

Prism Sets Film Deal With Saban

LOS ANGELES—In the wake of the December dissolution of its five-year video distribution agreement with Paramount, Prism Entertainment has beefed itself up with a six-picture output deal with Saban Entertainment and the addition of four new staffers to Prism's sales management team.

The nonexclusive pact with Saban gives Prism the domestic home video and TV rights to six features to be produced by Saban over the next two years. The "high concept" pictures will have budgets of \$4 million-\$6 million each. Saban International will handle media sales outside the U.S.

The first film covered by the deal is "Chameleon," a thriller now in production about a female serial killer who assumes the personalities of her victims. In preproduction are "The Fare" and "Crosswinds."

On the executive side, Tim Landers joins the Prism sales team as national accounts sales manager. He was previously Midwestern marketing director for Fries Home Video.

Mark Halford has been named Eastern sales manager for Prism, and will be based in Philadelphia. He was most recently regional sales manager for MGM/UA Home Video, and also has held sales management positions at Walt Disney Home Video and Lieberman Enterprises.

Bryan Willis has been appointed Southern sales manager, based in Atlanta. He was previously director of sales/East for MGM/UA, and also covered the South in the past for Nelson Entertainment and Key Video.

Fred Eggink joins Prism as Western sales manager, based in San Francisco. He was Northwest regional manager for MGM/UA Home Video. Prior to that, he was Western regional sales manager for Orion Home Video.

Joe Petrone, VP of sales and marketing for Prism, now oversees all sales to U.S. home video distributors.

CHRIS MCGOWAN

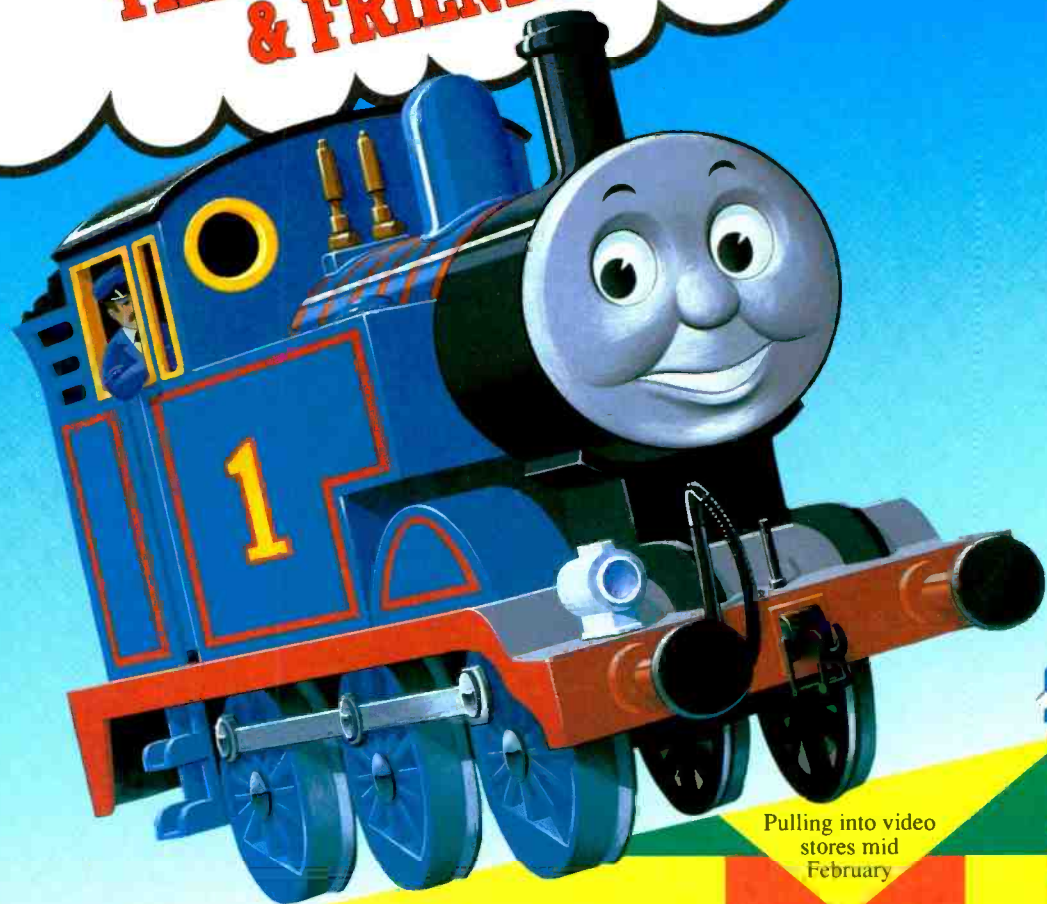
STORE MONITOR

(Continued from page 58)

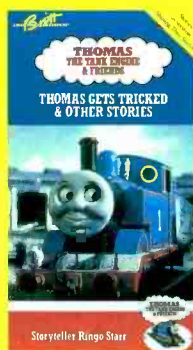
law might affect our deposit policies," says **Mitch Lowe**, president of three-store **Video Droid** in Mill Valley, Calif., and also head of VSDA's **Northern California Chapter**. Lowe is not worried and refers to what he calls a "clear exception" in the law's language that takes care of the common video store requirement for renting videos. Requiring a credit card number is permitted in Section 4 "in lieu of requiring a deposit to secure payment in event of default, loss, damage, or other occurrence." Lowe says, "We cannot put a phone number on a credit card receipt. We cannot put a credit card number on a check. But we can still have the number as part of the customer ID or membership number." **Mike Belote**, lobbyist for the coalition of California VSDA chapters, who works at **California Advocates**, says he sees the new law "as limiting a little" the steps video stores may take to avoid fraud. "Video rental is vulnerable to a strange area of fraud because of the low dollar amount. But it is a problem. We may look into it."

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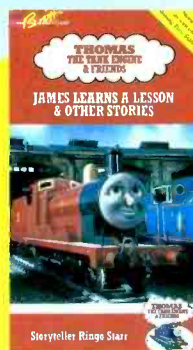
THOMAS
THE TANK ENGINE
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Pulling into video stores mid February



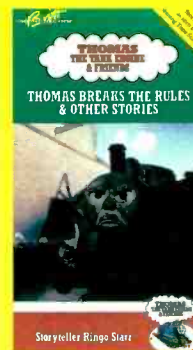
Thomas Gets Tricked & Other Stories
Cat. No. 1201



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Cat. No. 1202



Tenders & Turntables & Other Stories
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