

## ENTERTAINMENT RESEARCH GROUP, INC.

Entertainment Research Group, Inc. was formed in May 1990 as a result of an experience of one of the founders of the company while attending a movie with his wife. After reading the reviews, checking with friends and upon the recommendation of numerous youth in their church, the couple decided to see "Ferris Bueller's Day Off". Although coarse language is a daily part of the construction industry in which this individual is involved, the excessive swearing and references to oral sex by teenagers made both he and his wife quite uncomfortable. As they discussed the experience, they asked themselves how they could have learned more about the movie prior to attending. Were there sources that offered just the facts about movies without interjecting opinions or philosophies? The research and brainstorming began, and after more than a year of organizing and developing the concepts, the first issue of the ENTERTAINMENT RESEARCH REPORT-Movie Edition™ was published in December 1990.

The ENTERTAINMENT RESEARCH REPORT-Movie Edition™ effectively provides moviegoers with content information in the following areas: PROFANITY, ADULT SITUATIONS, VIOLENCE and RELATIONSHIPS/CONDUCT plus a brief plot description of each movie. In the near future we plan to introduce the ENTERTAINMENT RESEARCH REPORT-Video Edition™ to provide the same information for the video market and ultimately hope to address the music and television industries.

Our intent is not to judge, rate or qualify movies but rather to provide necessary information so individuals can determine for themselves whether a particular movie meets their personal standards of decency. In this age of regulatory agencies and truth in advertising we seem to know more (and be more concerned) about the contents of a box of cereal than about a movie that may leave impressions lasting a lifetime. Our goal is to change that situation.

Entertainment Research Group, Inc. has no ties with the movie industry and in order to remain totally objective will not sell advertising space. The newsletter will be supported solely by subscriptions. The ENTERTAINMENT RESEARCH REPORT-Movie Edition™ is published 24 times per year for \$39.95. For subscription information or general inquiries write to: Entertainment Research Group, Inc., P.O. Box 810608, Boca Raton, FL 33481 or telephone (407)395-1150.