a rift when he's too far gone.

## THE TEAM

The project has attracted the attention and support of talented filmmakers, including producers of *Need for Speed*, *Public Enemies*, and *Pearl Harbor*, as well as the writer of the screenplays for *Bad Boys*, *Wise Guys*, and *Midnight Run*.

### **GEORGE GALLO** - Writer

In 1982, with several screenplays under his arm and less than \$800 in his pocket, George Gallo moved from Mamaroneck, New York, to Los Angeles. Four years later, his first script, *Wise Guys*, was produced, and he became one of the most sought-after screenwriters in Hollywood. His best-known films were international box-office smashes: *Midnight Run*, starring Robert De Niro and Charles Grodin, and *Bad Boys*, starring Will Smith and Martin Lawrence. He went on to write the critically acclaimed film *29th Street*, starring Danny Aiello and Anthony LaPaglia, and *Middle Men*, starring Luke Wilson and Giovanni Ribisi.

### **BILLY FRANK** - Producer

Founding his company, Make It Happen Productions, in 1994, Billy has been acknowledged by winning numerous awards for design, story, and execution for major networks, brands, and studios. Early in Billy's career, he worked at Dick Clark Productions on many hit syndicated shows. He worked closely with Leslie Moonves on creative content that assisted the sales of CBS's *Survivor* and executive produced the main title open for *The Tonight Show with Jay Leno*. Later, partnering with Bank of America and the Australian Tourist Commission, he produced the 35mm multi-award winning film, "The Australia Experience," for the international launch of the Olympic Games and was the segment producer on the Oscar-winning film, "Seabiscuit." Currently, in film development at MIHP, Billy is producing the documentary of the Los Angeles Watts Rebellion of 1965, the story of a community coming together after the famous Watts Riots, and he is working with the family of Blues legend, B.B. King, to produce his biopic.

### **TODD DENKIN** - Producer

Todd rose from the talent department to become the staff producer of the largest ad agency in Miami, where he produced thousands of commercials with William Shatner, Pat Riley, Dan Marino, Mike Tyson and many others. Todd Denkin has worked with companies such as Dick Clark Productions, Barris/Guber-Peters, Nickelodeon Network, Disney/MGM Studios and Time Warner. Todd has worked on projects for ABC, NBC, CBS, ESPN, MTV, syndicated shows, music videos, and hundreds of local, regional and national commercials. Most recently he has transformed Digipath Inc. from a public digital pathology company into a leader in the cannabis lab testing market. Todd also founded TNMNews Corp. (The National Marijuana News), a media company covering the impact cannabis has on our society from a social and cultural perspective as well.



AERIAL VIEW OF ENTRANCE TO SAN FRANCISCO BAY AND GOLDEN GATE BRIDGE  
 ... Perlowin said he monitored Coast Guard movements from a vantage point in this area.

# Marijuana Smuggler Tells How He Built \$500 Million 'Company'

By Alex Hulanicki  
 Herald Staff Writer

©1986, Monterey Peninsula Herald Co.

(Last of a three-part series)  
 "Hi, this is Bruce."  
 It was a friendly voice on the telephone — the voice of a man who stands but 5-foot-6 and weighs 140 pounds, wears the beard and pony tail of a 1960s flower child, practices yoga and eats only healthy, "non-junk" foods.

It is also the voice of a man who headed a ring that illegally imported marijuana with a street value of more than \$500 million, a ring described by federal authorities as one of the "largest narcotics trafficking organizations in the country."

The Herald had left a telephone message for Bruce Perlowin's attorney so that an interview with his client could be arranged. But before the attorney could return the call, Perlowin had intercepted the message. He was calling long distance from the pay phone at the San Francisco County Jail where he was being held as a federal prisoner.

That's how Perlowin is. He doesn't waste any time. He gets



things done, no matter where he is or what he has to do in terms of persuasion, coercion or psychological tactics, all desirable attributes for a man who ran an organization referred to as a "Fortune 500" company by a federal prosecutor.

And they are all tactics Perlowin admits he used to find participants in the smuggling ring, which included a dozen Monterey County men and several Moss Landing fishing boats.

Although he is currently serving a 15-year sentence in Pleasanton Federal Correctional Institution, he is able to keep contact with journalists, former members of his ring

and with his sister-in-law, who transcribed interview tape recordings for him and sent out his greeting cards at Christmas.

He's likable, appears to be outgoing, sounds extremely organized and intelligent and has some goals for the future. Right now, he's studying for doctoral degrees in psychology, nutrition and criminology through a correspondence course at a Texas college. He teaches yoga classes to other inmates and is writing a book. And, when interviewed by The Herald, he talked for six hours about his "company."

(Continued on page 5)

## IMPORTANT INFORMATION CONCERNING THIS INFORMATION MEMORANDUM

This Confidential Private Information Memorandum (the "Memorandum") is being presented to interested parties who may wish to invest in a motion picture The King of Pot, by 8 Year Entertainment (the "Company"). The purpose of this Memorandum is to assist the recipient in determining the suitability of this type of investment. This document does not purport to be a sales document or to necessarily contain all the information that a prospective investor may desire to determine the appropriateness of investing in the Company. The information contained in this Memorandum should be used only in evaluating the merits and risks of the transactions described herein. By receiving this Memorandum, you agree that you will not disclose this information to anyone other than your advisors without consent of the Company.

## NOTE REGARDING FORWARD-LOOKING STATEMENTS AND INDUSTRY DATA

This Memorandum includes forward-looking statements. All statements contained in this document other than statements of historical facts, including statements regarding the Company's future results of operations and financial position, the Company's business strategy and plans, and the Company's objectives for future operations, are forward-looking statements. The words "believe," "may," "might," "estimate," "continue," "anticipate," "intend," "expect," "could," "can," "plans," "possible," "potential," "predicts," "targets," "objectives," "goals," "seeks," "should," "will," "would," and similar expressions are intended to identify forward-looking statements.

The Company has based these forward-looking statements largely on the Company's current expectations and projections about future events and financial trends that the Company believes may affect the Company's financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties, and assumptions. In light of these risks, uncertainties, and assumptions, the future events and trends discussed in this memorandum may not occur, and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

THERE IS NO ASSURANCE THAT ACTUAL EVENTS WILL CORRESPOND WITH SUCH ASSUMPTIONS. FUTURE RESULTS AND INVESTMENT RETURNS ARE IMPOSSIBLE TO PREDICT, AND NO REPRESENTATION OR WARRANTY OF ANY KIND IS MADE BY THE COMPANY OR ITS MANAGEMENT RESPECTING THE FUTURE ACCURACY OR COMPLETENESS OF, AND NO REPRESENTATION IS TO BE INFERRED FROM, SUCH PROJECTIONS AND FORWARD LOOKING STATEMENTS.

	<p>2018</p>
<p>8 YEAR ENTERTAINMENT, LLC</p>	