

A HALLOWEEN BONUS!

In October, cross the **THRESHOLD OF EVIL**, as Prism Entertainment presents a special release of six scarifying feature films, just in time for the horror holiday, Halloween.

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visions of evil #2005

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And here's a hair-raising bonus. RETAILERS who buy six new horror cassettes in any combination will receive a free cassette of their choice with proof of purchase. Select from these six best-selling Prism horror classics.

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**Media Getting
32 Films from
Cannon Group**

WASHINGTON In a deal worth more than \$50 million, Heron Communications Inc. has purchased rights to 32 upcoming feature films from The Cannon Group for its subsidiary Media Home Entertainment.

Heron Communications president Steve Diener claims the deal is "one of the largest of the video agreements in the industry." All of the films have yet to be released. Among the titles involved are "Spider Man," "Captain America," "Invaders From Mars," "The Delta Force," "Death Wish IV," "The Texas Chainsaw Massacre II" and "Behind Enemy Lines."

Heron Communications Inc. is the entertainment arm of Heron International PLC, a U.K.-based conglomerate and one of Europe's largest privately held businesses.

The agreement will cover the next three to five years and may extend beyond that, says Diener, who notes that "Cannon has become a major supplier of extremely successful motion pictures for the home video market."

JIM McCULLAUGH

DISTRIBUTORS AT VSDA

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on our co-op."

Santrizos warned against retailers accepting what he called "the seductive myth that anything can be sold."

Several of the panelists talked about the used tape issue, but VTR's Pasquarelli admitted that "all we can do as a distributor is to inform our customers as to what they can do with that used tape." He mentioned that the National Assn. of Video Distributors is planning a special campaign that will both educate dealers about selling used videocassettes to consumers and provide them with p-o-p materials to help move the product out.

Gimbel said that one method retailers could use is to "put a price sticker on the cassette box"—even on a rental title, so that consumers learn that videocassettes can be bought as well as rented. He also advised that retailers "change the layout of the store to make it more conducive to selling."

In terms of the best way retailers can deal with their distributors, VTR's Pasquarelli said, "You have to develop a relationship. If you're not getting the right assistance, then obviously you're not dealing with the right person."

Answering retailer complaints about the varying release windows on feature films, Santrizos said, "We don't grow our own product. We often can't tell you up until the last minute when we're going to have something."

Both distributors and retailers complained about shortages of catalog product. "Distributors find it difficult to get catalog product promptly," said Gimbel, who added that it is frequently "almost impossible to keep up" with the demand for some titles.