

A

Bad Twin
Entertainment

AND

GAS

LIGHT
PICTURES

PRODUCTION

STORE FRONT SUPER HEROES

No. 1

THE
ADVENTURES
OF **FOUR GUYS** PUSHING **POP CULTURE**



STORE FRONT SUPER HEROES



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SYNOPSIS

COMIC BOOKS have been synonymous with **POP CULTURE** since first hitting newsstands in the thirties and their popularity has exploded over recent decades as the medium's mythos comes to life in a variety of new ways. Tens of millions of comics are sold in the US, grossing hundreds of millions of dollars domestically each year. Loyal fans have immersed themselves in the universe of comic books, their respective movie and television adaptations, and much of what's what in pop culture for generations. From *Captain America*, *Green Lantern*, and *Kick Ass* blazing onto the big screen to *Smallville*, *The Big Bang Theory*, *Chuck* and *The Walking Dead* bringing in reliable ratings on the small screen, comic book (or so-called "nerd") culture has a firm grip on all things mainstream. Now, imagine hanging out with four crazy comic book clerks at a store that is on its way to becoming the best comic shop in the world. That's exactly what's happening at A Comic Shop in Orlando, Florida. Yep, that's its name – A COMIC SHOP. It's an epic business that's been nominated for an Eisner Award (equivalent to the Oscars for comics) for the best comic shop in the world. A Comic Shop is doing what no other comic retailer in the world is doing...giving their customers an experience in mainstream counter culture by pimping entertainment in numerous ways such as hosting huge events in their nerd lounge (dubbed the Geek Easy), curbside concerts, after hours parties with iconic industry creators, sexy photo shoots and midnight release parties with beer, geeks, comics, and conflict. This all may sound like any fanboy's wet dream – but these aren't your average comic book retailers. Like Superman and Lex Luthor, owners Jason Blanchard and Aaron Haaland are constantly at each other's throats while their sidekicks, Mike Pandel and Eric Punzone, sell comics and push pop culture to customers and the surrounding college community. Together, they are turning heads in the industry with innovations earning them world wide recognition. They do this for the customers who love them, even when Mike gropes them or Eric flirts with them or Aaron insults them or Jason annoys the \$#!+ out of them...this fantastic foursome are **STORE FRONT SUPER HEROES**.





STORE FRONT SUPER HEROES is a half-hour reality docu-series about four guys trying to become the best comic shop in the world by selling comics and pop culture like no one else. It's packed with witty, pop-culture-banter and constant customer ribbing. It's **CLERKS** the reality show. Like most comics, each episode will open with an "action sequence" getting viewers invested immediately. Anything from a live performance, a conflict between the workers, a roast of an industry icon, even hunting zombies (yes, hunting zombies) are only a few of many ways to start each episode with a Bang! These guys know how to speak the geek speak, dropping pop culture references in everyday conversation and our show will bring them to life with licensed clips and/or animated vignettes ala *South Park* and *Robot Chicken*. Wherever the action takes us, we'll hear from our cast in on-the-fly interviews. Comic book style graphics and transitions support the overall look and feel of the series. And to give each ending one final laugh, we'll close with an up-to-the-minute drunk comic book review like *Funnyordie.com*'s insanely funny and incredibly popular Drunk History segments. The show's broad appeal is carried by these four characters entertaining the masses with their symbiotic relationship with pop culture. There's something here for the average viewer and the hardcore fanboy.



MEANWHILE...

THE CAST

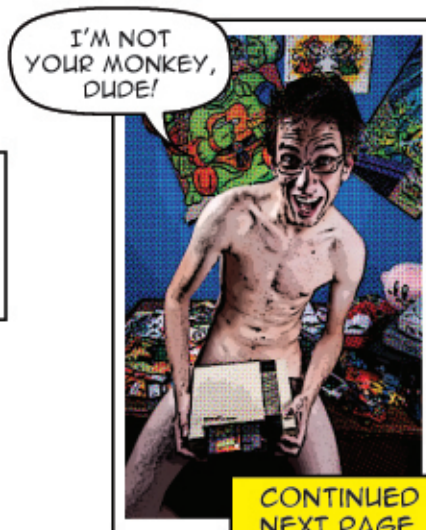
STORE FRONT SUPER HEROES focuses on co-owners, Jason Blanchard and Aaron Haaland, who epitomize the phrase “frenemies”, as well as shop workers Eric Punzone and Mike Pandel who add personality while doing what they do best...servicing the customers.

Jason “The Brains” Blanchard, 31, is co-owner of A Comic Shop and offers a serious take to any given situation...well, as serious as these guys can be that is...often playing the straight man to Aaron’s antics. Jason is also an instructor at Full Sail University and frequently produces in-store media events like photo shoots and numerous viral videos as part of their Internet marketing campaign to take over the world.



Aaron “The Looks” Haaland, 33, believes himself the mastermind of all the good ideas that have propelled A Comic Shop into the national spotlight...even if many of these ideas aren’t necessarily his. Aaron is the store’s original co-owner and resident comic book aficionado, able to “dork out” with the best of them except he’s got all the industry writers, artists and publishers on speed dial. If Jason is Greg in this odd couple, then Aaron is most definitely Dharma with his outspoken free spirit and flattering curves...minus the yoga.

“Triforce” Mike Pandel...26...is the “wild card” of the group. Mike is always good for a laugh usually doing some attention getting stunt or saying what will be the catchphrase of the hipster generation.



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I KNOW,
HONEY, I
KNOW

Eric "The Muscle" Punzone, 40, brings up the rear of this fantastic foursome as the store's lone gay employee. Always quick with a smile and a helping hand, he's often on the receiving end of Mike's wily ways... much like The Thing must endure the Human Torch's constant jibes.



The owners and staff have an "all-in" business approach, believing they must put on a show for their customers so that each visit is a unique and memorable one while extending their web of influence beyond the four walls of A Comic Shop to achieve a global presence. They do this to bridge the mainstream gap that exists between average comic book subscribers and the millions of pop culture consumers who line up for the next big comic book inspired blockbuster. Located near two Florida state universities, University of Central Florida and Full Sail University, the clientele is as much diverse as it is eclectic. Sure, some fit the mold of a stereotypical comic book nerd, but here all walks of life are found; from college students, to well-dressed professionals, to slackers who dress to make a statement, and kids of all ages. The philosophy at A Comic Shop is that they are selling entertainment...they have no interest in the irrelevant collector mentality. They truly are revolutionizing the industry in their quest to become the best comic shop on the planet and we'll be there for the ride.*

Fantastic Foursome

*THIS ISN'T JUST A SHOW ABOUT GUYS FOR GUYS. A COMIC SHOP DISPELS THE GIRLS-DON'T-LIKE-COMICS MYTH, BOLSTERING ONE OF THE HIGHEST FEMALE TO MALE RATIO PERCENTAGES IN THE BUSINESS AT OVER 30%.



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SEASON ONE EPISODES

Comic Con or Bust – These guys have their seat at the table of the world's largest annual media convention and we'll be there to capture the hijinks as they raise awareness about A Comic Shop in their own unique way. We'll attend late night private parties and (hopefully) accept the Eisner for best comic shop in the world.



Marvelous Team-Up – The guys of A Comic Shop team up with other elite comic shops across the country, such as Atomic Comics featured in Kick-Ass, to create a pop-up comic shop in San Diego a couple weeks before Comic Con. The purpose these heavy weight retailers are combining forces is to get Comic Con visitors excited about the COMICS many of the studios are basing their new movies, shows and etc. With events and exclusive VIP parties, this is nerdvana! (This episode ends on a cliffhanger to be continued on the Comic Con episode.)



Super Heroine Photo Shoot – Gorgeous models don the costumes of well-known comic book characters like She-Hulk, Catwoman or the prostitute-turned-hero, The Pro. Sure it's eye candy, but it's a great gimmick that gets them tens of thousands of hits on the internet and almost won Jason a divorce.



Who's Got Game? - After an all night gaming event in the shop's Geek Easy, the guys want to see who's really got game when it comes to the ladies. Within the same parking lot as the shop is Babewash, a car wash service provided by young babes in tiny bikinis. The challenge is for each to try to get a girls number and, hopefully, a date. Odds are on Mike to score the date, but it shouldn't come as a surprise if Eric has a good showing despite his sexual orientation. And all bets are off when Deadpool arrives on the scene.

A Live Performance – Live bands and stand up comics supplement the entertainment during in-store events keeping the energy up and the party going. This episode has the guys auditioning the best nerd-centric talent for an upcoming event. The winner will take center stage at one of A Comic Shop's biggest yearly events.

Zombie Hunting – An organization known as Z.E.D. (Zombie Emergency Defense) ensure the preservation of the human race against the inevitable zombie apocalypse. As part of the resistance, the staff and customers organize hunts against the undead...for all our sakes.

Contest of Chumps – The guys let customers get their week's subscription for free if they dress up in a super hero costume and stand at the major intersection right outside the store directing traffic to A Comic Shop. Try outs will be like a bodybuilding contest to see who's the best at dress up...er...cosplay. What's the winner get? The lucky dude has to dress and "become" Wonder Woman as thousands drive by.



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Getting into Character – The staff and customers take to the streets to create a viral video in conjunction with a Marvel or DC mega event. In the case of Marvel Comics Heroic Age campaign, staff and customers can solicit man-on-the-street commentary about this new age of Heroes. We'll even interview some "heroes." (And maybe some "villains" too.)



Any Given Wednesday – Every Wednesday is Christmas in the world of comics as new comics hit shelves. It's the busiest and sure to be one of, if not the, craziest day of the week. We'll pick an exceptionally busy Wednesday in which the guys will have to interact with distributors in order to meet customer demand.



Road Trip – We get a rare look inside the world of comics as Jason and Aaron meet with executives at DC and Marvel to discuss marketing and distribution strategies for each company's next mega event. This episode is all about Jason and Aaron geeking out but it's also a chance to see them do what they do best...plot ways to take over the pop culture industry before they strangle each other.

Heroes Initiative – The guys at A Comic Shop can be brash at times, but the truth is they are softies at heart. They show it when it comes to supporting good causes such as the The Hero Initiative or promoting a drive to send comic books to troops in the Middle East. (They love comic books... really.)

Clerks Counter Parts – Jeff Anderson (Randle) and Jason Mewes (Jay) from Clerks make an appearance at A Comic Shop. It won't take long to see that Aaron is the real life Randle and Mike is Mewes for the next generation of nerds. Look for the torch to be passed as Jeff works the register and Mewes takes over the Geek Easy.



Elements of Every Episode

Current Affairs in Pop Culture Terms – Current issues will be mentioned by the staff and customers as social satire. Could a super hero solve the climate change issue and if Lex Luthor can cure cancer, as he's been known to claim, then why doesn't he?

Drunken Comic Reviews – Aaron and Mike host a web series viewed religiously by tens of thousands, A Comic Show, giving comics fans weekly reviews of the best of the best of what's hit shelves each week. And it's never a dull moment once they've had one too many.

Expansion – A Comic Shop turns into A Comic Empire as the guys look to expand beyond their single location.



STORE FRONT SUPER HEROES relevance couldn't come at a better time. Fans of pop culture are legion today because they are no longer uncool or a super secret society in the minority. Comic book readers and fans are the latest taste testers and hardcore consumers of all things pop culture. They know what's cool years before the masses and have an insatiable appetite for pop culture related hit television shows, blockbuster features, comics, toys and cartoons. Just look around to see that you're surrounded by the products of pop culture and the rate of this trend is continuously growing. These pop icons have been coming to life in different ways for more than fifty years, but the past decade has seen their popularity bring them to the forefront of entertainment...and there seems to be no sign of slowing. Even now, plans are in the works at Warner Brothers for DC Comics franchises to replace the *Harry Potter* franchise. With an endless arsenal of characters, Warner Brothers comic book tent pole movies will dominate the next decade as evident by *Green Lantern* winning the Spike TV Scream Award for most anticipated movie of 2011. In homes, more comic book based television series have been announced, such as David E. Kelly's new *Wonder Woman* series and Showtime's *Chew* to accompany the ever expanding comic book themed programming already breaking ratings records. And the creators themselves make a list of noteworthy "nerds" invigorating some of the biggest franchises in entertainment in the past decade. These men and women aren't a bunch of old, fat, balding guys or four-eyed girls writing and drawing from their parents' basements. They are New York Times Best Sellers. They are movie and television writers, producers and directors. They are entertainment executives that have a love for comics and the heroes they grew up with. They are the creators of modern day mythology.



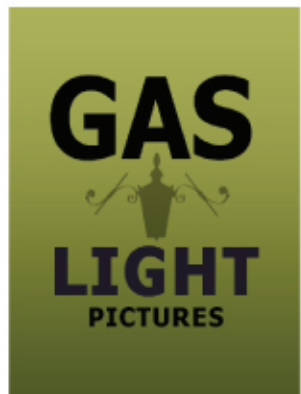
BIOS & CONTACT INFO



Jamie Iracleanos has been working in television ever since moving back to Florida in the late 90's from Los Angeles where he was an executive assistant at Silver Pictures. Since being in the Florida-based production business, Jamie has worked on network and cable programming as a Supervising Producer, Producer, Writer, Director, Senior Story Producer, and Development Producer on shows for ABC, Disney, VH1, Bravo, CMT, Spike, Bueana Vista Television and The Travel Channel to name a few. Some shows include; *Hogan Knows Best*, *Brooke*

Knows Best, *Miami Social*, *Luke's Parental Advisory*, *Danger Coast*, *My Big Redneck Wedding* hosted by Tom Arnold and *Walt Disney World: Behind the Scenes* (a six episode series). Recently, Jamie started Bad Twin Entertainment in order develop and produce original programming focusing on pop culture and out-of-the-box ways to present network brands.

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Constantin Preda has worked as a production coordinator, director, assistant director, writer, editor, story editor, TV show pilot developer, and producer for Walt Disney World Entertainment, Nickelodeon Television, Spike TV, MTV, VH1, CMT, and the Golf Channel. His TV shows include Nickelodeon's *Slime-time Live*, MTV's *I Want a Famous Face*, VH1's *Hogan Knows Best* with Hulk Hogan, VH1's *Mission Man Band* with Chris Kirkpatrick, CMT's *My Big Redneck Wedding* with Tom Arnold, and *School of Golf* with Tiger Woods' coach Hank Haney. Additionally, he has directed national commercials, assistant directed music videos, and published poetry, articles, and photographs in magazines and newspapers.

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