



Contacts: Marian Koltai-Levine, Zipline Entertainment  
(212) 257-6916  
Sun Dee Larson, AMC Entertainment Inc.  
(816) 480-5861

## **NEW DOCUMENTARY - *TEN9EIGHT* - ANNOUNCES MAJOR CORPORATE PARTNERSHIP WITH AMC ENTERTAINMENT INC. ®**

### **AMC TO RELEASE FILM DURING GLOBAL ENTREPRENEURSHIP WEEK**

| Boston, MA – October 13, 2009 – 50 Eggs Films today announced a major partnership with **AMC Entertainment Inc. (AMC)**, which will exclusively release the production company’s newest film ***TEN9EIGHT: Shoot for the Moon*** during **Global Entrepreneurship Week**. The film is expected to draw national and international attention to its message about the life-changing power of teaching entrepreneurship to kids from the inner city. ***TEN9EIGHT***, whose title refers to the fact that every nine seconds a kid drops out of a U.S. high school, is especially timely in the midst of two simultaneous crises: an economic recession, in which entrepreneurship skills are especially valuable, and a dropout crisis, in which ways must be found to engage youth.

The film, which is produced and directed by award winning filmmaker, Mary Mazzio, chronicles the inspirational stories of several teens from low-income communities – many of whom are on the bubble: on the verge of dropping out, joining a gang, or worse.

But then – sometimes by happenstance - these students enroll in a course at school - an innovative program that teaches these students how to become entrepreneurs. They learn how to read a balance sheet. How to start a business. 24,000 of these students, from Harlem to Compton (and all points in between) then enter a nationwide business plan competition run by the Network for Teaching Entrepreneurship (NFTE). And what they learn along the way profoundly changes their lives and destinies.

With an unprecedented level of support for a documentary film, **AMC Entertainment Inc. (AMC)** will exclusively release the film on Nov. 13 at 15 theatres in eight markets (New York City, Los Angeles, Atlanta, Boston, Chicago, Miami, Washington, DC and Kansas City). AMC will also offer a free screening on Nov. 12 in each market for teachers and their students.

“We are delighted to partner with 50 Eggs Films to offer ***TEN9EIGHT*** exclusively to our AMC guests,” said Robert J. Lenihan, President of Programming for AMC. “The film’s message of entrepreneurship as a vehicle for keeping students in school is a powerful one, and we believe the film has the potential to positively influence every child that sees it.”

A partnership with AMC was a natural fit, as AMC features a program dedicated to specialty film called AMC SELECT. The program is undergoing a retool which is being spearheaded by Nikkole Denson, Vice President, Specialty and Alternative Content for AMC.

“Our AMC SELECT program, available in about 80 theatres, guarantees we will feature one specialty film in the designated theatres 365 days a year,” said Denson. “We remain committed to independent film and this partnership with 50 Eggs Films is an example of our continuing commitment.”

Screenings of the film will also be a centerpiece of **Global Entrepreneurship Week** (November 16-22), a Kauffman Foundation initiative. The Week is an international celebration involving thousands of organizations around the globe that will hold events to inspire, connect, mentor and engage young people and encourage them to pursue entrepreneurial ideas and opportunities.

“*TEN9EIGHT* delivers an inspiring message about the power of entrepreneurship and how it can impact a young person’s life, which is what Global Entrepreneurship Week is all about,” said Carl J. Schramm, President and CEO of the Ewing Marion Kauffman Foundation, a sponsor of the film and co-founder of Global Entrepreneurship Week. “As the stories in *Ten9Eight* prove, the entrepreneurial spirit knows no boundaries and can prevail even in the most challenging of circumstances. We are proud to support this wonderful film and help disseminate it around the world.”

The film features the inspirational stories of 35 teenage finalists who arrive in New York City for a grueling day of presentations in NFTE’s national competition. It reveals their talents, their emotions, and their drive as they present their business plans before some of the nation’s most prominent business leaders, including Arthur Blank, founder of Home Depot; Tom Scott, co-founder of Nantucket Nectars; Ralph Schlosstein, co-founder of BlackRock; Wyc Grousbeck, owner of the Boston Celtics, and Kay Koplovitz, founder of USA Network.

The case of Rodney Walker, a finalist in the competition and the narrator of the film, is perhaps the best example. He was put into the foster care system at the age of five – along with his 10 brothers and sisters – and ended up essentially homeless on the streets of Chicago. Rather than joining his brothers in gangs or jail, Rodney was able to forge a better future for himself by learning how to start his own business. Today, he is on the Dean's List at Morehouse College.

“This was a thrilling documentary film to produce,” adds Mary Mazzio, writer and director of *TEN9EIGHT*. “Its message is important for a nation in which 1.3 million students drop out each year and I am both honored and delighted to have AMC Entertainment and Global Entrepreneurship Week as partners as we launch this film. If this movie inspires a single kid to stay in school, then we have all won.”

### **About AMC Entertainment Inc.**

Headquartered in Kansas City, Mo., AMC Entertainment Inc. is a leading theatrical exhibition and entertainment company. With a history of industry leadership and innovation dating back to 1920, the company today serves hundreds of millions of guests annually through interests in 307 theatres with 4,610 screens in five countries.

[www.amctheatres.com](http://www.amctheatres.com)

### **About Global Entrepreneurship Week**

With the goal to inspire young people to embrace innovation, imagination and creativity, Global Entrepreneurship Week will encourage youth to think big, turn their ideas into reality, and make their mark. From Nov. 16-22, 2009, millions of young people around the world will join a growing movement to generate new ideas and seek better ways of doing things. Tens of thousands of activities are being planned in dozens of countries. Global Entrepreneurship Week is founded by the Ewing Marion Kauffman Foundation and the Make

Your Mark campaign. For more information, visit ([www.unleashingideas.org](http://www.unleashingideas.org)), and follow @unleashingideas on Twitter.

### **About 50 Eggs Films**

Mary Mazzio, an award-winning director, is Founder and CEO of 50 Eggs LLC, an independent film production company. Mary wrote, directed and produced the highly acclaimed award-winning films, *Lemonade Stories*, *Apple Pie*, *A Hero for Daisy* and she recently completed *we are BlackRock*. *A Hero for Daisy* was hailed by *The New York Times* as a “landmark film;” “fantastic” by *Sports Illustrated*; “remarkable” by NPR; aired nationwide on ESPN, Oxygen, and WTSN-Canada; and is in thousands of classrooms across the country. *Apple Pie* aired nationwide on ESPN to critical acclaim, and was called “illuminating – told with deftness and emotion... priceless” by *The New York Times*; “heartwarming” by *Los Angeles Times*; “fantastic”- NPR, and “excellent” - CNN. *Lemonade Stories*, which aired nationwide on CNNfn (and which aired nationwide in Latin America, the UK, Israel, the Middle East, New Zealand, and Hong Kong), was the subject of cover stories by *USA Today* (complete with a trailer and photos on *USA Today’s* splash page), *Forbes.com*, *The Christian Science Monitor*, *ABC News.com*, as well as featured on NPR, Bloomberg Radio, and in *Fast Company*.

Mazzio, an Olympic athlete (1992-Rowing), is a graduate of Mount Holyoke College and Georgetown Law School, and was formerly a partner with the law firm of Brown Rudnick in Boston, MA. She has served on a number of Boards of Directors including the Shackleton Schools (which serve high school students in danger of failing in traditional high schools), and Sojourner House (a homeless shelter). She resides in Massachusetts with her husband, Jay Manson, and two children. ([www.50eggs.com](http://www.50eggs.com))

**About the Network for Teaching Entrepreneurship** (NFTE) is an international nonprofit organization that teaches young people from low-income communities to think like entrepreneurs, so they can take control of their futures. Founded in 1987 by Steve Mariotti, a former New York City public school teacher, it originally began as a dropout prevention and academic performance improvement program for students who were at risk of failing or quitting school. Today, NFTE has grown into a comprehensive business education program in 22 states and 12 countries with more than 280,000 graduates and more than 1,500 NFTE-certified entrepreneurship teachers. ([www.nfte.com](http://www.nfte.com))

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