**THE STORY....**

The Poseidon (Producers) named after the Greek god of the ocean is an 81,000 ton luxury liner making its last cruise from New York to a Greek ship-breaking yard after a brief and illustrious career as Queen of the Seas. Her first owners, in the interest of saving money, have the captain to drive her of crude vessels, and most importantly, save his attempts to keep her property.

During the July New York Fire, the ship's crew strikes against Poseidon's dream and captures her. The captain manages to radio a distress call, but immediately after, everyone in the superstructure is lost. In the marine the effect is harkens back catastrophically, with dead and wounded everywhere. But the sea doesn't immediately order, and there are unparalleled consequences.

What follows is the harrowing and dramatic struggle of all of these to make their way up through the explosion and smoke, to safety, amongst ships where there is some chance of escape. They are led by the renowned Frank Scott, a man of remarkable will and capability. His offers are money and safe haven, a couple in late middle age, Mike and Linda Rogers. They are tough but determined, and a couple who are not afraid to put their lives on the line. The others who are aboard the ship, a young couple, Jack and Marisa Perry, a young sailor, James Martin, a inexpensive jack of all trades.

With these varied backgrounds, they each differently under the terrible pressures imposed upon them and pragmatic relationships develop. Along their perilous way, two are lost but all are saved — never to be the same again.

**THE CAST....**

<table>
<thead>
<tr>
<th>Role</th>
<th>Actor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rogers</td>
<td>Gene Hackman</td>
</tr>
<tr>
<td>Scott</td>
<td>Ronald Scott</td>
</tr>
<tr>
<td>Martin</td>
<td>Ernest Borgnine</td>
</tr>
<tr>
<td>Perry</td>
<td>Red Buttons</td>
</tr>
<tr>
<td>Marisa</td>
<td>Carol Lynley</td>
</tr>
<tr>
<td>Rogers</td>
<td>Rocky McDowell</td>
</tr>
<tr>
<td>Perry</td>
<td>Stella Stevens</td>
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<tr>
<td>Perry</td>
<td>Bob Hope</td>
</tr>
<tr>
<td>Perry</td>
<td>Arthur O'Connell</td>
</tr>
<tr>
<td>Perry</td>
<td>Victor Mature</td>
</tr>
<tr>
<td>Perry</td>
<td>Eric Shea</td>
</tr>
<tr>
<td>Perry</td>
<td>Leslie Nielsen</td>
</tr>
</tbody>
</table>

*Note: the above portraits of The Cast are available in full color.*

**PRODUCTION STAFF**

*Note: the above portraits of the Production Staff are available in full color.*

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**PUBLICITY....**

"The Poseidon Adventure" THRILLER: ALL TIME MOST EXCITING SEA DRAMA

With the success of Frank Capra's production of "It's a Wonderful Life," producers have been seeking for the perfect vehicle to bring the public back to the cinema. Audience surveys show that there is a strong demand for a film that will be shown on a continuous basis. "The Poseidon Adventure" is the one that has been found. With a cast of stars including Gene Hackman, Ernest Borgnine, and Red Buttons, this film is sure to be a hit with audiences everywhere.

---

**35 POUNDS MORE OF SHELLY!**

Shelley Winters, star of the hit film "The Poseidon Adventure," has added 35 pounds to her already impressive figure. Winters has been working tirelessly to prepare for her role as a tough but determined woman, and her weight gain is a testament to her dedication. The film is set to release soon, and audiences are eagerly waiting to see Winters in her new role.

---

**THE BILLING....**

*Note: the above portraits of the Billing are available in full color.*
Producer Irwin Allen Prevails
Perilous Poseidon Pitfalls!

The last is proving Irwin Allen's contention that "POSEIDON ADVENTURE" is the most expensive film they've ever made. The $10 million, 18-month production is in its final stages. Allen's last film, "SAIGON," was a box-office failure. "POSEIDON ADVENTURE," on the other hand, is expected to be a major hit. Allen's career has been marked by a string of box-office successes, including "SAIGON," "SAIGON," "SAIGON," and "SAIGON." His latest effort, "POSEIDON ADVENTURE," is a major departure from his usual fare.

Hurlman's Cautious Approach to Glory

Gene Hackman won his Academy Award for Best Actor in 1973 for his role in the film "SAIGON." He was the first actor to win an Oscar for a role in a musical film. Hackman's portrayal of the title character in "SAIGON" was widely praised and was a major highlight of the film.

Caroline's Fountain of Youth

Caroline, the star of the film "SAIGON," has been praised for her performance. She is known for her ability to bring depth and emotion to her roles.

High Place, He Doesn't Aspire — Red Perspires

Red, the evergreen, is a character in the film "SAIGON." He is known for his fiery temper and his ability to get into trouble.

A Girl Does the Best She Can

The title character in the film "SAIGON" is a girl named Jane. She is known for her determination and her willingness to do whatever it takes to succeed.

POWDER AND PAINT

During the production of "SAIGON," the actors were required to wear makeup and costumes. The makeup and costumes were created by a team of professionals who worked tirelessly to ensure that the actors looked their best.

IF ACTORS WERE HORSES — RONALD NEAME WOULD STILL RIDE

Ronald Neame's "SAIGON" is a major production. The film is expected to be a box-office hit. Neame has been praised for his ability to direct large-scale films.

IMITATION OF LIFE

Eric Shea... Up and Away

Pamela Sue, The Ingenue

Sails to Disaster

The film "SAIGON" is a major production. It is expected to be a box-office hit. The cast and crew have been praised for their performances and their commitment to the film.
ACTING CAN BE ECSTASY—AND AGONY TOO!

The women actors—especially—also have been elevated to their roles in 'Three Women in a Tree.' Among the performers are an ancient actress, a present-day actress, and a group of three women from different walks of life. The actors work with passion and effective astringency, and the 'Three Women in a Tree' is a well-told story of three women who have fought against the odds to overcome their personal challenges.

Drama of the Dismayed Designer

The Oscar—Reaction Of Six When Named Winners

It Hurts But Albertson Laughs

UPSIDE DOWN TRIUMPH

HELL, UPSIDE DOWN
At midnight on New Year's Eve the S.S. Poseidon was struck by a 90-foot tidal wave and capsized

THE POSEIDON ADVENTURE
WHO WILL SURVIVE—IN ONE OF THE GREATEST ESCAPE ADVENTURES EVER!
HELL, UPSIDE DOWN
At midnight on New Year's Eve the S.S. Poseidon was struck by a 90 foot tidal wave and capsized

EXHIBITOR! EXTRA!
A "POSEIDON" NEWSPAPER OFF THE PRESS AND HOT!

Who will survive in one of the greatest escape adventures ever!

THE POSEIDON ADVENTURE
Continuing the Success of It's Academy Award-Winning


Directed by Don Siegel - Screenplay by Stirling Silliphant and Wolf M. Wold - Music by Jay Williams - Produced by Irwin Allen

MAT-048 0.04 lines x 4 columns (136 lines)
4 columns x 1/4 inches

MAT-049 0.04 lines x 4 columns (136 lines)
4 columns x 1/4 inches

MAT-050 0.04 lines x 6 columns (204 lines)
6 columns x 1/2 inches

MAT-051 2 columns x 14 lines (22 lines)
2 columns x 1 inch
SAN FRANCISCO TOPS MINNEAPOLIS!

"THE POSEIDON ADVENTURE" RECEIVED
97.6% RAVES AT ITS SECOND SNEAK PREVIEW!

A FRIENDLY WARNING TO EXHIBITORS: GET READY FOR LONG, LONG RUNS!

HELL UPSIDE DOWN
WHO WILL SURVIVE IN ONE OF THE GREATEST ESCAPE ADVENTURES EVER!

THE POSEIDON ADVENTURE

76 lines x 4 columns (275 lines)
3 columns x 5 7/8 inches

Also Available
150 lines x 3 columns (450 lines)
3 columns x 7 1/2 inches

MAT-301

MAT-302

MAT-303

MAT-304

MAT-305
AT MIDNIGHT ON NEW YEAR'S EVE, THE SEATTLE MARINERS SHOOK A MAJOR LEAGUE HOOKER...

THE POSSEIDON ADVENTURE

WILL GENE HACKMAN SURVIVE?

THE POSSEIDON ADVENTURE

WILL ERNEST BORGnine SURVIVE?

Also available

2 Cols. x 2/3 inches (36 lines)
2 Cols. x 1/2 inches (24 lines)
2 Cols. x 1/2 inches (18 lines)
2 Cols. x 1/2 inches (13 lines)
2 Cols. x 1/2 inches (8 lines)

HELL UPSIDE DOWN

WHO WILL SURVIVE – IN ONE OF THE GREATEST ESCAPE ADVENTURES EVER!

ASK YOUR NEWSPAPER'S NEWSDESKS FOR A COPY OF THE COMPLETE PRESSBOOK!

SPECIAL 4D MAT NO. 2 (100 LINES)

2 columns x 3 1/8 inches
THE POSEIDON ADVENTURE

The action theme of survival in POSEIDON ADVENTURE lends itself to a pre-engagement contest promotion whose exposure potential is as broad as your entire community. Here's the contest that will have your whole town talking about POSEIDON excitement.

PRE-ENGAGEMENT "SURVIVORS" CONTEST

A giant 90x11" wove carries an 80,000-line luxury liner in IRWIN ALLEN'S PRODUCTION OF THE POSEIDON ADVENTURE. Out of 1,100 passengers, only six of these twelve survive an incredible adventure. Can you spot the six survivors?

Can you spot the six survivors?

On the reverse side of the mat you can read the contest rules and see the names of the six survivors. The entire contest could be held as a drawing of correct entries at your theatre and prize passes. By making a copy of the mat you can project it onto your screen and inform patrons to pick up copies in the lobby. The contest winner is picked up at the contest.

COLOURING CONTEST

Can be held — tie in with the merchandise and the picture and the fact that you have the name of the picture in the lobby. You can stress their travel department, their cruise line, their luggage, you can have them use the wove to promote their store and their picture. Feature crisp, permanent press fabrics.

As part of the general publicity and announcements featuring "The Poseidon Adventure," it will be good for your promotion minded department stores to merchandise, nautical inspired items,文书 materials, ads, cruise wear for the whole family, ship ceramics, nautical paintings, feature sea food in the store restaurant, sea books — especially Paul Gallico's novel of the Poseidon Adventure, sea types of primes, luggage for sea travel.

The store's window dressers can easily give their windows a nautical setting by drawing, life-preservers, anchors and chains, travel posters and luggage labels, gonggongs and displays of the merchandise mentioned above. Use plenty of promotion stimuli, posters, handouts and copy tying in "The Poseidon Adventure."

DEPARTMENT STORE MERCHANDISING

A "SECRET WORD" CROSSWORD

This simple crossword puzzle has been designed especially for the department stores. The idea is to let the customer see the puzzle and hope to find the secret word. The secret word puzzle is printed on the back of the crossword puzzle page. The secret word is not secret and when revealed with a red felt pen or highlighter. The crossword is a handout for the college campus.

Only first 15 entries will be judged by the newspaper promotion department and winner will be selected.

ACROSS

1. Pathway to the sea, for boats and ships (4, 8)
2. Sailing craft (3)
3. Piece of wood from a ship (6)
4. Kind of bread baked on a ship (4, 5)
5. An object that is used in navigation (5)
6. An instrument used for measurement (12)
7. An object used in navigation (8)
8. A device used to measure depth (11)
9. An object used in navigation (8)
10. An object used in navigation (8)
11. An object used in navigation (8)
12. An object used in navigation (8)
13. A device used to measure depth (11)
14. An object used in navigation (8)
15. An object used in navigation (8)

DOWN

1. An instrument used to measure depth (11)
2. An object used in navigation (8)
3. A device used to measure depth (11)
4. An object used in navigation (8)
5. An object used in navigation (8)
6. An object used in navigation (8)
7. An object used in navigation (8)
8. An object used in navigation (8)
9. An object used in navigation (8)
10. An object used in navigation (8)
11. An object used in navigation (8)
12. An object used in navigation (8)
13. An object used in navigation (8)
14. An object used in navigation (8)
15. An object used in navigation (8)

Run-of-Engagement Survivor's Certificate

If you are interested in this program, please contact us at [Contact Information].
AN "OSCAR" CONTEST IS A WINNER

The Five Academy Award winners involved with "THE POSEIDON ADVENTURE" open the way for a contest that can help you spread the word on the star-studded cast.

List the stars and describe the roles. Then have entrants match up Oscar winners and roles for which they won, then name the movie. Since you're boxed to have many with correct answers, hold a drawing for prizes. Order Mat OSC/PSP from National Screen Services.

**MATCH THE STARS WITH THEIR OSCAR ROLE...THEN NAME THE NAME OF THEIR WINNING MOVIE**

A. She was most to her blind daughter.
B. She died in Japan.
C. Father is not lost to them.
D. Nobody loved this bacher lass.
E. She plus me is no cop out.
F. She live here for party with a baed girl.

*The answers are on page 30.


**AN AMAZING POSEIDON MAZE**

Use this maze for your theater-going audience. Paste it as a herald for local TV ad stations, in your theater or anywhere that families gather. Available from NGS or Mat Maze Plus 28 in 2-color herald size.

POSEIDON MAZE

Find the Right Path That Will Lead to Safety

A ONE TWO TV ENTERTAINMENT PUNCH

The TV specials, 1 1/2 minute features and a 1/2 minute entertainment clip, have been designed to give you a very powerful promotion in each category this year.

The TV specials are a very fast advertising tool that can be aired at any time during the season; the 1/2 minute features can be scheduled in advance and the 1/2 minute entertainment clip can be used as an insert into local entertainment."THE POSEIDON ADVENTURE" is available for the first time this year in the 1/2 minute format.

**SAILING YOUR CONTEST AWAY FROM THEATRE**

Possibilities of using the survivors contest for exposure away from your theater are limitless. It makes a perfect newspaper contest which you can look up with prized from local merchants, in whose stores your product can be seen and sold. Or, approach a shopping center and get a group of stores to pass out a "POSEIDON" prize in their store from which they can distribute the contest.

A. It can build up pre-screening buzz. B. It can generate the enthusiasm of the audience. C. It can provide an opportunity for new customers to see your product. D. It can provide a great opportunity for local merchants to promote their store.

**GANGWAY FOR THE GREATEST SEA ADVENTURE!**

WINNER: ERNEST CASSIUS STANLEY WINTERSTOCK JAMES BELL JOHN GODFREY DWARD MULVANEY JAMES GORDON "THE POSEIDON ADVENTURE" A RUBEN MAMLUK FILM

**WHERE YOU CAN OBTAIN THE VARIOUS UNITS**

 Laurier Studio - 11350 W. McNichols Rd., Detroit, Michigan 48219

**ORDER GUIDE FOR MATERIALS**

**FLAGS, BANNERS & OTHER ACCESSORIES IN DELUXE FLUORESCENT SATIN**

An announce your engagement of "THE POSEIDON ADVENTURE" in bold, bright, and spectacular way with these colorful fluorescent satin accessories. These accessories will be top of the class from which they can be distributed and sold in your theater.

**WEATHERIZED NEAP DUTY STREAMER**

*30" X 42" FLAG OR WALL BANNER*

*30" X 42" FLAG OR WALL BANNER*
The full line of Posters and Lobbies are available thru
NATIONAL SCREEN SERVICE EXCHANGES

WHO WILL SURVIVE - IN ONE OF THE GREATEST ESCAPE ADVENTURES EVER!

THE POSEIDON ADVENTURE

HELL UPSIDE DOWN

ACCENTED & ACCESSORIES

POSTERS

3 SHEET

2 SHEET

1 SHEET

30 X 40

40 X 60

INSERT CARD

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