

March 9, 2009

Bruce Isacson, Lionheart Films  
(626) 675-3335 cell  
Lionheartmovies@aol.com



Dear Bruce,

We are honored to come along side you and lead the marketing of *South Dakota*, working with you, your team, and your distributor to bring this important film to the world.

Having now seen the latest version of the film, and met personally with you to discuss it, I am confident *South Dakota* is on track to becoming an important, engaging, commercially viable movie.

My staff and I have a deep interest in the subject matter in your movie, so we are particularly drawn to this project. But more importantly, I think we're positioned well to market this film.

For the benefit of your partners who may not know who we are, Motive Entertainment ([www.motiveentertainment.biz](http://www.motiveentertainment.biz)) is a marketing and content creation company focused on serving niche audiences.

Motive designed and executed the grass roots marketing campaign for Mel Gibson's *The Passion of the Christ*. The campaign was called "A milestone in modern culture" by the *Los Angeles Times*, "A textbook study in both high-profile and below-the-radar marketing" by *Advertising Age* (which named Motive one of the Top 50 Marketers of the year), and "Brilliant" by the *Associated Press* and *Washington Post*. *The Passion* earned over \$600 million in worldwide box office.

Motive has subsequently managed major grass roots marketing campaigns for the Tom Hanks/Robert Zemeckis film, *The Polar Express*, the record breaking Walden Media/Disney epic, *The Chronicles of Narnia*, and the unexpected hits *Rocky Balboa*, *Expelled* and *The Secret Life of Bees*.

Motive's strategies are based on a unique system of highly effective marketing "formulas" that connect with consumers at a deeper, cause-based level; an approach which we call "motive marketing". Using these techniques, Motive's campaigns have helped deliver an average box office return of more than 230% above the cost of production budgets.

Our clients include Disney, Warner Bros., Universal, Fox, Vivendi, New Line, MGM, and Paramount.

We are hopeful that our efforts will help bring success to all involved.

Sincerely,

A handwritten signature in black ink that reads 'Paul Lauer'. The signature is fluid and cursive, with the first name 'Paul' being more prominent than the last name 'Lauer'.

Paul Lauer  
Motive Entertainment