

CELEBRITY HOME VIDEO

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specialized in kidvid. Some 200-300 titles were offered by the company's Family Home Entertainment line, including product featuring such licensed characters as Gumby, the Care Bears, Strawberry Shortcake, G.I. Joe, and Pound Puppies.

The releases scheduled for Celebrity's Just For Kids line consists of animated features, full-length films, and licensed characters, according to acquisitions vice president Krickett Wertz.

For the initial releases of the Feature Creatures line, the company has licensed 11 titles from King Features, including five sci-fi films featuring the Japanese giant flying turtle Gamera, for which Celebrity plans a "campy promotion," according to Bloom.

In general, he says, "We want to release eight to 10 titles a month."

A veteran of the home video industry, Bloom sold IVE (with subsidiaries Family Home Entertainment, USA Home Video, and Thriller Video) to Carolco in December, after initially selling Carolco controlling interest in return for a \$25 million line of credit.

"We'd originally been looking for outside investors who would bring in money or product, and Carolco had both," Bloom says of the film production company, which produced "Rambo" and "Extreme Prejudice."

Then, he says, "Carolco had its own way of operating, and we had different ideas." Bloom says of the Carolco buyout, "I was going to take it easy [after the sale], but I decided to start a new company."

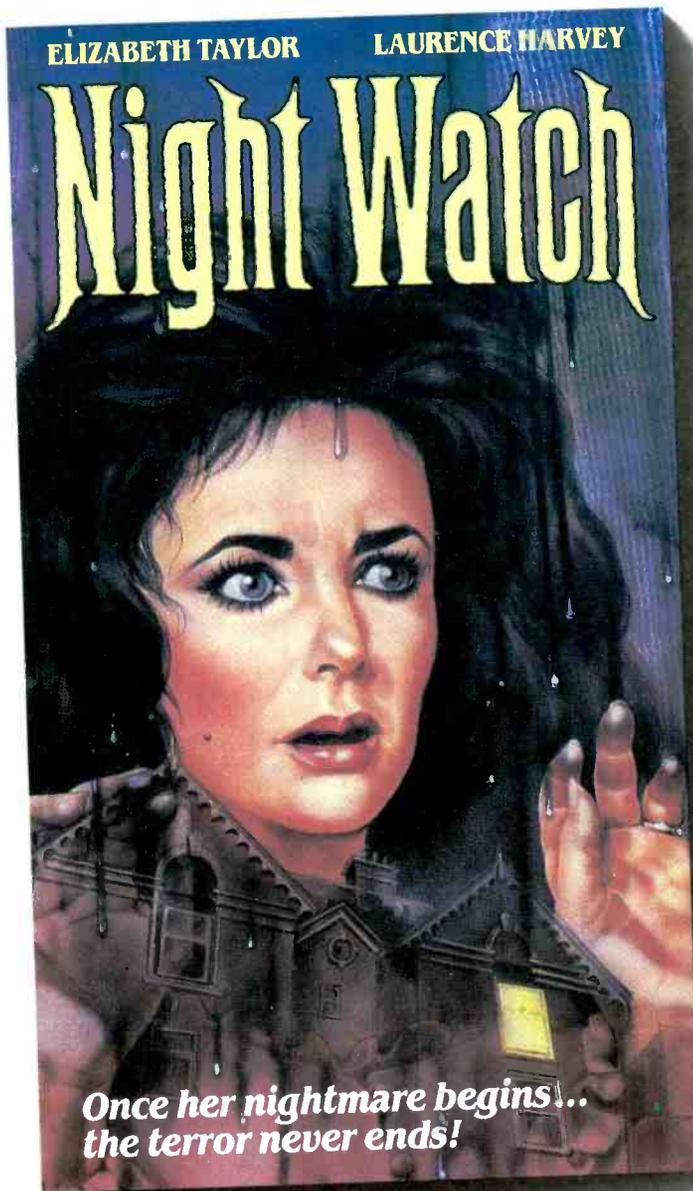
Joining Bloom at Celebrity Home Entertainment are acquisitions VP Wertz, who held the same position at IVE; Pete Pidutti, senior vice president, formerly VP of sales at Media Home Entertainment; director of advertising and public relations Andrea Goldstein, who served as executive administrative assistant to Bloom at IVE; and manager of sales administration Andi Elliott, who served in the same capacity at Media Home Entertainment. Celebrity also employs 16 regional sales reps.

Celebrity Duplicating Services is headed by president Robert Miller, who supervised operations at IVE's own duping firm, Creative Video Services. "Ever since I've been in the business, we've done our own duplication," says Bloom. "Costwise, there isn't much of an advantage, since it's run as a separate company. But it does give you more control." Celebrity Duplicating Services employs 40 people.

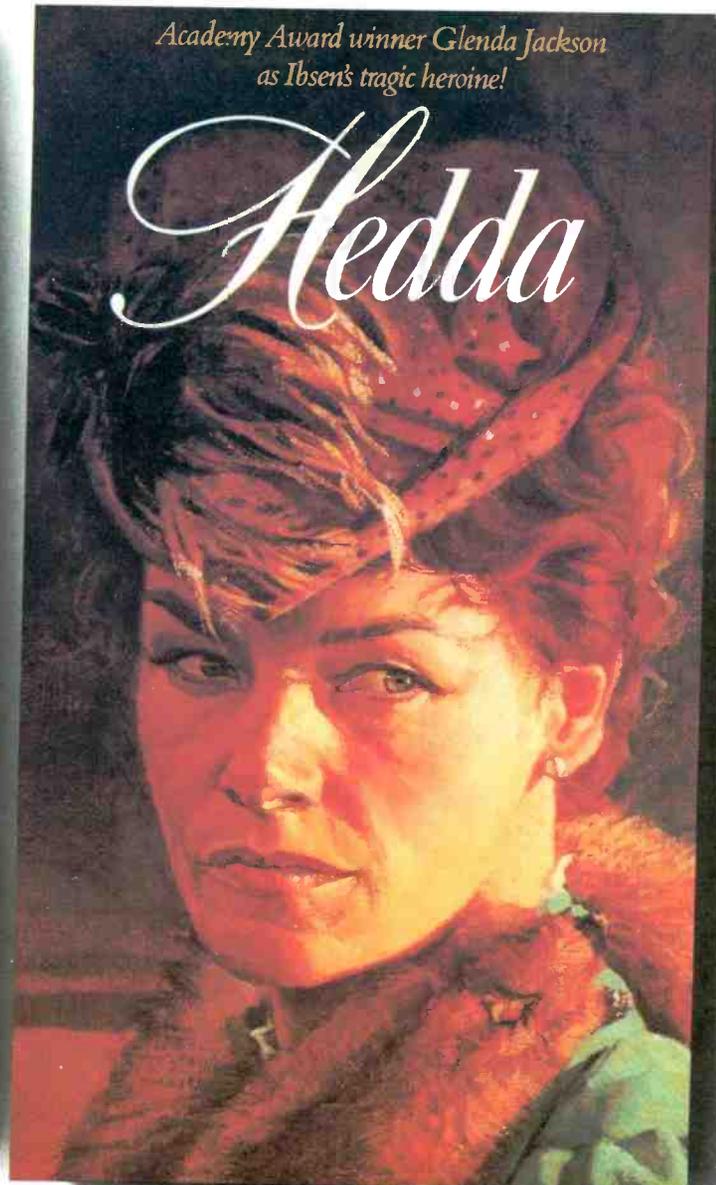
Bloom says Celebrity Home Entertainment is putting together an ad campaign, including print and direct mail. Says Bloom, "We'll be involved in all of our distributors' mailing pieces, and this fall we'll be doing in-store promotions."

The Boston-based company Olive Jar is giving clay animation a higher profile ... see page 52

Once You've Worn Bring Out The



Elizabeth Taylor and Laurence Harvey in a gripping English thriller of dark fantasies, uneasy dreams, and terror.



Glenda Jackson, in her Oscar-nominated performance as Hedda Gabler, Ibsen's tragic heroine.