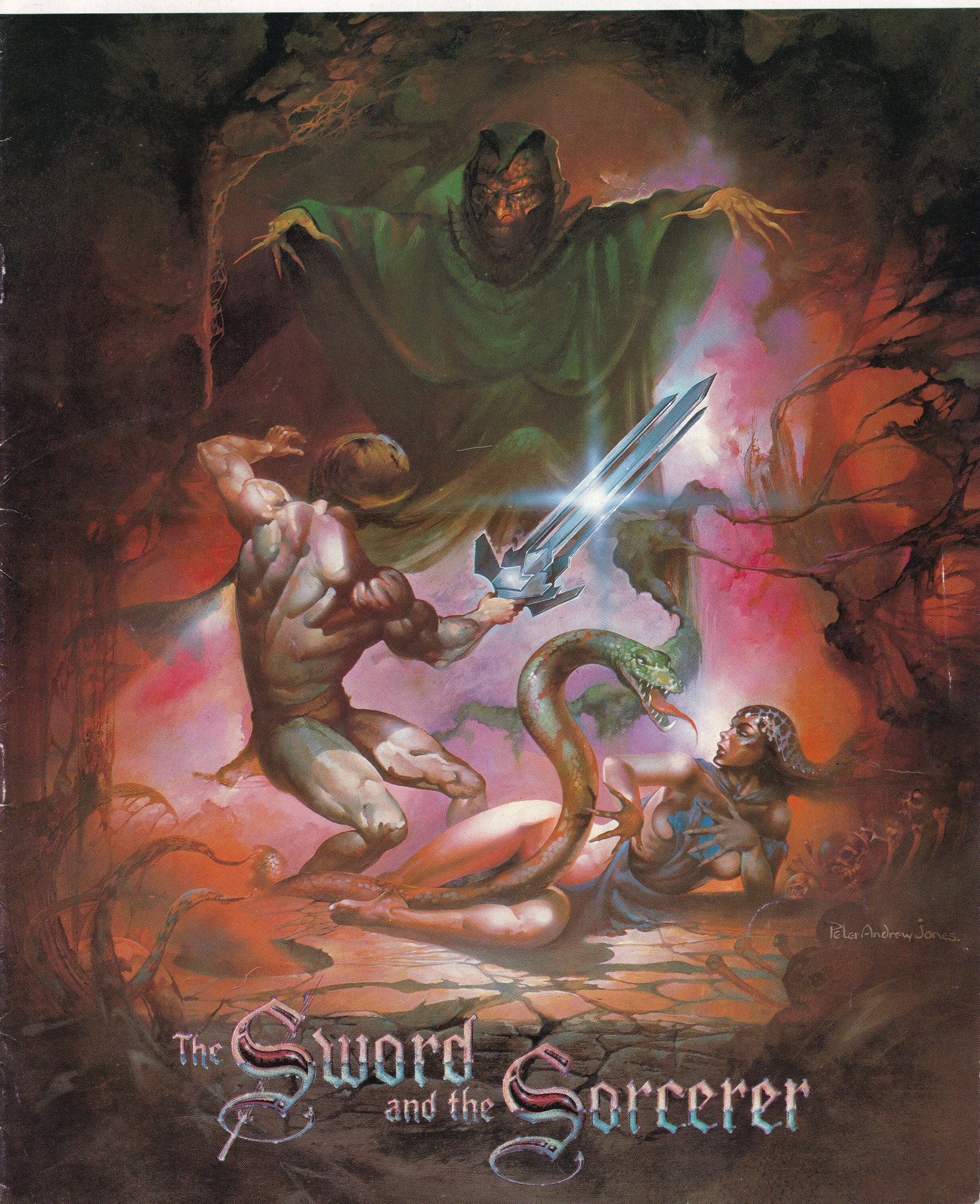


RANK FILM DISTRIBUTORS PRESS BOOK



Peter Andrew Jones.

The Sword and the Sorcerer

The Sword and the Sorcerer

ABOUT THE FILM

"The Sword and the Sorcerer," is a fantasy-adventure of bygone days when the powers of darkness could be summoned by evil-doers and magical swords were forged by the forces of good. Lee Horsley, stars as the handsome, mysterious hero fighting against a medieval sorcerer and an evil king. Kathleen Beller is the raven-haired beauty in distress.

In the genre of "Conan," "Clash of the Titans," and "Excalibur," and with the lusty adventure of "Raiders of the Lost Ark," the film takes us back to those dark ages when a vicious usurper can invoke a 1,000 year old sleeping sorcerer entombed in an island at the edge of the world, to vanquish valiant kings and heroic armies. The terrible sorcerer, once roused, cannot be readily subdued, becoming yet another source of devastation in the ancient world. George Maharis stars as the unscrupulous manipulator of these destructive forces.

Richard Lynch is another villain, the evil king, Cromwell. Simon MacCorkindale, the British actor, is the heroic Prince.

The elaborate costuming, the authentically reproduced medieval weaponry, and extensive special effects employed in "The Sword and the Sorcerer" conjure up fantastic visions of these mythical times. Three special effects make up trucks and an eight man explosion crew were on the set during the shooting of the film. All of the swordsmen employed were stunt men — 90 of them — more than any other movie ever employed in one scene.

Running Time: 99 mins.

Length: 8937 ft.

Certificate: 'AA'



CAST

| | |
|---------------------|---------------|
| LEE HORSLEY | Talon |
| KATHLEEN BELLER | ALana |
| SIMON MacCORKINDALE | Mikah |
| GEORGE MAHARIS | Machelli |
| RICHARD LYNCH | Cromwell |
| RICHARD MOLL | Xusia |
| ANTHONY DeLONGIS | Rodrigo |
| ROBERT TESSIER | Verdugo |
| NINA VAN PALLANDT | Malia |
| ANNA BJORN | Elizabeth |
| JEFF COREY | Craccus |
| JOSEPH RUSKIN | Malcolm |
| JOE REGALBUTO | Darius |
| RUSS MARIN | Mogullen |
| EARL MAYNARD | Morgan |
| GEORGE MURDOCK | Quade |
| JOHN DAVIS CHANDLER | Guard 1 |
| EMILY YANCY | Ban Urlu |
| CHRISTOPHER CARY | King Richard |
| PETER BRECK | King Leonidas |
| ALAN CAILLOU | King Sancho |
| MICHAEL EVANS | King Ludwig |
| JAY ROBINSON | King Charles |
| SIMMY BOW | The Cardinal |
| REB BROWN | Phillip |

| | |
|-----------------------|---------------------|
| ERIC CORD | Eric |
| JO-JO D'AMORE | A Drunk |
| STEVE DAVIS | Thogan |
| ANTHONY FARRAR | Young Mikah |
| GREG FINLEY | Rumbolt |
| GEORGE FISHER | Ninshu |
| TAMMI FURNES | Myra |
| HUBIE KERNS | Renquo |
| LENNIE GEER | Cornellus |
| MICHAEL HOLT | Red Dragon Archer 1 |
| JAMES JARNIGAN | Young Talon |
| EDGY LEE | Acolyte |
| CHARLIE MESSENGER | Pablo |
| SHELLEY TAYLOR MORGAN | Bar-Bro |
| CHRISTINA NIGRA | Young Elizabeth |
| BUCKLEY NORRIS | Bartender |
| PATRICK O'MOORE | Devereaux |
| THOMAS ROSALES | Kabal |
| GINA SMIKA | Young Alana |
| ALVAH STANLEY | Sades |
| MARK STEFFAN | Sades Aide |
| WILLIAM WATSON | Karak |

and introducing BARRY CHASE
as Tavis

Special Appearance by CORINNE CALVET

CREDITS

Stunt Coordinator RICHARD WASHINGTON
 Fencing Tutor REGGIE PARTON
 Music Performed by SYMPHONY ORCHESTRA
 GRAUNKE, MUNICH
 Music Recorded at BAVARIA MUSIC STUDIO
 Production Managers THOMAS F. KARNOWSK
 JOHN V. STUCKMEYER
 Unit Production Manager ALAN ALSOBROOK
 First Assistant Director JOHN ROSS BUSH
 Second Assistant Director BRENDA HAVERSTOCK
 Third Assistant Director LISA COOK
 Second Unit Directors MARSHALL HARVEY
 RICHARD WASHINGTON
 Second Unit Photography JIM CARTER
 STEVE POSEY
 ALAN CASO
 Additional Photography GARY GRAVER
 First Assistant Camera SAM GART
 Second Assistant Camera T. P. VANGHELE
 Second Unit Assistant Camera BRUCE PASTERNAK
 PAUL ELLIOT
 LARRY MARKART
 VINCENT BALDINO
 Still Photography JON PATRICK PRINCE
 Associate Editor BERT GLATSTEIN
 Assistant Editor TERRIE FRANKLE
 Music Editor FRED ARONOW
 Production Mixer DON SANDERS
 Boom Operators KEVIN WILLIAMS
 PAULA OLSON
 MAI BRITT ELLINGSON

Ban Urlu Costume FRED CHOUNG
Chain Mail FRED LIEBERMAN
Klaw Masks TONY TIERNEY
Special Weapons Design ROGER HOLZBERG
Head Make-up Artist VE NEILL
KAREN KUBECK
VERA YURTCHUK
PAMELA PEITZMAN
Hair Design ANTHONY E. ESPOSITO
Hair Stylist RON SMITH
Property Master ROGER HOLZBERG
Assistant Property Master RON WOODS
Property Assistants KIM BUCKLEY
ROGER HORN
Weapons Master JOHN SPENCER
Property Construction LARZ ANDERSON
STEVE JEZEWSKI
CHUCK TAYLOR
STEVE HOMSEY
Klaw Weapons by GERALD OKAMURA
Cask of Heads Design JIM DOYLE
Fabrication and Sculpture STEVE CHIDO
CHARLES CHIDO
MIKE JONES
Assistant Art Director DENA ROTH
Set Director MARIA CASO
Construction Coordinator MIKE BINGHAM
Set Dressers TOMMY ESTRIDGE
JAY BURKHART
TRISH GALLAGHER
GREG WOLF
STEVE SCHWARTZ

Set Painter PAUL EDWARDS
 Draperies BARBARA BENZ
 Art Assistants LAUREN HANSON
 CHRISTINE COCEK
 RICK SCOTT
 CHARLIE EDWARDS
 Set Construction MULEWORKS
 Lighting Consultant JERRY WORKMAN
 Gaffer KEVIN BRENNAN
 Best Boy JIM GRCE
 Lamp Operators GARY A. SHORE
 LARRY KARMAN
 Rigging Gaffer ROBERT FELDMAN
 Rigging Crew SCOTT BUTTFIELD
 MIKE CONNORS
 Key/Dolly Grip TRACY A. NEFTZGER
 Best Boy Grips MIKE MOAD
 DAVE NIMS
 Grips MIKE BRENNAN
 PHIL STONE
 Special Effects Supervisor JOHN CARTER
 Special Effects Consultant HARRY WOOLMAN
 Special Effects TERRY WOOLMAN
 CHUCK HENDERSON
 FLOYD KEENEY
 Special Effects Equipment KNOTT LIMITED
 Tri-bladed Sword Construction ELROY PAYNE
 Special Make-up Effects GREGORY CANNOM &
 MAKE-UP EFFECTS LABS.
 DOUGLAS WHITE
 Transportation Captain LARRY MARKHAM
 Co-captain MARCELLE "KITTY" TOUCHARD
 Drivers JOEL GREENE
 ROBERT CHAMBERS
 ROBERT YAMASAKI
 GARY GRACE
 VIC KLOSTER
 JIMMY HOLLAND
 JACK WILLIAMSON
 Script Supervisor BRENDA WEISMAN
 Location Manager MARK TARNAWSKY
 Production Coordinators TERRI SUE MARTIN
 TERRY SMULEN
 Production Accountants MELINDA McRAE
 CATHY GIBSON
 LARRY ACKERMAN

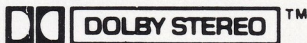
Assistant to Producers DANA MAC DUFF
 Production Assistants NEIL ABRAMSON
 NAZARETH DAIRIEN
 JAMES GIERMAN
 DAVID GOLDENBERG
 TED C. GROUYA
 RICHARD FEZZEY
 SHERYL ABELEW
 JOHN OLSON
 DON STEEL
 Craft Service DAVE COOK
 RICHARD BURTON
 CAROLE VAN DUSEN
 Animal Wranglers TONY SHIELDS
 JIM BROCKETT
 Casting AL ONORATO and JERRY FRANKS
 Extra Casting .. FILMTRAIN — CHARLES MESSENGER
 Post Production Services LION'S GATE SOUND
 Re-recording Mixers MICHAEL MINKLER C.A.S.
 ROBERT MINKLER C.A.S.
 Sound Effects Supervisor GRAHAM HARRIS
 Sound Effects Editors JOE HOLSEN M.P.S.E.
 SANDY BERMAN
 SHERRIE BAYER
 Special Sound Effects FRANK SERAFINI
 Titles and Opticals JACK RABIN ASSOCIATES
 Unit Publicist FRANK BARRON
 Location Equipment PRODUCTION SERVICE
 CONSULTANTS
 Filmed at LAIRD INTERNATIONAL STUDIOS
 Lenses and Panaflex Camera PANAVISION
 Color by DE LUXE
 Recorded in Dolby Stereo
 Grateful appreciation to: DOUGLAS SHACKELTON
 THE MISSION INN, RIVERSIDE
 JACK KINDBERG
 and fondly : TOM HICKS
 MIKE BRENNER
 LESLIE MORSON
 ROGER DARIN

MPAA 26653

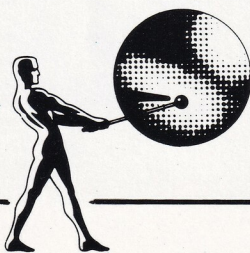
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ALIBI

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AT SELECTED THEATRES



THE SWORD AND THE SORCERER

EDITORIAL



Cromwell's harem gleefully delay the soldiers who are in pursuit of the escaping Talon (LEE HORSLEY).

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 10



The evil and powerful sorcerer Xusia (RICHARD MOLL) is raised from his thousand year sleep to help destroy King Richard of Eh-Dan.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 11

Editorial Blocks are FREE of charge and should be ordered from: Ad. Sales Dept., N.S.S. Ltd., 15 Wadsworth Road, Greenford, Middlesex, UB6 7JN.



In the dungeons of the castle of Eh-Dan, Cromwell's gaoler threatens to kill a beautiful maid-servant.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 12

Cromwell (RICHARD LYNCH) and his soldiers with the help of the evil and powerful sorcerer Xusia, wreak havoc upon King Richard's armies.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 13



A victim of the devastation caused by Cromwell's armies in the kingdom of the medieval world.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS

BLOCK No: 14

ADVERTISING BLOCKS



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EVER FOUGHT BETWEEN
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AND ENDLESS EVIL!

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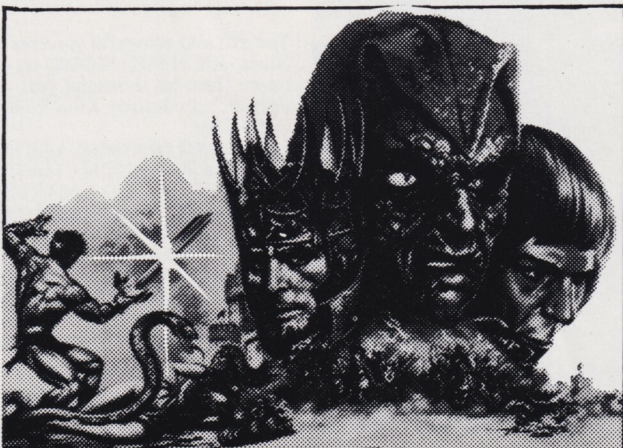
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BLOCK No: 8 £6.15p

NOTE:
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design to those ads above. Block No. 9.

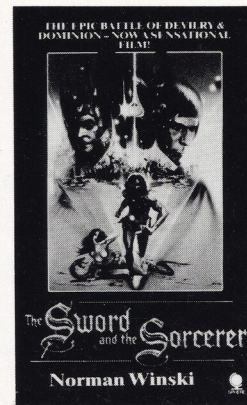
Order direct from National Screen Service, quoting
block number.

PROMOTION

THE QUAD POSTER WILL WIN THE CROWDS

The striking quad poster designed for "THE SWORD AND THE SORCERER" is a magical selling accessory for the film. Utilise every poster site and public display panel during playweek. Your theatre lobby, shop windows, boutiques, railway stations, bus depots, sportsground and the side panels of delivery van covering a wide area should all be used to full advantage.

....Ensure that your quads become mobile publicity accessories for "THE SWORD AND THE SORCERER" overslipped with your theatre name, times of showing and full playdate information.



THE BOOK

**"THE SWORD AND THE SORCERER"
NOW AN EXCITING SPHERE BOOK**

Now an exciting Sphere Book

Based on an original screenplay by Tom Karnowski, John Stuckmeyer & Albert Pyun — "THE SWORD AND THE SORCERER" has been transformed into a novel by Norman Winski and is now available as a Sphere paperback.

Contact your local Sphere book distributors as soon as your playdate is confirmed. They will be able to supply you with copies of the book plus a full range of "THE SWORD AND THE SORCERER" publicity material.

Mount your most ambitious book promotion for "THE SWORD AND THE SORCERER". Apart from book stores and newsagents, there are today many other retail outlets who sell books — chain stores, supermarkets, garages, filling station, boutiques, souvenir shops — to name but a few.

Supply each of these venues with overprinted bookmarks and leaflets for your "THE SWORD AND THE SORCERER" playweek. Not forgetting stills, blow-up and quad posters for window displays.

Promote the Sphere paperback in your theatre lobby, at the box-office and sales kiosk. An attractive 'Read the Book — See the Film' display will benefit all concerned in dual promotions.

And finally, copies of "THE SWORD AND THE SORCERER" paperback will make a very acceptable prize for winners of film competitions sponsored by your theatre.

For further assistance, your head office contact at Sphere Books is: Ms. Louise Canning, Sphere Books Limited, 30-32 Grays Inn Road, London WC1X 8JL. Tel: 01-405 6683, 01-405 2087. Telex: 299342 Cables: SPHERBOOKS LONDON WC1X 8JL



QUAD POSTERS £1.00p each.

....and so will the trailer!

The outstanding trailer for "THE SWORD AND THE SORCERER" highlights all the action and excitement of this outstanding film. Give it extra playing time in the weeks leading up to playdate. Arrange for 'cross-plugs' with neighbouring theatres. Plug the trailer at all late night shows, and give it extra playing time whenever you can. A recorded message over your PA System at intervals and change-over times would also win extra patrons for "THE SWORD AND THE SORCERER"

...Coming to Your Theatre Soon!

ARTISTS!!

Here's an idea which might appeal to local art School/College of Art Students. Ask them to paint a typical scene from the film or on the theme of magic/sorcery.

Again, this might be expanded to invite them to design a poster emphasising the action of the film. The best artwork should be displayed in your foyer throughout "THE SWORD AND THE SORCERER" playweek, or perhaps moved to a local store to attract greater crowds.

This would be a great way to attract visual interest in the film, especially with a leading local artist to present prizes.

PROMOTIONS continued ➔

PROMOTION continued

THE SWORD AND THE SORCERER

STILLS

10" x 8" Coloured Stills. Hire Fee **£1.75p** per set of 8.

The charge for 10" x 8" Stills is based upon prompt return after playdate. Failure to return may incur additional charges and ultimately a considerable increase in the hire fees.

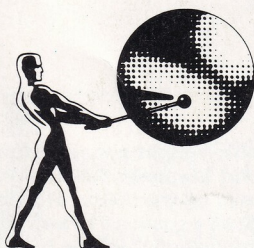
THE MUSIC

Music from the original Sound Track Album in **THE SWORD AND THE SORCERER** is on **THAT'S ENTERTAINMENT** records. Ensure that all Music Shops have a good stock before playdate.

All prices are subject to VAT, with the exception of Blocks, which have been Zero-rated.

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Exhibitors in Eire should order from: Cinema & General Publicity Ltd., 35 Upper Abbey St., Dublin.



Phone-in messages

Have a phone-in message recorded for members of the public calling your theatre for information during playweek. Tell them about "THE SWORD AND THE SORCERER", the stars, times of separate performances etc. Perhaps recorded excerpts from the action-packed trailer might be included.

OFFICIAL ADVERTISING BILLING

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| THE RANK ORGANISATION | 30% |
| presents | |
| A BRANDON CHASE FILM | 80% |
| THE SWORD AND THE SORCERER | 100% |

| | |
|------------------------------|------|
| (Starring | |
| (LEE HORSLEY | 100% |
| (KATHLEEN BELLER | 100% |
| (SIMON MacCORKINDALE | 100% |
| (GEORGE MAHARIS as Machelli | 100% |

| | |
|-----------------------------|------|
| (and | |
| (RICHARD LYNCH as Cromwell | 100% |

| | |
|----------------------|-----|
| (Executive Producer | |
| (ROBERT S. BREMSON | 35% |

| | |
|---------------------|-----|
| (Co-Producers | |
| (TOM KARNOWSKI and | |
| (JOHN STUCKMEYER | 35% |

| | |
|----------------------|-----|
| Note (Screenplay by | |
| A (TOM KARNOWSKI | 35% |
| (JOHN STUCKMEYER & | 35% |
| (ALBERT PYUN | 35% |

| | |
|---------------------|-----|
| (Produced by | |
| (BRANDON CHASE and | 35% |
| (MARIANNE CHASE | 35% |

| | |
|---------------|-----|
| (Directed by | |
| (ALBERT PYUN | 35% |



IN SELECTED THEATRES

| | |
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|---|------------|

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B. The percentages are in relation to contractual size of title and NOT to artwork size of title.

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