

RENAISSANCE PICTURES, LTD.

presents

**BOOK
OF THE
DEAD**

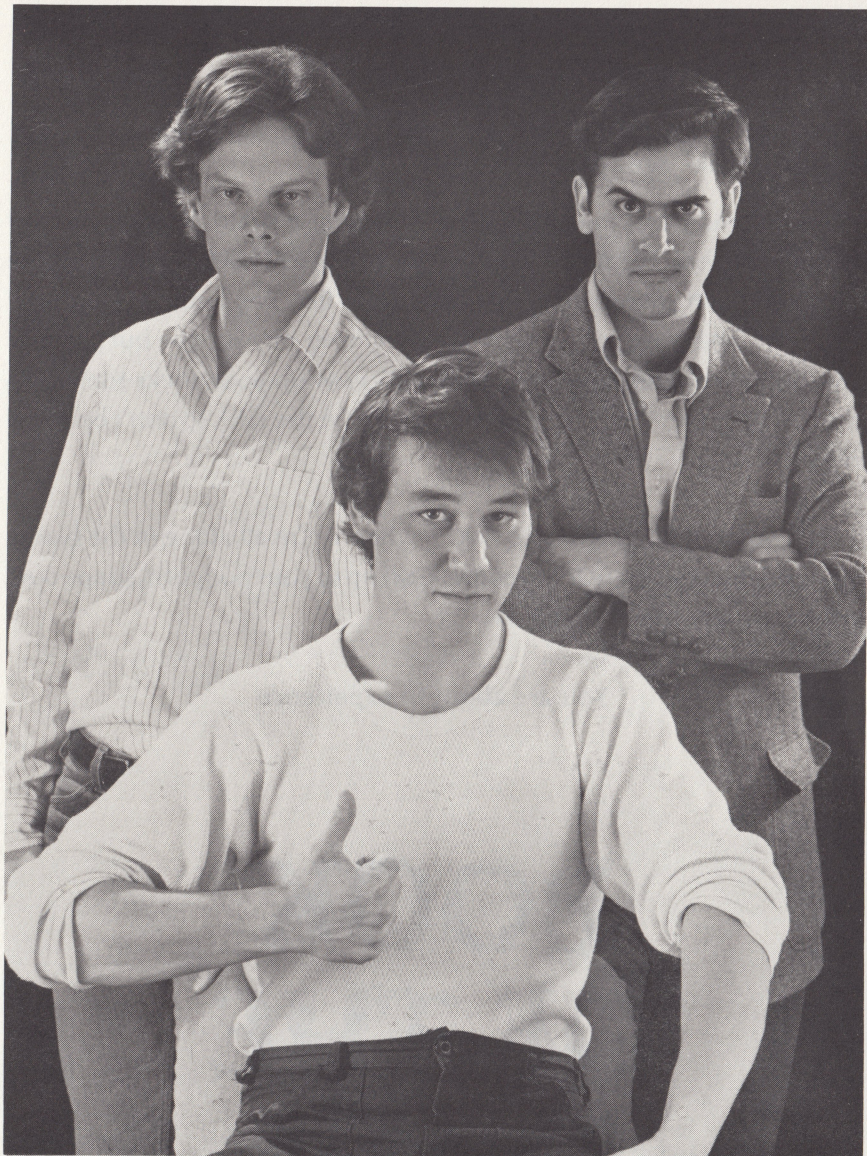
RENAISSANCE PICTURES Ltd. is delighted to welcome you to this special "sneak" preview.

In a few moments the lights will dim. Don't be afraid. You have plenty of time for that. Plenty of time before you start checking for the little things beneath your theatre seat to come to life. You know the "things" we mean. The ones you catch from the corner of your eye but pretend you don't see. The same ones that will crawl up your socks tonight to chew at your bare legs. They only come out in the dark so don't be afraid — yet.

But...when the lights Do go out — when we're all alone in the blackness and the time for fear has come; Curl up to your popcorn, strap yourself in and get ready to scream.

You are about to experience

BOOK OF THE DEAD



THE RENAISSANCE PICTURES TEAM

Left to right: Robert Tapert,
Samuel Raimi and Bruce Campbell.

About Ren Pix

The life and times of Renaissance Pictures began unofficially during the rainy month of October 1978 when Sam Raimi put the finishing touches on a new gut-wrenching screenplay entitled "Book of the Dead." During this time Sam was attending Michigan State University. His roommate Robert Tapert, upon reading the piece, thought it would make a classic horror feature. It was not long before Bruce Campbell, living in the Detroit area, was told of the idea and became an active third Partner. It was their mutual dedication to hard work and challenge that laid the foundation for "Book of the Dead."

Robert G. Tapert, Producer of "Book of the Dead," brings to Renaissance Pictures a degree in Economics and a strong appreciation for the film medium. Rob was working on his Ph.D. when this project surfaced, and school was foregone in hopes of getting the education of a lifetime. Previous to "Book of the Dead," Rob had teamed up with Sam to produce the M.S.U. cult hit "The Happy Valley Kid" which enjoyed both critical acclaim and a healthy box office return. The most challenging of Rob's many duties during this venture was to handle the delicate job of financing a full-length feature film.

Samuel M. Raimi, who wrote and directed "Book of the Dead," is the creative force behind Renaissance Pictures. A filmmaker since age 13, Sam has created a great variety of Pictures, from the sappy detective comedy, "It's Murder!" to the terror-saturated fund raising Pilot "Within The Woods." Through Sam's effective style, his works have become perpetual crowd pleasers, and have won several awards in the process. Currently, Sam is hard at work on the next scenario.

Bruce Campbell, Associate Producer, brings a lust for hard work and an acute organizational sense to the Renaissance Team. Bruce, who has been behind the camera on productions with Partners Sam and Rob since childhood, has also participated on special presentations for the City of Detroit, The Detroit Producers Association, and several commercial production companies. Bruce looks forward to his continued work with Renaissance Pictures and his Pre-Production duties on their next film.

Cast

Ash	Bruce Campbell
Cheryl	Ellen Sandweiss
Linda	Betsy Baker
Scott	Hal Delrich
Shelly	Sarah York

Credits

Executive Producers	Robert G. Tapert Bruce Campbell Samuel M. Raimi
Produced by	Robert G. Tapert
Written and Directed by	Samuel M. Raimi
Film Editor	Edna Ruth Paul
Music Composed and Conducted by	Joe LoDuca
Supervising Sound Editor	Joseph R. Masefield
Dialogue Editor	Lou Kleinman
Assistant Sound Editor	Dolores Elliott
Assistant Film Editor	Joel Coen
Photography and Lighting	Tim Philo
Creator of Special Make-up Effects	Tom Sullivan
Supervisor of Photographic Special Effects	Bart Pierce
Second Unit Lighting and Sound	Joshua M. Becker
Music Engineered at Audio Graphics by	Ed Wolfrum
Music Editor	Sheb Wooley
Assistant Producer	George Holt
Construction Supervisor	Steve Frankel
Transportation Captain	David Goodman
Location Sound Recording	John Mason
Re-Recording Engineer	Mel Zelniker
Story Consultant	Sheila Roberts
Post Opticals	Dynamic Film Lab
Negative Matching	J.G. Films
Still Photography	Mike Ditz
Production Assistant	Don Campbell
Special thanks to	Simon Nuchtern Carol Pierce

About The Cast

Bruce Campbell, debuts tonight with a starring role in his first major motion picture. He draws upon experience from school, community, and dinner theater to achieve the emotional transformation demanded by the character ASHLY. Bruce was trained in theater at Cranbrook, Western University, and Traverse City's Cherry County Playhouse. He has most recently appeared in a series of dramatic and comic Cable Television "Shorts."

Ellen Sandweiss, in the role of CHERYL hails from the Bloomfield area. She has known Sam and Bruce since High School and has appeared in a number of their early independent films. Ellen went on to the University of Michigan where she recently received an M.A. in theater management as well as a B.A. in theater and drama. In addition to featured parts in University plays, Ellen has worked professionally as a vocalist with jazz bands, musical reviews at Bob-Lo Island, and has held major roles in the Michigan Repertory Company.

Betsy Baker, as LINDA was most recently seen across from Karl Malden in the CBS Television movie "Word of Honor." This Timely role prompted her to head west with plans of furthering her career. Previous to that, Betsy had been singing, dancing, and acting her way through various mediums in numerous commercials, industrial films, stage presentations, and musical reviews throughout the Detroit area.

Sarah York, who portrays SHELLY is also a Michigander currently residing in the West Bloomfield area. Sarah's jack-of-all-trades background has led her through quite a variety of activities in the entertainment field. Among other things she has done puppetry, magic assistance, stand-up comedy, radio and T.V. commercials and live theater. Sarah most recently performed the lead role in a Public Television presentation about battered wives.

Hal Delrich, who plays the character SCOTT resides in the Detroit area. His professional training comes primarily from industrial films, live dinner theater and various roles at the Attic Theater in Detroit where he just re-created a part in their original production for local Cable Television Broadcast. Another of Hal's favorite past-times is high diving. He's been seen in several exhibitions taking plunges of up to 100 feet, and to make things interesting Hal usually performs this stunt completely immersed in flames.

About The Crew

Joe LoDuca, Detroit's most innovative and imaginative composer wrote and conducted the "Book of the Dead" score. After graduating from Wayne State University, Joe pursued a jazz and classical music inclination by forming the Joe LoDuca Quartet to play primarily his original compositions. When not engaged with this group, Joe can be seen performing solo guitar work. His latest "Gig" was in the world renowned Montreaux Detroit Jazz Festival.

Joseph R. Masfield, a New Yorker, is the Supervising Sound Editor. He gave Renaissance Pictures its first and perhaps most memorable taste of how the "Hollywood" guys take a film through the world of Post-Production. With extensive experience in sound editing, producing and production management, Joe helped create an awesome soundtrack for "Book of the Dead."

Edna Ruth Paul, who edited "Book of the Dead" has been a New Yorker and a fine film cutter for more than 25 years. Recently, Edna has been responsible for editing a number of award-winning ABC mini-series and after school specials. Her additional credits run the gamut of educational, industrial and documentary films. Edna's latest assignment prior to this Picture was the Avco-Embassy release of the horror film "Fear No Evil."

Tim Philo, who photographed "Book of the Dead" is a Detroiter through and through. After graduating from Wayne State University with a strong background in film, Tim went on to shoot a variety of presentations for foreign television, cable companies, and other independent producers. Renaissance Pictures hired him immediately after screening a film called "Buffalo Chips," one of his own productions which he directed as well as photographed.

Bart Pierce, a resident of Detroit commandeered the special photographic effects for this film. This technical "wizard" made it possible to combine state-of-the-art film technology with the latest in special make-up effects. He solved many problems posed by the difficult animation sequences. Currently, Bart is affiliated with a Detroit Film Laboratory.

Tom Sullivan, who created the stunning make-up effects now resides in California. Tom met Rob and Sam in Lansing during the formation of this project. His strong art and modeling background earned him a creative position on "Within The Woods." Impressed with his chilling creations, Renaissance Pictures hired him in the same capacity on "Book of the Dead." The "Sullivan" style will no doubt change the entire face of horror make-up.

Mel Zelniker, the re-recording engineer for "Book of the Dead," comes from New York. His work at the Sound One Corporation has most recently been heard on such films as Brian DePalma's "Blow Out," Martin Scorsese's powerful "Raging Bull," Woody Allen's "Manhattan" and William Freidkin's controversial "Cruising." Mel's newest project is the gigantic Warren Beatty extravaganza "Red's."

We would also like to sincerely thank each individual and institution that have assisted us since the project's inception. Without the cooperation, encouragement and patience of our loyal backers, the hard work and persistence behind "Book of the Dead" would have been for naught.

BOOK Notes-The Untold Story

As mountain lore tells it, almost 90 years ago a cabin was built in the woods of a small valley just outside Morristown, Tennessee. It was hand made by Emmett Talbot as a home for his pregnant wife and mother-in-law.

Previously, mountain folk had always steered clear of this valley. For generations strange tales about this place had been whispered from father to son by the glow of evening firelight. Emmett paid no heed to these stories, and one night while chopping wood in preparation for his first winter in the cabin, a bolt of lightning leaped down from the clear October sky and struck him dead. He was buried only a few feet from where he had fallen.

Some years later, during a nighttime thunderstorm, young Clara, Emmett's daughter, appeared at the door of a nearby farmhouse screaming for help. When asked what was wrong, she told the following story:

Awaking with a scream from a nearby thunder clap, she sought comfort in her grandmother's bed but soon realized that she was snuggling up under the covers with a corpse. Nearing panic, she ran to awaken her mother. She too was dead. Clara somehow found her way out of the cabin through the thick woods of the valley and to this nearby farmhouse.

The cabin remained empty until 1931 when it was briefly occupied by moonshiners. In that year the still they were tending exploded. The resulting fire consumed the two men and gutted a large portion of the valley.

In November of 1979, the Renaissance Pictures team picked this cabin as the central location for "Book of the Dead." Although the General Partners had heard the previous stories from officials of the Tennessee Film Commission, they were taken with a measure of disbelief.

In January of 1980, nearing the end of the shoot, a gentleman by the name of Gus Ingman stopped by the set. He asked if we had seen a very old woman around the cabin. We had not. We learned that Mr. Ingman's grandfather had taken in young Clara some 80 years ago, and it was she, he now sought. Senile in her old age, Clara sometimes wandered off after thunderstorms and found her way back to this cabin. Mr. Ingman was sure she would return here again.

We remained at the cabin for one more week, never seeing anyone besides the cast and crew. However, at many different moments, we felt the stare of eyes watching from the night time woods.

Since returning to Detroit, friends from Morristown have informed us that in February 1980, a bolt of lightning struck the cabin and it burned to the ground.

Clara has never been found.

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RENAISSANCE PICTURES

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THE HAPPY VALLEY KID

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