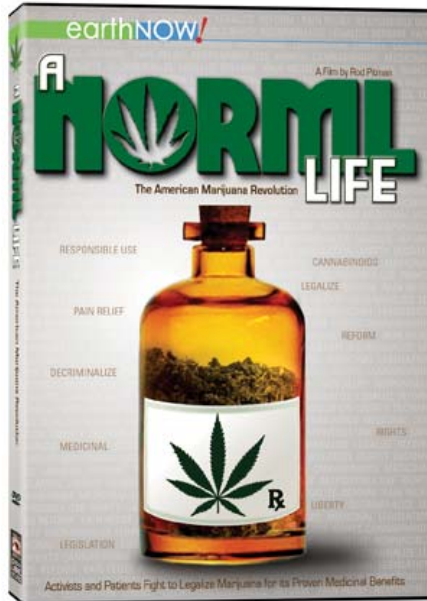




A NORML LIFE



A NORML LIFE chronicles the state of medical marijuana in America through interviews with patients, caregivers, activists and doctors. The filmmakers visit locations such as California, Oregon, Washington and Washington, D.C. where cannabis medicine is being regulated for patients. Many interviews were made at Seattle's Hempfest 2010 and at recent NORML (National Organization for the Reform of Marijuana Laws) conferences.

NORML has advocated the decriminalization of cannabis for over 40 years. Its founder, current leaders and nationwide chapter representatives describe the patchwork of state and municipal laws that allow medical marijuana, while the federal government still regards cannabis as a dangerous narcotic. Voters in the US are increasingly

recognizing the positive aspects of accepting and controlling medical marijuana in their communities for its medicinal benefits, as well as for its potential to generate needed tax revenue.

Interviews with doctors who treat and patients who suffer from physical and debilitating conditions explain that pharmaceutical medicines are often ineffective and produce dangerous side effects to their conditions. Most turn to cannabis in desperation only to discover pain and psychological relief, physical improvement and often a reversal of pathology. U.S. and international clinical studies contain overwhelming positive evidence that the numerous cannaboid compounds found in marijuana have constructive properties and may be the key to the future of the plant as a medicine.

A documentary on the current state of medical marijuana in America. Personal stories from patients, doctors and caregivers verify its medical effectiveness while leading activist rally support to end prohibition.

Educational, Public Performance Rights (PPR) and Grassroots Sales Programs – Cinema Libre Studio offers many different ways to help you share the film with your friends, family and community.

I. Buy A NORML LIFE on DVD: \$19.95

- a. <http://store.cinematlibrestudio.com/anormllifedvd.html>
- b. This DVD is for private use only.

II. BRING THE FILM TO A THEATER

- a. Call, email, and speak to the staff at your local art house theatre and let them know you are interested in seeing this film.
- b. Have your local theater contact screening@cinematlibrestudio.com.

III. ORGANIZE A SCREENING

- a. **PUBLIC PERFORMANCE RIGHTS (PPR: 150-300 people)**
 - A. \$250 – College/University/Other
 1. Vs. 50% if admission is charged



2. <http://store.cinematlibrestore.com/ppr-norml-uni.html>
- B. \$150 – Non-Profits/K-12/Public Libraries
 1. Vs. 50% if admission is charged
 2. <http://store.cinematlibrestore.com/ppr-norml-npk12.html>

IV. BRING THE FILM TO YOUR UNIVERSITY OR SCHOOL

a. EDUCATIONAL DVD (Classroom Use ONLY)

- A. \$250 – College/University/Other
 1. Cannot be used for Public Screening unless additional rights are purchased.
 2. <http://store.cinematlibrestore.com/edu-norml-uni.html>
- B. \$150 – Non-Profits/K-12/Other
 1. Cannot be used for Public Screening unless additional rights are purchased.
 2. <http://store.cinematlibrestore.com/edu-norml-npk12.html>

V. SHARE THE FILM WITH YOUR GROUP OR ORGANIZATION

a. GRASSROOTS SPECIAL (DVDs + Screenings; All Sales Final)

- A. \$100 – Buy 10 DVDs at \$10 each and CLS will waive 1 PPR for audiences up to 25 people.
 1. <http://store.cinematlibrestore.com/special-norml-1.html>
- B. \$200 – Buy 25 DVDs at \$8 each and CLS will waive 1 PPR for audiences up to 150, no admission charged.
 1. 150-300 people, add'l \$50 PPR
 2. <http://store.cinematlibrestore.com/special-norml-2.html>
- C. \$350 – Buy 50 DVDs at \$7 each and CLS will waive one (1) PPR for audiences up to 300, no admission charged.
 1. <http://store.cinematlibrestore.com/special-norml-2.html>
- D. \$600 – Buy 100 DVDs at \$6 each and CLS will waive 1 PPR for audiences up to 300, no admission charged.
 1. <http://store.cinematlibrestore.com/special-norml-2.html>

VI. SELL THE FILM

a. BECOME A WHOLESALE ACCOUNT

- A. Contact: sales@cinematlibrestudio.com

b. BULK SALES – For approved non-profits and activists (All sales are final.)

- A. \$200 – Buy 25 DVDs at \$8 each.
- B. \$350 – Buy 50 DVDs at \$7 each.
- C. \$600 – Buy 100 DVDs at \$6 each.
- D. Contact: sales@cinematlibrestudio.com

VII. PROMOTIONS

a. AFFILIATE PROGRAM

- A. Support the films and make money at the same time! If you have a website, you are eligible to join one or many of our affiliate programs. By placing a special code and banner ad on your website, you can earn 12.5% of all DVD sales that come through your website directly to the distributor, Cinema Libre Studio. Payments are made through PayPal on IndieClix.
- B. <http://cinematlibrestore.com/affiliateinfo.html>
- C. <http://indieclix.magicrock.com/program/pftj0ZSW/236/>

b. COUPON DISCOUNTS

- A. For bloggers, organizations, individuals, etc., who are willing to promote the film via emails blasts, banners, etc., we can offer coupon discounts (\$3.00 - \$5.00) to their readership.
- B. For details contact: info@cinematlibrestudio.com

VIII. QUESTIONS?

- a. Visit our FAQ at http://www.cinematlibrestore.com/educational_grassroots.html
- b. Or contact sales@cinematlibrestudio.com
- c. More information available at: www.cinematlibrestudio.com