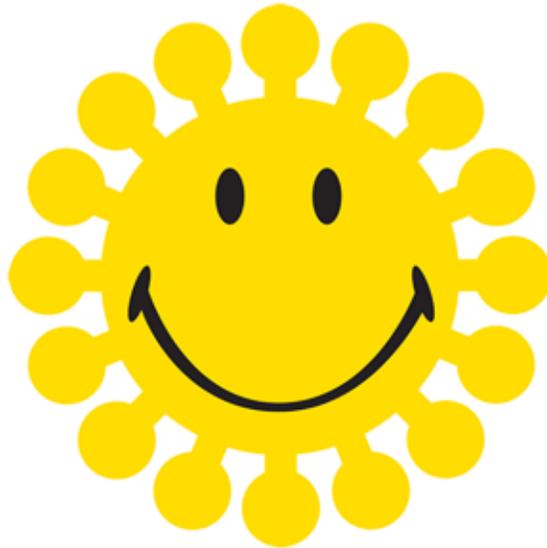


HOW GATHR WORKS

KINDNESS IS



CONTAGIOUS

A BRAND-NEW
MOVIE-GOING
EXPERIENCE



HOW GATHR WORKS

You've heard the buzz about Kindness Is Contagious and a couple of people have mentioned being able to get the film shown in the theater that's a couple of miles from your house. Now you're wondering if it's for real and how the process works, right? Wouldn't it be cool to get a whole bunch of your friends together to check out the movie? Please allow us to introduce you to Gathr, the brand-new movie-going experience that allows you to literally "captain" the movie you want to see, where you'd like to see it and who you'd like to attend.

THE CONCEPT IS CALLED THEATRICAL-ON-DEMAND© AND IT WORKS LIKE THIS:

1. Go to Gathr's link to The Kindness Is Contagious <http://gathr.us/films/kindness> where you select your location and watch the movie trailer.
2. If a screening is already scheduled in your community, or nearby, great! Click on the blue "view screening details" button.
3. If there is no screening scheduled yet, that's great too because YOU get to captain the cause! Click on the green "Gathr a new screening" button.
4. You'll see this screen where you can enter you name and email address, then select a theater location and time for YOUR personal screening!



Gathr™ a screening

MOVIE REQUEST DETAILS

Thank you for choosing to Gathr™ a new screening of:

KINDNESS IS CONTAGIOUS

If we can accommodate your request, you'll be notified that you are now a Movie Captain™ by email*, and we'll send you a link to your screening page so you can take the lead in promoting it!

First, we need a few more details from you.

* Required fields.
* Please note: Only registered users will have their name of choice displayed as the Movie Captain™.
If you would like others to know that you or your group/organization is hosting this screening, make sure you register as a user, first!

It's Easy!

1 ABOUT YOU 2 LOCATION 3 TIME 4 CONFIRM

CAPTAIN YOUR OWN SCREENING!

We make it so easy with theatrical-on-demand. Four steps and then we'll do the rest! Then once you become a new captain, you can begin to put your super powers to work to get people in your theater seats.

5. Once your request has been approved, you'll get an email confirming you as a Captain for The Anonymous People and you'll get a link to begin promoting the specifics of your screening.

THINGS TO REMEMBER:

- Gather screenings (even yours!) can only happen if a minimum number of people buy tickets before a certain date. The minimum reservation number depends on several different things like the day of the week, time of day, location, and theater requested. Keep in mind that weekend screenings typically require a higher number of minimum reservations than those during the week. Makes sense, right?
- On the screenshots below, let's look at a few numbers:

TICKETING

WED, AUGUST 28, 2013
AT 07:30 PM

Quite a bit to go. Let's do this.
Reservation quota has not been met!

\$10

RESERVE
your ticket(s)

HOW DOES THIS WORK?

RESERVATIONS: **0**

DEADLINE IN: **7** DAYS **6** HOURS

STILL NEEDED TO TIP: **50**

59 MINUTES **40** SECONDS

THIS SCREENING NEEDS 50 RESERVED TICKETS TO "TIP",

meaning that is the minimum number of tickets that need to be sold before your movie theater agrees to show the film. Even though the screening isn't happening until the 28th of August, the deadline for reserving 50 tickets is in seven days.

KINDNESS IS CONTAGIOUS
IN INDIANAPOLIS
KEYSTONE ART CINEMA

TICKETING

MON, AUGUST 19, 2013
AT 07:00 PM

Green Light™
Reservation quota has been met!

\$10

BUY
your ticket(s)

PRINT MY TICKETS

HOW DOES THIS WORK?

TICKETS: **170**

BOX OFFICE CLOSES IN: **13** DAYS **0** HOURS

SEATS AVAILABLE: **50**

5 MINUTES **58** SECONDS

THIS SCREENING HAS A GREEN LIGHT

Indianapolis rocks! You can see the current number of reservations (170) and the number of seats remaining (50). This screening location has received a Green Light to proceed and the movie will be shown.

Print your tickets and wait patiently for the screening date to arrive.

- You'll notice that the first screenshot has a blue Reserve Your Ticket button and the Indianapolis screening has a blue Buy Your Ticket button. Before a screening gets a Green Light, your credit card is pre-authorized to purchase the ticket if (we mean WHEN!) your screening tips. After the screening tips, your ticket purchase will charge to your card.
- Anyone can request a screening of Kindness Is Contagious. If you'd like to share your Captainship, coordinate with your church or a local civic group to get the screening set up (you'll have an instant audience that way!)

Stay tuned for info about hosting a screening and all the fun you'll have promoting your event!