



January 18, 2006

*Note: This newsletter is coming to you from the staff of the documentary film “Into the Wind”, Chris Page, Dave Gorham and Greg Hanneman. It is not an automated email. It is being written by a real person and the “Send” button is being pressed by a real person, as well. You have been added to this newsletter because you know the staff of the movie in one way or another. We hope you enjoy receiving this semi-regular update, but if you would like to be removed from this e-newsletter, or you would like this to be sent to a different email address please reply as such to this email.*

## **Greetings Fans of “Into the Wind”, the documentary film of the sport of powered paragliding!**

Welcome to the first edition of the ITW e-Newsletter. We thought this would be a great way to keep you up-to-speed on our whereabouts and goings-on. And, we thought we would send this letter out to our friends, family, co-workers, investors and others as ITW news accumulated. For us, we thought an e-newsletter might be the most efficient way to bring you the latest from Chris, Greg, Dave and “Into the Wind”.

First, though most of you know about the movie, we should bring you an introduction of not only “Into the Wind”, but the key players, as well.

“Into the Wind” is a documentary film about the sport of powered paragliding. Maybe you’ve already seen some strange looking thing flying along in the sky - is it a plane? Is it a bird? Actually, if there’s a paraglider “wing” above and a motor with propeller strapped to the pilot’s back, it’s a powered paraglider (PPG). As you’ll learn in the movie, PPG’s (also called paramotors) first took off in Europe in the mid-1980s. The equipment was crude in those days. In fact, the motor was very similar to a common leaf blower. Today, like everything else, the sport has evolved and the equipment has become more advanced and more reliable. Remarkably, today’s PPG motors are closely related to those found in high-performance go-carts. Depending on equipment, PPGs can fly for hours at a time, as fast as 25-50 mph depending on wind conditions, and soar to altitudes that would make small aircraft blush: 18,000ft is possible, and just this summer one of the pilots in Galveston, Texas took his rig to 12,000ft! And though still in its infancy in the United States, PPGs are very popular in Europe, and gaining in popularity in Asia, South America, and Africa.

So, about three years ago, ITW’s creator Chris Page, decided to take up the sport. At that time, “Into the Wind” was not even a twinkle in his eye. But those of you who know Chris know he’s always had a movie in him just dying to get out, and it wasn’t long

before he saw an opportunity to make a movie about this young and relatively unknown sport. Before long Chris started taking his camera aloft and brought some great footage back to Earth; the seeds of “Into the Wind” had been sewn.

From there, Chris visualized the concept for the movie: Two friends were just beginning to fly, and he thought it would be good for the movie to document their training. But training alone could be boring, so Chris added the “adventure concept” to ITW and took his cameras with him as he went on flying adventures across the country and Mexico. Chris was fortunate that his production assistant, Greg Hanneman, was able to accompany him on most of his adventures. Greg handled all the ground cameras and, on more than one occasion, provided the voice of sanity (again, if you know Chris, you know it’s good that Greg was on hand!).

Filming for “Into the Wind” took almost a year, and wrapped up in August of 2005. From there, post-production was the priority for Chris and Dave Gorham. With Chris at the helm of the movie editing computer, the two put their heads together and began putting the pieces of the movie together: Sequence, timing, length, music, narration and more occupied most of Chris’s life and was nearly a full-time job for Dave! Chris had created an editing studio in his fourth bedroom in Pearland, Texas and it was convenient that Dave lived in the next town over (Friendswood). Chris’s wife Patty was the final authority, making sure everything Chris and Dave put together made sense and allowed the movie to be as great as it could be.



Backing up the calendar a bit, things got exciting in April, 2005. The Santa Barbara International Film Festival had discovered the ITW web site, and sent an email of encouragement to Chris. SBIFF thought the movie looked exciting, and wanted a rough cut to be submitted by November - just seven months down the road! Already working hard, Chris upped the pace of filming (and later post production) to meet the SBIFF deadline.

On time, a semi-rough cut of “Into the Wind” was submitted to SBIFF. ITW was unofficially accepted while waiting for all other films to meet the same deadline. Rumor has it that more than 2500 films were submitted for approximately 250 slots.

Still with time to make small changes to the movie, Chris and his crew arranged for a private focus group screening of the movie in a real theater located in Clear Lake, Texas just outside of Houston in mid-December. Friends, family, co-workers and everyday people not associated with the project, were all invited and interest was high - within just a short time, the invitation-only showing was more than full, it was BURSTING! There were more than 200 requests for just 138 seats! As you can imagine, it was an exciting

evening! Showing in a multi-screen cineplex at the same time as the opening of “King Kong”, “Into the Wind” had the feel of a real Hollywood premier as our guests arrived, checked their names with the ticket office, and took their seats. The rest of the theater was a-buzz with whisperings of, “What’s going on? What’s ‘Into the Wind’? Can I get a ticket to that?” We had placed PPG rigs in the lobby with pilots standing by to answer questions, so it was really an eye-catching situation and a wonderful evening! ITW posters were handed out after the film and once one autograph was asked for, everybody had to have one! Musicians, crew, featured pilots, the producer, even the narrator took turns with the Sharpie to forever leave our marks on this tiny piece of movie history!

Feedback was collected in the form of survey cards placed in each seat before the screening. Our hope was to get a feel for how objective viewers rated the movie. Many of the survey cards were turned in and many hit on the same subject(s). It was trends that we were hoping to catch, and we certainly did! So, in an unusual move, it was decided to change key elements of the movie, based on the survey responses. If you attended the showing, you’ll be pleased to know your thoughts were well received and changes were made to the beginning, the end and a few places in between. We truly believe your responses have made ITW a better movie, and we can’t wait to show you the finished project.

Later, in December the official word arrived: “Into the Wind” had been accepted to SBIFF and would garner “World Premier” status! Not only is this tremendously exciting for a first effort, but WP status will put ITW in front of the press and movie distributors. In fact, we couldn’t ask for a better situation! Chris, Dave and Greg will attend the two week festival (Feb 2-12) generating interest for the film by day (hanging posters, talking with newspapers and radio stations, maybe even local TV), and schmoozing with Hollywood insiders at night as we try to find a movie distributor who will buy ITW. Our screening times are – Thursday February 9<sup>th</sup> @ 3:30 pm, Victoria Hall Theater, & Saturday February 12<sup>th</sup> @ 4:00 pm, Center Stage Theater. As part of the WP package, ITW will receive platinum passes to all the parties and movies associated with the festival. In fact, we have a small number of guest passes to see “Into the Wind” and if you think you might be able to attend, please notify us ASAP.

Many of you, especially our parents, have asked, “How will you make money doing this?” Very good question. The pie-in-the-sky situation would involve selling worldwide distribution rights to a major distributor. That distributor would then determine if the movie would go into a theater release scenario, or go straight to DVD, or something else. With blossoming PPG participants around the world, it is quite possible ITW could get worldwide distribution! It’s even possible that the staff may be requested to travel and promote the movie, how about that? Still, back to our money - yes, we need to sell ITW to an as-yet unknown distributor. However, it might not go quite that smoothly. Another option or scenario would be self-promotion. If we are not happy with the distributors’ offers, we can opt to manufacture the DVDs ourselves and promote the sales through our web site, magazines, and other venues.

Speaking of money: Chris was very creative in the early stages of forming the company that is behind “Into the Wind”. He provided the opportunity to accept investors as limited partners in ITW, LP. As such, limited partners will share in the profits resulting from the sale of ITW. Of course, up front these limited partners acquired units at \$1,000.00 each.

All money raised in this way has gone to cover expenses, both past and future. Once ITW is sold, and expenses paid, including original investment monies, remaining profits will be shared with investors. We must say, this paragraph is not meant to be the answer-all to your many possible questions about the ins/outs, pros/cons of becoming a limited partner in ITW, LP. However, you should know that we are actively soliciting investors and if you are interested in more information, please email or call for an official prospectus. Investor information is also available on our web site.

We managed to cram an awful lot of information into this newsletter. And though we'll thank you for getting all the way to the end, I think it's safe to say future e-newsletters won't need to cover so much information, so they SHOULD be shorter! But there's another way to stay up on all the latest: "Into the Wind" is now blogging! Yes, we're officially bloggers, and you can check in with us on a nearly daily basis to see what's up. And, of course, with Chris, Greg and Dave hitting the road in just three weeks for SBIFF, we think we'll have a fun blog for you to read as we report from the road! You can find a link to the blog on the ITW web site's homepage.

Thank you for your interest in "Into the Wind", and we appreciate the time you've invested in us (and in reading this newsletter!).

Chris Page, Producer, Director, Editor, Writer.

Dave Gorham, Narrator, Writer.

Greg Hanneman, Production Assistant.

Interesting web sites:

[www.into-the-wind.com](http://www.into-the-wind.com)

Santa Barbara International Film Festival

[www.sbfilmfestival.org](http://www.sbfilmfestival.org)

Houston International Film Festival

<http://www.worldfest.org>

South by Southwest Film Festival (Austin ,TX.)

<http://www.2006.sxsw.com/film>