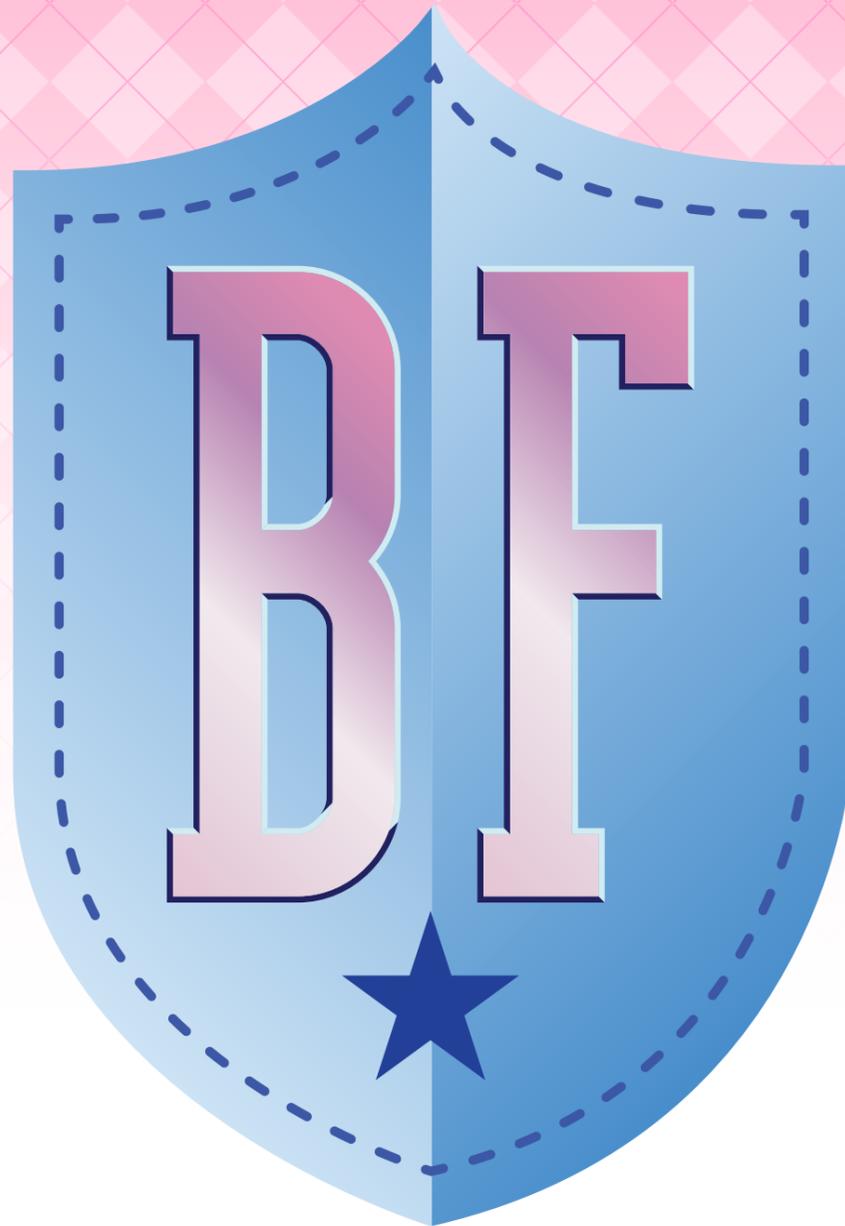




Bella Fama



SYNOPSIS

Bella Fatima is a 17-year-old girl who lives in South Central L.A. with her mom, Luz and little brother, Christian. An incident at home with her mom's boyfriends triggers Bella's resentment and confusion and causes her to run away. Bella finds a place to stay in Hollywood with the help of her best friend, where she befriends her new roommates, and gets a job as a housekeeper for casting director, Blanca Harris. Through a fluke event, Bella finds herself reading for a part in an upcoming Mexican soap opera. The producers love her, and Bella's world will be changed forever.

Bella Fatima



KEY TALENT

LEAD - Stephanie Gerard

Her presence is fresh, modern and full of energy. She has stepped in all types of stages across Mexico and Latin America, from small showcases in shopping centers, night clubs, masive events, tv and radio shows, all the way to the Teatro de La Ciudad located in Mexico, City. She has combined her singing with her acting career, and has appeared in numerous soap operas, plays, commercials and Films.

WRITER - Jason C. Sting

Jason is a bilingual, comedic and dramatic narrative writer. He is currently a staff writer at Nickelodeon, and has written several tv shows for latino networks such as Telemundo, Televis and Mun2.

PRODUCER - Al Bravo

Al Bravo began his career like any other aspiring actor trying to make it big in the industry. He soon found that he had a knack for learning the business. The most formative opportunity for him came in 1996 as a Production Assistant on the set of "The Mighty Morphin' Power Rangers." This sparked a curiosity in Al that helped him realize his potential to make his own films, and has been producing since 2005.

Bella Fama

TARGET AUDIENCE

The new Latino Audience

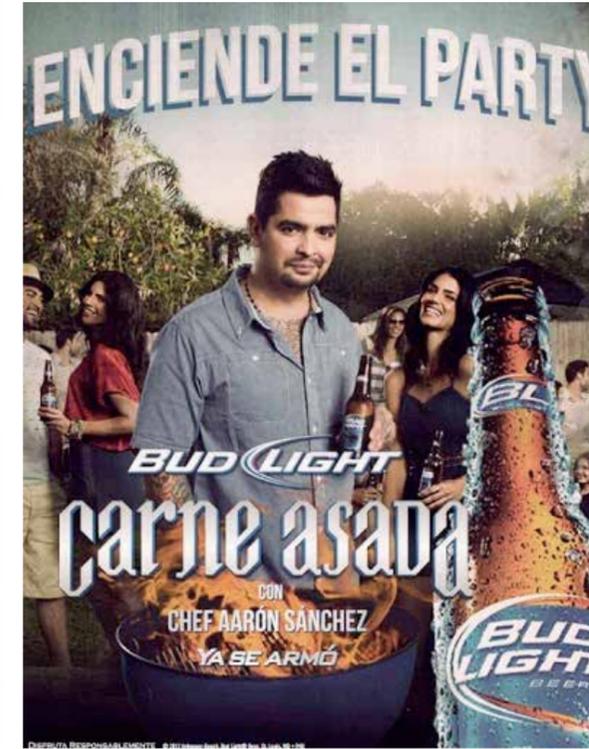
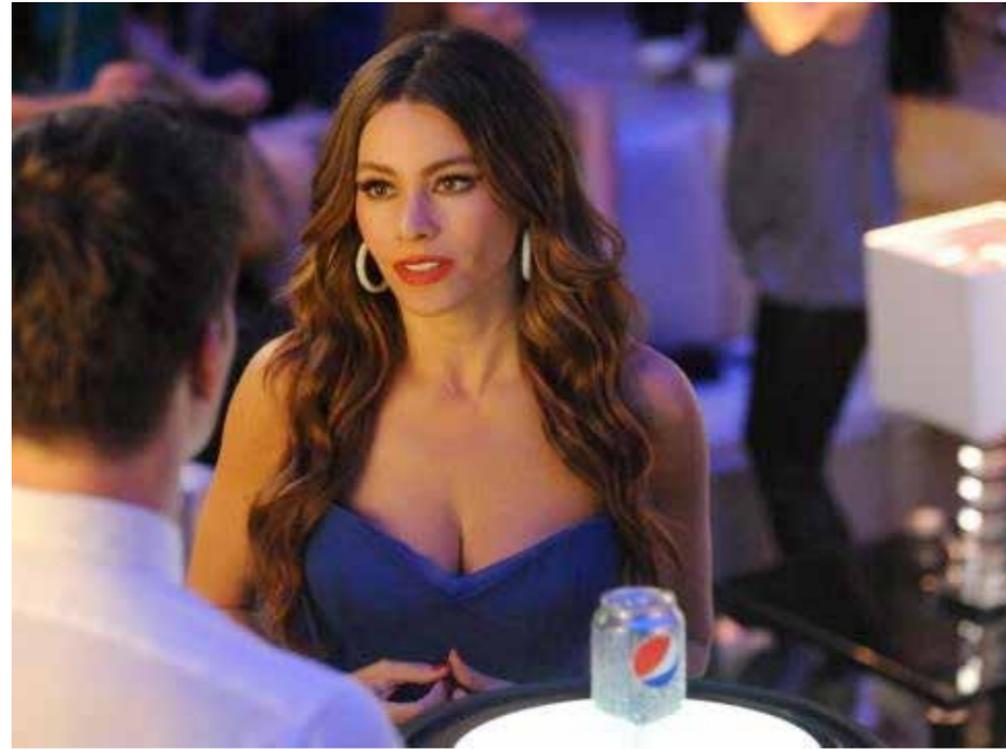
In the world of television, the boom in the Hispanic population is a marketing imperative. The buying power of the Latino market is projected to reach \$1.5 trillion by 2015.

The more that advertisers target this audience, the more compatible programming is created to carry the commercial messages. It's a rush that's happening nationally and locally — on English-language, Spanish-language and bilingual networks.

Recently, Univision ranked as the No. 1 network nationally for the fourth consecutive week and for the July sweeps so far, ahead of ABC, CBS, Fox and NBC among the valued adults ages 18-49 and 18-34. Last week, Univision had nine of the top 20 programs among adults 18-34.

In Denver, as in Los Angeles, Miami and other markets, the Univision affiliate's local newscast regularly beats the ABC, CBS and NBC affiliates' newscasts in the youthful demographics.

Bella Fama



OPPORTUNITIES

Music, Fashion, Technology

Bella Fama offers various exposure opportunities to brands and products. The hispanic market is rapidly growing in the U.S. and it's becoming one of its most spending consumers. By integrating their products and services, prospective brands can tap into this highly sought after demographic and start creating a relationship with them. This is the hidden gold: an upscale, educated audience that responds to brands that speak its language, whether English or Spanish

The core of the Bella Fama story is the many creative talents of the leading character. She's a pop singer living in Hollywood, with highly fashionable roommates that also happen to be early adopters. Characters can be seen wearing the latest fashion and using the newest gadgets by prospective partners.

Bella Fama



COMPANY INFO

Al Bravo Studios

Al Bravo Studios is a company that has evolved over the years just as its dedication to independent filmmaking has. It all started in 2005, when Al Bravo partnered up with Bill Tyus and Paul Foster to form Skyline Films Inc., an independent production company. In the summer of 2005, shooting for their first film, *The Wailer* began. The following year produced 3 more films (including a sequel to their first hit) and a rise in credibility for the newborn company.

In 2007, Al was hired to produce *Gurdian*, a film with a great cast of up-and-comers like Christa Campbell (*Alien vs. Alien*), Shalim Ortiz (*Heroes*), and Jack Donner (*Invincible*). Later that year, Skyline became Al Bravo Studios and partnered with Genext Films to produce both a TV pilot and a film directed by Al entitled *A Day at the Bank*. Armando Araiza, Luis Gatica and the legendary star Armando Silvestre starred in this comedy filled with drama and action.

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Bella Fama