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Won't Anybody Listen To Make DVD Rental Debut at Netflix in Early 2005

Critically Acclaimed 7-Year Film Project Indicts The Music Biz

Los Angeles (December 15, 2004) - The compelling and universal true story of two brothers who left their small hometown to make it in Hollywood, *Won't Anybody Listen*, will be available to rent on DVD on February 22, 2005 through Netflix, the world's largest online movie rental service.

Described as "*Riveting, heart-wrenching, sometimes stabbingly funny**," "*Rousing, richly satisfying***," "*Required viewing****," the "accidental" film has been enthusiastically celebrated by mainstream movie critics. Filmmaker Dov Kelemer's initial plan was to shoot an intimate portrait of the members of an "unsigned" rock band that could be sold at their shows. Seven years later the project had evolved into a feature length unforgettable and eye-opening indictment of the music business.

Brothers Frank and Vince Rogala, departed the backwoods of northern Michigan for Hollywood, hoping to fulfill their dreams of rock 'n' roll glory with their band *NC-17*. After ten plus years of soul-sapping day jobs and exhausting late night rehearsals/performances/recording sessions they are no closer to their dream. They encounter a world populated by wannabes, where the less than one percent who actually achieve some fame seldom see a cent for all their labor. By focusing on the real-life experiences of the brothers, Kelemer reveals a stirring portrait of what it's like to be a musical artist in America today, where life consists of taking part-time jobs, dealing with IRS audits and enduring the scandalous "creative" accounting practices prevalent in the music business.

Won't Anybody Listen was released theatrically and has aired nationally on the Sundance Channel.

Regarding the debut of the DVD on Netflix, Kelemer observed, "I am excited. Netflix has pioneered a way for filmmakers to make their work accessible to audiences that we had no hope of reaching before.

* Los Angeles Times

** Daily Variety

*** The Hollywood Reporter

The exposure alone gives a whole new grass roots/no-hype way for a film to reach its audience and it is heartening to an independent filmmaker like me. It makes Netflix a supreme force for exposing little known, yet 'quality' films. It makes it possible for me to continue making independent documentaries with the knowledge that there is a way for them to be seen."

"Netflix is always happy to bring unique and interesting content to our members," said Ted Sarandos, chief content officer for Netflix. "Making films such as *Won't Anybody Listen* available on DVD allows us to support independent filmmakers and provide our members an insider's look into the creative process."

One of the subjects of the film is now making a film. Frank Rogala (lead singer of NC-17), has acquired motion picture rights for the book *Retards, Rebels & Slackers* by Jaina Bell www.jainabell.com. Rogala is currently co-writing the screenplay (*House of Tards*™) with Bell and producing an audio version of the book with intellectually disabled actors www.houseoftards.com. Rogala describes the screenplay as a dramedy (drama-comedy) that is a cross between *One Flew Over the Cuckoo's Nest* and *Animal House*.

Netflix (Nasdaq: NFLX) is the world's largest online movie rental service, providing more than two million subscribers access to over 25,000 DVD titles. For \$17.99 a month, Netflix subscribers rent as many DVDs as they want, and keep them as long as they want, with three movies out at a time. There are no due dates, no late fees and no shipping fees. DVDs are delivered for free by first-class mail from regional shipping centers located throughout the United States. Netflix can reach more than 85 percent of its subscribers with generally one business-day delivery. The company provides subscribers extensive information about DVD movies, including critic reviews, member reviews, online trailers, ratings, and personalized movie recommendations. For more information, visit www.netflix.com.

To book interviews or request materials, contact Sarah Jo Marks at (323) 656-3264 or sarahjomarks@hotmail.com. For more information about the film visit www.anybodylisten.com