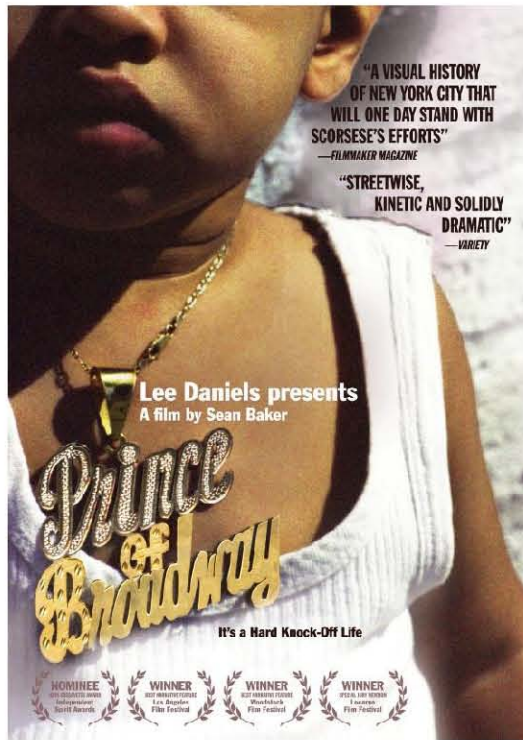


LEE DANIELS PRESENTS PRINCE OF BROADWAY

A powerful street drama from the producer of Precious

- Lee Daniels, producer of *Precious*, presents this NYC street drama which ran theatrically in top markets including NY, LA, San Francisco and Chicago.
- PRINCE OF BROADWAY earned:
 - An 87% fresh rating on Rotten Tomatoes
 - Rave reviews from *The New York Times* and *Village Voice*
 - Inclusion as one of *LA Times*'s Top 10 Films of 2010
- The film won 11 festival awards, including:
 - Best Dramatic Feature at the LA Film Festival
 - Best Feature at the Woodstock Film Festival
 - nomination for the John Cassavetes Award at the Independent Spirit Awards
- Facebook ad campaign to target fans of Tyler Perry (5MM), *Precious* (433K), *Hustle & Flow* (107K); PR and marketing outreach to urban outlets.



SYNOPSIS PRINCE OF BROADWAY is the story of Lucky and Levon, two men whose lives converge in the underbelly of New York's wholesale fashion district. Lucky, an illegal immigrant from Ghana, makes ends meet by soliciting shoppers on the street with knock-off brand merchandise. Levon, an Armenian-Lebanese immigrant, operates an illegal storefront for counterfeit goods. Lucky's world is suddenly turned upside down when a woman appears, insisting her toddler is his son. While Lucky copes with his new domestic dilemma, Levon struggles to save a marriage that is falling apart. As much a brutal drama as a tender comedy, PRINCE OF BROADWAY reveals the lives of immigrants in America seeking ideals of family and love, while creating their own knock-off of the American Dream.

PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$26.95 U.S.
 FORMAT: DVD Single
 PACKAGING: Amaray
 LENGTH: Approx. 100 mins + extras
 GENRE: Drama/Urban
 YEAR: 2008

LANGUAGE: English
 COLOR: Color
 WIDESCREEN: TK
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

TRAILER: <http://www.princeofbroadway.com/trailer>

COMP TITLES



PRECIOUS



HUSTLE & FLOW

FLATIRON FILM COMPANY