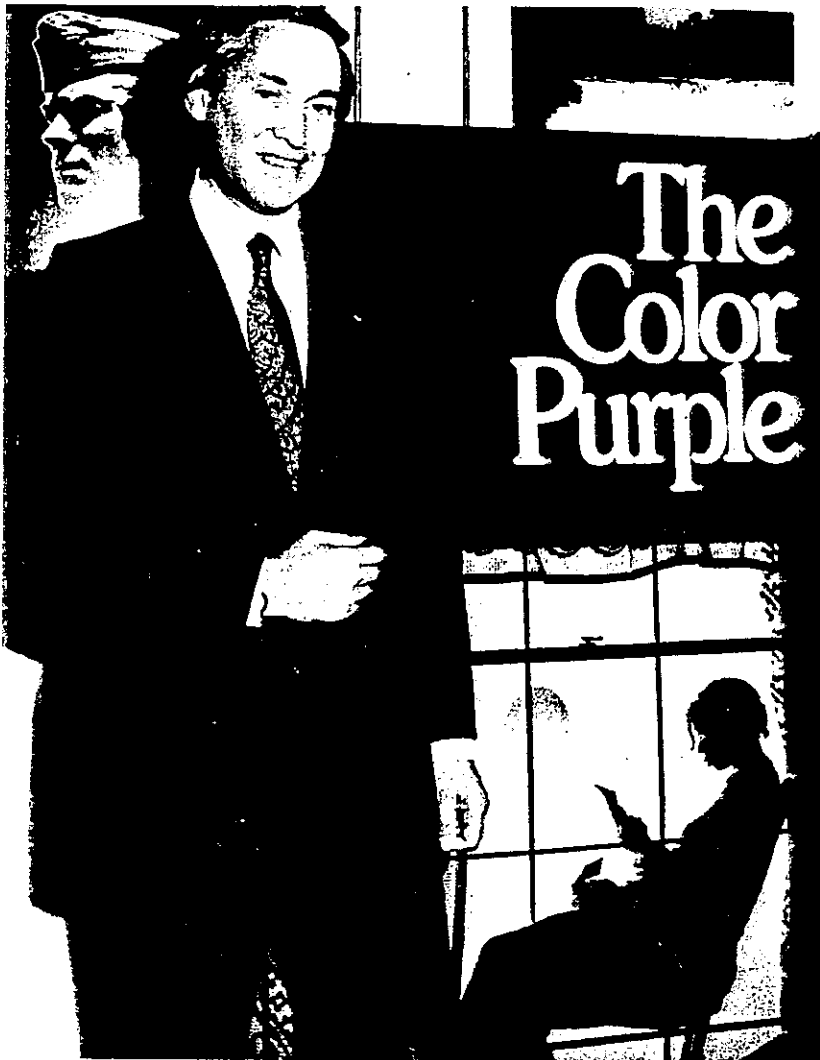


# Orlando®

THE ORLANDO MONTHLY MAGAZINE

HOLLYWOOD EAST by Edward L. Prizer

## Anybody seen a live mogul running around Orlando?



Allen J. Schwalb puts together finances for hits like "The Color Purple" in office on Winter Park's Park Avenue. Now movie industry is at last coming to him in Central Florida.

### Some early players on the Orlando stage

Did you know that a guy in an office on Park Avenue is the biggest syndicator of major motion pictures in the country? Yes, while all eyes were turned to Hollywood, Allen J. Schwalb was going out and making financing deals that surpassed even those put together by such giants as Merrill Lynch and Shearson Lehman Bros.

The latest offering of his Star Partners, Inc., packages 10 potential MGM/UA box office hits starring such luminaries as Cher and Goldie Hawn. Altogether, it's a \$64 million deal.

Past financings have included such hits as "Superman," "Heartbreak Ridge," "Little Shop of Horrors," "The Killing Fields," and "The Color Purple."

Mr. Schwalb maintains a suite at the Beverly Hills Hotel and hobnobs with the film executives and lawyers who frequent the famous Polo Lounge. He has other offices in Los Angeles, San Diego, Denver and Nashville.

The firm, which raises money worldwide, did \$90 million of the \$301 million in motion picture financings in 1986.

Now Hollywood is starting to move to Allen Schwalb's doorstep. We'll be talking with him from time to time as we go on.