

PALM PICTURES ANNOUNCES ACQUISITION OF CRITICALLY ACCLAIMED MUSIC DOCUMENTARY

and

INDEPENDENT SPIRIT AWARD NOMINEE

YOU'RE GONNA MISS ME

The Fascinating Story of Rock 'n Roll Pioneer Roger Kynard "Roky" Erickson
And His Struggles With Drug Addiction and Mental Illness

New York, NY (March , 2007) — Chris Blackwell's Palm Pictures announced today it has acquired North American rights to Keven McAlester's directorial debut film **YOU'RE GONNA MISS ME**. Recently nominated for a 2007 Independent Spirit Award for Best Documentary, the film details the rise and fall of rock legend Roky Erickson, whose band, The 13th Floor Elevators, coined the 1960's term "psychedelic rock." The acquisition of theatrical, home entertainment and ancillary rights from the producers and Red Envelope Entertainment were announced today by Lisa Nishimura, General Manager of Palm Pictures and Producers Adrienne Gruben, Keven McAlester, Lauren Hollingsworth, D.W. Harper and Laura Boyd DeSmeth. The deal was brokered for the filmmakers by Josh Braun of Submarine and Roger Kass of RingTheJing Entertainment and by Bahman Naraghi, Head of Red Envelope Entertainment. Sundance Channel and Showtime have acquired first window television rights. Palm Pictures plans for a Summer 2007 theatrical release followed shortly by a DVD home video release.

"Palm Pictures has long been dedicated to bringing audiences the best in documentaries," states Lisa Nishimura, General Manager of Palm Pictures, "Erickson is a cultural pioneer who has influenced three generations of music. We are honored and proud to bring this film to North American audiences."

"We have been looking for a partner who really understood this film," said Bahman Naraghi, Head of Red Envelope Entertainment. "This is much more than just a music documentary and we look forward to working on Roky's story with the whole team at Palm Pictures."

Film Synopsis:

Outside Austin, Texas, a 53-year-old man sits in an apartment with four radios, three televisions, two amps, a radio scanner, and a Casio electric piano playing all at the same time. Loudly. He has three teeth, his hair is matted into one huge dreadlock, and he has a notarized document on his wall declaring himself an alien, "so whoever's putting shocks to my head will stop."

This is the story of Roky Erickson: the manic singer and front man for the legendary band, The 13th Floor Elevators who are considered by many to be the creators of psychedelic music and muse to Janis Joplin. "*You're Gonna Miss Me*," is a disturbingly intimate portrait of an imploding family and the struggle between modernized medicine and religion. Known for his colossal heroine and LSD binges and an ongoing struggle with schizophrenia, Roky has become one of music's legendary tragic figures.

First arrested for carrying one joint of marijuana, Roky enters an insanity plea which lands him in a minimum security mental hospital. After numerous attempts to escape, the state of Texas transfers him to Rusk State Hospital for the mentally ill, where he undergoes a series of implausible shock treatments, leaving this rock virtuoso a scarce whisper of his former self.

Now kept under lock and key by his mother Evelyn---who refuses him any treatment beyond love, prayer, and a view of psychiatry gleaned from the shows that she has seen on television. Erickson becomes the centerpiece of a surreal family struggle and the blank screen onto which those around him project their re-imagined pasts and hopeful futures. www.rokymovie.com

About Palm Pictures

Palm Pictures (www.palmpictures.com) is a leader in the converging music, digital media, theatrical and home video markets, emphasizing a compelling slate of music documentaries, arthouse, independent, foreign cinema, and original audio/visual projects. Palm Pictures was founded in 1998 by Chris Blackwell, an innovator in the entertainment business who founded Island Records, Island Pictures and Island Outpost, and who was inducted into the Rock and Roll Hall of Fame in 2001. Palm Pictures' entertainment properties include a film and music division, Arthouse Films, RES Media Group, sputnik7.com, and epitonic.com. Palm Pictures is headquartered in New York City and London.

About Red Envelope Entertainment

Red Envelope Entertainment is a wholly-owned subsidiary of Netflix, Inc. focused on acquiring new and original content for distribution through the company's online subscription service and other distribution channels that may be of interest (including theatrical, sell-through, rental, online and international). Through the distribution rights it acquires, Red Envelope Entertainment's mission is to expand Netflix's deep catalog of filmed entertainment and offer its subscribers eclectic and high quality content to which they wouldn't otherwise have access, while offering an alternative, national channel of distribution for independent films and entertainment programming. The Red Envelope Entertainment name was inspired by the company's trademark red mailers.

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