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# BOOMGEN STUDIOS

a motion picture company

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Based in New York and Los Angeles, BoomGen Studios is a leading motion picture company and premier expert for mainstream entertainment about the peoples and cultures of the Greater Middle East. BGS has established itself with some of Hollywood's biggest and most successful brands. Founded by artist and producer Mahyad Tousi and international best selling author and political commentator Reza Aslan, BGS has been associated with feature films, television programming, and Online and Mobile content that has attracted, entertained and informed audiences across the globe. The company's working relationships include such notables as Disney, Warner Brothers, National Geographic Films, Jerry Bruckheimer Films, Scott Free Productions, The Weinstein Company, Overbrook Entertainment, and United Talent Agency.

Continuously collaborating with emerging and established talent, BGS functions as an incubator for powerful ideas with mainstream commercial potential—projects that align with the company's mandate of creating media that effectively furthers the social discourse between the “Western World” and the “Muslim World” while staying committed to mainstream commercial appeal and profitability.

“Providing high-end creative, public relations and marketing solutions to major studios and independents allows us to continually hone the strategies we apply to our own branded content”

– *Los Angeles Times, May 2010*

Local consultant helps Hollywood movies connect: “I don't have a Job, I have a mission...to build bridges between European and North American culture and the Greater Middle East”.

– *BGS' Reza Aslan in LA Business Journal, Sep 2010*

### // CONTACT INFORMATION

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“12 Media Professionals that Rock the Planet.”

– *Huffington Post, Sept 2009*



## BOOK OF KINGS

Based on one of the best known epics in human history, *Book of Kings* is a multi-platform, participatory journey into a world of grotesque monsters and valiant heroes, of petty kings and grand battles, of love found and lost, of good and evil, and the internal struggle of man against his fate.

A thousand-year-old collection of ancient mythological stories unfold across multiple platforms: comic books, mobile comics, animated series, video game, and theatrical motion pictures. *Book of Kings* has inspired everyone from Shakespeare, C.S. Lewis, and J.R.R. Tolkien to George Lucas and Jerry Bruckheimer.

“It’s a crucial time in history to reframe perceptions of the greater Middle East...by creating a transmedia universe based on the ‘Shahnameh’ and giving audiences access to the epic tales that sparked such well known works as J.R.R. Tolkien’s *‘The Lord of the Rings’*”

- *BGS featured in Variety, Oct 2010*

To date, BoomGen Studios and our partners Hyperwerks/Kings Letters –an award-winning, independent Comic Book shingle with over one million copies sold and distributed in the last decade – have released four print comic books and are currently taking this property into interactive online and mobile platforms.

This Transmedia property features two prominent storylines aimed at two different demographics: Rostam comics follow the adventures of Asia’s greatest hero-warrior and is aimed at older children & young teens. Black Horse Rider, based on the legend of Siyavosh, is an iconic tale of war, romance, and betrayal about the “real” Prince of Persia geared toward older teens and young adult fans.

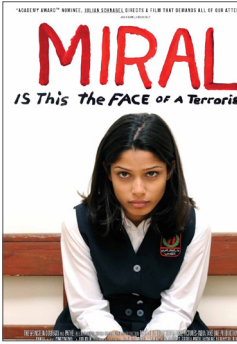
### // GENRE

Fantasy/Adventure/Mythology

### // STATUS

On going development & financing (4-comic books in circulation)

## PAST PROJECTS



A visceral, first-person diary of a young Palestinian girl growing up in East Jerusalem as she confronts the effects of occupation and war in every corner of her life.

**CLIENT:** The Weinstein Company & Julian Schnabel

**BGS SERVICES:** Publicity & Grassroots Marketing Consultant



A young fugitive prince and princess must stop a villain who unknowingly threatens to destroy the world with a special dagger that enables the magic sand inside to reverse time.

**CLIENT:** Walt Disney Studios and Jerry Bruckheimer Films

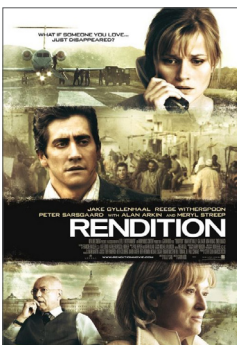
**BGS SERVICES:** Script & Cultural Consultant, Publicity & Marketing Consultant



The adventures of Muna, a single mother who leaves the West Bank with Fadi, her teenage son, with dreams of an exciting future in the promised land of small town Illinois.

**CLIENT:** National Geographic Entertainment

**BGS SERVICES:** Grassroots Marketing Consultant



A CIA (Jake Gyllenhaal) analyst questions his assignment after witnessing an unorthodox interrogation at a secret detention facility outside the US.

**CLIENT:** Anonymous Content, New Line

**BGS SERVICES:** Script Consultant, Cultural & Religious Consultant



Roger Ferris (Leonardo DiCaprio) uncovers a lead on a major terrorist leader suspected to be operating out of Jordan.

**CLIENT:** Warner Bros, Scottfree Productions

**BGS SERVICES:** Script Consultant, Cultural & Religious Consultant