

# POVERTYWORKS PRESS

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## FILMMAKERS TELL ALL BOOK, BANKRUPTS DISTRIBUTOR.

Polychrome Pictures files bankruptcy over Vincent Rocca's book REBEL WITHOUT A DEAL.

David vs. Goliath: How one Indie Filmmaker's Tell-All Book Leads Movie  
Distributor to File Bankruptcy.

HOLLYWOOD, CA (January 11, 2010) – REBEL WITHOUT A DEAL chronicles the real life adventure of how Vincent Rocca made his first movie in five days for \$11,000, landed and lost a multi-million dollar deal with both Warner Bros. and National Lampoon, later reviving Warner Bros. through Polychrome Pictures to release the movie on home video and gross over one million dollars.

Mr. Rocca had a deal with National Lampoon to present his film KISSES AND CAROMS, "The deal was worth tens-of-millions, but Polychrome Pictures attorney Arnold 'Arnie' Holland grossly mishandled Lampoon and ultimately killed the deal," claimed Rocca. "KISSES AND CAROMS became tainted. Other distributors wondered why Lampoon dropped it. In the end, the only distributor I could get to touch KISSES AND CAROMS was Polychrome Pictures."

Rocca was waiting to release REBEL WITHOUT A DEAL until he received all revenues from Polychrome Pictures, but once they started ignoring Rocca's attorney over the debt he knew it was time to unleash the book. "At that point I posted some pretty incriminating stuff on KissesAndCaroms.com, including statements and checks. Once you start sharing that stuff with other filmmakers, the cat is out of the bag," said Rocca.

News of the book circulated quickly. Fearing its ramifications, filmmakers quickly filed lawsuits in hopes of recovering money prior to the release of REBEL WITHOUT A DEAL. "I also sued Polychrome Pictures but principal Geno Taylor filed bankruptcy days before in an effort to avoid facing me in court. Geno Taylor knew REBEL WITHOUT A DEAL would completely destroy them," says Rocca. "No other filmmaker would sign with Polychrome Pictures if they knew how they killed a multi-million dollar deal."

"Over the last three years Polychrome Pictures grossed \$4.7 million. Do the math, their overhead is miniscule, they didn't pay any filmmakers, that's pure profit. Today they are only \$700,000 in debt, so why else would they file bankruptcy? It's clear, the only reason is REBEL WITHOUT A DEAL."

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