



A U S T I N

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For Immediate release:

Soon, Latinos in America will look at the Silver Screen with a big smile on their English and Spanish Speaking Faces.

Soon, Latinos all over this great nation of ours will scream in unison: "It's about time!!!"

They will scream this in Spanish as well: "Hasta que por fin!!!"

Soon, Latinos will finally get some entertainment specifically targeted to them: Solid, Independent Content with solid independent actors. Not two peso fodder dripping with queso and stinking of overhyped Telenovela.

Finally a company will be born that understands and doesn't undervalue this growing segment of the population, a company that understands that a lot of Latinos here don't speak Spanish, but still love to consume Latino relevant stories. A company that understands that some Latinos here only speak Spanish and love to see Spanish stories created specifically for them.

We even have stories created for all our beloved bilinguals for them in Spanglish!!

Why? Because it's about time someone has the vision to realize that a market like this exists and is valued at more than 800 million dollars in spending power a year! A company that knows that Latinos over index in movie attendance. A company that knows that Latinos love entertainment.

The highest earning radio stations in the Nation? Latino Stations. The highest rated prime time viewership in numbers? Latino Television.

So why not film? And by film we mean film.

Imagine the most powerful Mexican Drug Lord on a mission to bring back his long lost brother from Iraq, gathering a dozen of rogue Mexican Pistoleros (The true Cowboys) and sending them to Iraq to fight a fight they were never meant to fight and with the orders of bringing his brother back alive. Yeah, we have that film.

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Imagine a Latino four year old girl beating a grown man in Chess. Latinos and Chess you say? Yeah! It's Akeelah and the Bee, but about a group of Latino kids in Brownsville and about the man that has turned them into champions. It's on the slate baby.

Imagine a Rich Kid from Mexico City, a "fresa" as they are called, so fed up with the kidnappings and insecurities of the city he calls home that he decides to create a gang of rich, Polo clad Vigilantes on a mission to bring down corrupt cops and kidnapers. Yeah, we have that as well.

Imagine a town in rural Mexico so scary that it makes Silent Hill look like Disneyland. Lo tenemos!

Imagine a story about the Norteño Music Scene and all the Latino Jockeys that make a living everyday racing horses to bring their families across in a place called Retama Park. Right here baby.

Imagine a documentary that for the first time truly shows the horrors of kidnappings in the most dangerous city in the world. (Mexico City) In Association with Matinee Media.

These are just the beginning:

So we are finally here. We officially launch in April. And we are in Austin. Why Austin? Because we wouldn't want to do it anywhere else.

This is not a two penny, let's see what happens operation, this is real and the principals of our company have enough Entertainment Backbone and vision to take us where we want to go.

This is not a "Mexi-can't" operation, as Mr. Tarantino is known to say. This is a Mexi-Can operation.

Fenix Films has risen from the ashes and it's about to put an eternal Latino fire over Austin.

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