

## Hollywood And Wall Street "Married" in Winter Park

**W**hat do "Rain Man", "Moonstruck", "A Fish Called Wanda," "The Color Purple" and "The Right Stuff" have in common? They are all successful films co-financed by Star Partners, a film financing company based in Winter Park, Florida.

From large offices on Winter Park's quiet Park Avenue, Star Partners has raised over one-quarter of a billion dollars (\$250,000,000) for just one major studio alone (Warner Bros.). Through Star Partners limited partnerships, Star Partners has co-financed more than 50 major pictures, most recently with Metro-Goldwyn-Mayer and United Artists, providing thousands of investors with an opportunity to go into partnership with Hollywood's largest and most prestigious studios. Thus, Star Partners has earned the distinction of being the largest independent financier of major motion pictures.

How a company based in Winter Park, Florida has been able to participate in the financing of successful films over the last 10 years is a mystery to many. But over a decade ago, Allen J. Schwalb, the president and founder of Star Partners, began putting together a formidable team of financial and motion picture experts. Included are former top executives of 20th Century Fox, Lorimar Pictures and United Artists Pictures, who have a combined total of over 50 years experience in the motion picture industry. The rest of Star Partners' team includes 35 employees in the Winter Park home office, as well as offices in Los Angeles, Atlanta, New York and other cities.

Schwalb was truly instrumental in pioneering the marriage between Hollywood and Wall Street, allowing

thousands of individual investors to team up with major motion picture studios in the financing and ownership of top quality films. The share in film revenues generated from worldwide box office receipts and income from ancillary markets, such as home video cassettes, pay/cable and network television, merchandising and music.

The more than 50 films financed by Star Partners include at least a dozen films that were nominated for Academy Awards. Those films received over 50 Academy Award nominations and won 16 Academy Awards.

Investors include doctors, lawyers, corporate executives, small business owners, teachers—people from all walks of life. They are individuals with various levels of income, ranging from modest to very large. And investors live in hundreds of cities in all 50 states across the United States. But all of these investors have one thing in common: They have taken advantage of an opportunity to own a piece of, that is an interest in, some of Hollywood's biggest films, featuring Hollywood's biggest stars.

The films co-financed by Star Partners with major studios have varied widely in type and genre. They include movies with great social importance and impact. For example, there are socially responsible films such as "The Color Purple" (based on the Pulitzer prize winning novel), "Rain Man" (about an autistic young man, starring Dustin Hoffman), "The Killing Fields" (about Cambodia's holocaust), "The Mission" (about the enslavement and slaughter of South American Indians), "Stanley & Iris" (about illiteracy, starring Robert DeNiro) and "A Dry White Season" (about South Africa and Apartheid).

Other films co-financed by Star Partners have been popular comedies. For example, the recent successes, "A Fish Called Wanda", starring Kevin Kline and "Moonstruck", starring Cher, as well as "Oh, God! You Devil", starring George Burns, "Spies Like Us", starring Chevy Chase and "Little Shop of Horrors", starring Steve Martin were Star Partners films.

And still other Star Partners films have been action and adventure films. Star Partners has co-financed three James Bond films, three Clint Eastwood films, the Academy Award winning "The Right Stuff", "The Mosquito Coast", starring Harrison Ford and the Superman films.

Star Partners has made it possible for a great many movie watchers to become proud owners of commercially and critically successful films. And, therefore, those who are "in the know" have been aware that "Hollywood East" has existed and thrived in Winter Park, Florida for a long time.