



WAY OF THE B-BOY

FOLLOW THE FOOTSTEPS OF THE MASTERS

Exclusive Online Release October 21st 2008.

Introducing The Way Of The B-boy a full-length visually eye-popping documentary & instruction course all in one, about three generations of bboys and how the method of creating the dance is what changes it. Bboys Jeromeskee (Massive Monkees Crew, Rock Steady Crew) and Fever One (DVS, Rock Steady Crew) start with the most basic step, then reveal the moves and demonstrate how they are put together in combinations - in the original way that hasn't changed since the 1970s.

No special effects, no Hollywood, just the REAL accounts where breakin has been and where it is going. See behind the battles, the style from hard bottoms to BVDs double layered-up, and the posture that says Bboy just by how you enter a room. Many train to win; others train to change the direction of the dance forever.

The documentary provides insight and anecdotes by the forefathers of Hip-Hop and New York breakin' pioneers such as Lil Lep, Michael Holman, Pop Master Fable, Grand Master Caz, Sugar Pop and many more. Instructions and don't-try-this-at-home moves are taught and systematically broken down for you by the new guard: Jeromeskee, Fever One and the other World Champion Massive Monkees.

The film can teach you to dance, but it will also remind you the reason why we dance.

The Way of the Bboy is directed by Chad Ross and Zak Tucker and brought to you by Executive Producer Thierry Daher (Just for Kicks, 2006).

Produced by CAID Productions, 800LB and PopCorn Productions.

Featuring: Lil Lep, Rip7, Grandmaster Caz, Michael Holman, Pop Master Fabel, Ralph McDaniels, Sugar Pop, Koe Rodriguez, Joe Conzo, Sacha Jenkins, Jeromeskee, Juseboogy, Hews, FeverOne, Free, Orbitron, Remind, Granite Rock, Twixx, Ana Banana Freeze, Iron Mike Brysen and Tim the Pit.

Music by: Bean One, Grandmaster Caz, Mr. Supreme, Big World Breaks, ColdBold&Together, Robbie Hill's Family Affair, Black on White Affair





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MUSIC BY Bean One, Grandmaster Caz, Mr. Supreme, Big World Breaks, ColdBold&Together, Robbie Hill's Family Affair, Black on White Affair,

FORMAT 81mn, 4:3, color (Video & HD)

The film is edited in such a way (as a feature, but also as 11 chapters/lessons that can be watched as stand alone episodes) and can accommodate US TV requirements for mini-series as well as DVD, web, mobile, streaming and download.

BUSINESS & DISTRIBUTION CONTACT

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CHAPTER DESCRIPTIONS

Chapter 1 "Introduction" (5 minutes 02 seconds)

Grandmaster Caz, Joe Conzo, Sacha Jenkins, Jeromeskee, FeverOne and Pop Master Fabel begin by introducing in their own right what the art of B-boying signifies to them. We are then introduced to Jeromeskee and FeverOne, the stars of the film who give the viewer a little bit of info about their background and the crews they belong to. We then return to the masters who discuss how it originated and why people do it.

Chapter 2 "Top Rocking" (12 minutes 13 seconds)

In order to break-dance, one has to understand the fundamentals of the art, this step-by-step process starts with what is known as the top rock. In this section we explore three different basic top rock steps: the front step, the side step and the back step followed by three different Top Rock combos. To finish the chapter off, FeverOne and Lil Lep each show you their rendition of the Bronx Rock.

Chapter 3 "Drops" (3 minutes 20 seconds)

In order to bridge top rocking and footwork, a break-dancer uses "drops" as transitions from upright dancing to footwork on the floor, which are the focus of this chapter. The three different drops demonstrated are the "Front Sweep", the "Cork-screw Drop" and CC's (a.k.a. Russian Tap Drops).

Chapter 4 "Music" (4 minutes 38 seconds)

In this chapter, Grandmaster Caz, Sacha Jenkins, Michael Holman, Rip 7, Pop Master Fabel, Lil Lep and Koe Rodriguez discuss the musical breakthroughs that gave birth to break dancing. Twixx of the Massive Monkees then demonstrates how dance and music flow through the body while discussing stamina, breathing, beats, musical pauses (breaks), musical vocabulary and tempo.

Chapter 5 "Footwork" (9 minutes 02 seconds)

This chapter takes place at legendary Poe Park in the Bronx where some of the greatest names in B-boying were born. This section is dedicated to footwork and shows viewers a 4 step, 6 step, 7 step, Round the World (a.k.a. Zulu Spins) and CC's (Russian Taps). Followed by this Fever and Jerome demonstrate three different footwork combos. The chapter ends with Suga Pop discussing a spiritual analogy of break dancing.





Chapter 6 "Power Moves" (9 minutes 16 seconds)

After you have mastered top rocks, drops and footwork, the next things to learn are what are known as power moves. These are the breath taking moves that get crowds energized. FeverOne explains that since these moves don't go to the beat, and aren't dancing, you can only begin and end in harmony with the music. FeverOne and Jerome demonstrate many different power moves such as Swipes, Headspins, Turtle Shuffles, Turtles, Continuous Backspins, and Backspins. Last of all, Juseboogy of the Massive Monkees steps in to show us how he uses Coindrops.

Chapter 7 "Style" (2 minutes 31 seconds)

Grandmaster Caz, Ralph McDaniels, Koe Rodriguez, Pop Master Fabel and Lil Lep comment on the importance of B-boy style and fashion. The latter has an inextricable relationship with the dance, its flare, movements, emphasis and meaning as a whole.

Chapter 8 "Freezes" (5 minutes 55 seconds)

The freeze is the exclamation point of the dance. "You have to hit your freezes: its like doing a super ill 360 and missing the dunk (in basketball)." In this chapter the viewer is told about the importance of freezes in rocking beats, but also shown an array of different freezes such as the Baby Freeze, Chair Freeze, Rocking Chair, Bridge Freeze, Plank Freeze, Elevated Plank, Elbow Freeze and a Stacking Combo of 5 freezes.

Chapter 9 "Flip It, Elevate It" (8 minutes 54 seconds)

Michael Holman, Sacha Jenkins, Pop Master Fabel, Juseboogy, Grandmaster Caz, FeverOne and Rip 7 comment on the evolution of break dancing and the necessity to add ones self into it. You must learn the foundation, master it, add yourself to it, make it yours and then teach it to others for them to do the same. Having your own style, creativity and originality is what makes you a Bboy. Last but not least, we are given demonstrations of FeverOne's unique flip, Jeromeskee's signature flip and how Iron Mike Brysen's Back Taps became his fluid style.

Chapter 10 "Crew" (7 minutes 37 seconds)

Sacha Jenkins, Michael Holman, Rip 7, FeverOne, Koe Rodriguez, Jeromeskee and Grandmaster Caz explore the importance and significance of crew in the creation of a voice and a style in breaking. A crew is a foundation of support upon which you can lean, ask for help and push each other to be the best. To demonstrate the importance of crew in the dance, members of the Massive Monkee crew demonstrate Commando routines and the "Van Damage," a signature creation of Massive Monkees.

Chapter 11 "Battle" (10 minutes 00 seconds)

Grandmaster Caz, Pop Master Fabel, Michael Holman, Ralph McDaniels, Lil Lep and Free comment on the history and significance of "battling". People battle to test skills against their own peers. You battle to get status and you continue to battle in order to maintain it. Battling can be seen as a religious experience for many, (like a tribal dance), or catching the Holy Ghost. Six members of the Massive Monkees then demonstrate how a battle takes place and Koe Rodriguez, Twixx, Iron Mike Brysen, Pop Master Fabel, Rip 7, Sugar Pop, FeverOne and Jeromeskee give us closing remarks and a message to the next generation of breakers on the come up now.

Credits run for 3 minutes 34 seconds





CHAD ROSS DIRECTOR

His 13 years breakin, nine of which were spent teaching classes, give Chad Ross a rare mix of technical skills and knowledge of the subject matter. While still a student at The Art Institute of Seattle he directed a series of cutting-edge breakin compilations for "Circle of Fire" that were sold exclusively in Japan.

He created an original work for the Red Bull Beatriders Academy for the admission of Iron Mike Brysen of the Massive Monkees. His video installations became wildly popular on internet-based broadcasts; his use of stop-animation to original beats drew more than 200,000 unique views while hosted on Mixcast.tv. Upon graduating Chad became the first full-time employee of SGTV (Soul Gorilla TV) taking on the content direction.

In the past year he has shot all-access video for recording stars Duran Duran, Nas, The Fratellis, The Presets, MIMS, The Clipse, Bun B, Devin the Dude and Swizz Beatz. In August of 2007 he directed the Dyme Def "3BadBrothaaas" music video making it his fifth work of the sort.

Although the contracting work led to a preferred vendor status with Microsoft Zune, and the music videos brought media attention, his real passion lied with bigger projects. He has two feature length documentaries in production: "Walking Dreams" about painter David Garibaldi, and the feature-length documentary/tutorial the Way of the Bboy which is a collaboration with director Zak Tucker.





ZAK TUCKER DIRECTOR

Zak Tucker has been editing documentary and feature films since 1996. In 1997, he directed and edited his first documentary film, "A Dream Forgotten," based upon the Supreme Court's de facto reversal of Brown V. Board of Education. In 1998 he wrote, directed and edited two more short form documentaries; "Truckers," exploring the lives and challenges faced by America's long-haul truckers and "Rodeo," a look into the lives of the men and women who earn their livings on the U.S. rodeo circuit.

In the fall of 2000, he founded Swete Post, a boutique editorial house in NYC, specializing in feature film, documentary and commercial editorial, where he currently serves as owner & senior editor. There, Zak edited numerous broadcast television documentary episodes as well as commercials and narrative features.

In 2004, Zak directed his first feature film, "Poster Boy," starring Karen Allen and Michael Lerner, which premiered at the Tribeca Film Festival, went on to competition in the Locarno International Film Festival and the Turino International Film festival before being picked up for domestic U.S. theatrical distribution by Regent Entertainment.

He has just finished editing "Parting Words," a feature comedy for director Stan Schofield, slated for release in fall 2008. He has recently completed the screenplay, "The Ledge," based on the O'Henry award winning short story of the same, which he will direct in the spring of '09.

He has just completed editorial on the pilot he directed, "Body & Soul" a multi-episode documentary series following the personal and professional lives of exotic dancers pursuing their dreams in Las Vegas. He has just co-edited, "If I Were President," a feature documentary about rapper/singer Wyclef Jean's personal politicization and attempt to bring peace to his embattled homeland of Haiti. In the spring of '08, Zak co-wrote, "Forgiveness vs. Justice," a feature documentary that examines the Truth and Reconciliation Commissions in South Africa and Rwanda as a springboard for a larger discussion of Desmond Tutu's "third way," approach to conflict resolution and reconciliation. He recently directed the music video for emerging artist, Nick Weber's, new release, "Mette". He is slated to direct his next feature film, "DiMe," in the spring of '09.

In the summer of '08, Zak co-directed, "Way of the B-Boy," a hybrid documentary featuring B-boy and hip-hop legends as well as b-boying tutorials from Fever One and Jeromseeke of the Massive Monkees. He is currently editing the Model.Live series for Vogue TV and IMG entertainment.



THIERRY DAHER

EXECUTIVE PRODUCER & PRODUCER

Thierry Daher is Founder and Executive Producer of CAID Productions; a New York based independent film Production & Marketing Company he created in 2003. Since early 2007, CAID Productions is affiliated with the Vanksen Group, the leading international buzz marketing agency (HYPERLINK "<http://www.vank sengroup.com>" www.vank sengroup.com) serving the needs of global brands such as P&G, Microsoft, Louis Vuitton, Pfizer and Cartier. Thierry serves as the CEO of the Vanksen Group in North America.

With CAID Productions, Thierry produces and distributes urban and pop culture related films and ensures financing and global distribution worldwide (distribution partners include Canal+, MTVN, Warner, Presidio, GloboSat and more).

Thierry was instrumental in coming up with the original format of the Way of the Bboy, working closely with the talents in the conception phase. He came up with the financing, the campaign events, the online strategy and assets and the distribution structure, and brokered the COOSH sponsorship, that allows a direct-to-consumer distribution of the film (both online and offline): a premiere for an independent documentary.

Through CAID Productions Thierry has produced various viral web campaigns for US and international companies such as Pfizer, Hamelin (Oxford and Canson brands) and Paltalk, whose Elections 08 campaign, in the first 9 weeks following its June 2008 launch, has engaged more than 7 million US online users.

In 2006 CAID produced and released "Just For Kicks," the first feature documentary about the history of sneakers (sport shoes). "Just For Kicks" (www.JustForKicksMovie.com) won the Best Documentary and Best Film Awards at the 2005 USVI International Film Festival and the Best Documentary Award at the 2006 NJ Int'l Film Festival. It was also featured in more than two dozens major Festivals across 5 continents and thanks to Thierry's efforts, has secured global TV and DVD distribution (MTVN, Canal+, Presidio, Image Entertainment, Warner). Two years after its initial release, Just For Kicks has been viewed by more than 100 million spectators worldwide.

Prior to entering the film business, Thierry was acting as Co-founder and President of an E-marketing agency and software Company called CarbonMedia that he started in 1995. CarbonMedia clients included AT&T, France Telecom, AM-FMI, Advertising.com, Screaming Media, RMS-Titanic, Marubeni, several Regional European Governments and the International Advertising Association. Thierry brought CarbonMedia to being, three years in a row (1999, 2000 and 2001), nominated as a Winner in Deloitte and Touche's New York "Fast Fifty" recognizing the 50 fastest growing hi-tech companies in NY State.



THIERRY DAHER (cont'd)

EXECUTIVE PRODUCER & PRODUCER

Thierry started his career in 1990 as an international business consultant for the Banques Populaires Group, a European banking institution with more than 22,000 employees. By age 27 Thierry was appointed General Manager of Pramex NA, their North American international marketing division, thereby becoming one of the youngest executive in the Group with executive management responsibilities. He remained in that position until late 1995, when he left the corporate world to start-up his first company.

Thierry has been frequently interviewed and referenced in publications like Wired magazine, The Washington Post, The New York Times, The Seattle Times, The San Francisco Chronicle, MicroTimes, Reuters and more.

Thierry Daher holds a Master Degree in international marketing from ISG in Paris, France. He is a graduate from IMUA in Tokyo, Japan. He speaks French, English, Spanish and Portuguese. Thierry's constant need to experience new areas and his passion for life and effort led him to become an avid skydiver (he holds a USPA "Advanced C License") and a Marathon runner (NY Marathon 2004, 2005, 2006 and 2007).





MATTHEW CHERNICOFF

PRODUCER

As kids in South Seattle, Matthew was always in the same social circles as the Massive Monkees. He went to college for journalism and put out front page, above the fold, stories about the Crew whenever they performed at the University of Washington. Over time he fell into an unpaid position as a publicist for the crew, soliciting media coverage, writing bios and pitching sponsorship opportunities.

It took about 4 years before Matthew felt confident in his knowledge of breaking but also in describing what makes the Massive Monkees special. He self-financed the beginnings of the production of the Way of the Bboy with Jeromeskee and Chad Ross before partnering with CAID Productions and Popcorn Productions to raise the visibility and production value of the project.

He operated the b-camera, wrote the interview questions and conducted many of the New York interviews in the film. He took all the production stills after buying a HOLGA and a LOMO, and learning about film. He coordinated the Massive Monkees archives (diving into the hundreds of hours of footage he has shot himself, and then converted other archives from the crew itself which was made up of a multiplicity of dated formats). He also arranged all the music licensing and coordinated the release forms for all the bboy interviews.

Mr. Chernicoff has also worked for Microsoft Zune, MSN, MSNBC, The Seattle Post-Intelligencer, NBA Inside Stuff, The Oregonian, the UW Video Department, Nike Youth Camps and chipped paint off the bleachers of the UW Football Stadium.





JOSH BERMAN

PRODUCER

Earning his stripes in the music industry and as a member of the Nightlife Board in Seattle, Josh brought executive oversight to the Way of the B-Boy as the partnership between the Monkees CAID Productions and Popcorn Productions was brokered.

He has owned his own nightclub, managed restaurants, ran a music company and was a founding member SGTV (Soul Gorilla TV) where Chad, Matt and Jeromeskee first began the Way of the Bboy project.

Along with Thierry Daher, Mr. Berman made The Way of the Bboy a reality by negotiating on behalf of the artists in Seattle. The product of this was a deal that left all parties feeling good about their stakes permitting for the results that would follow.

As the artists made the art, Josh consulted lawyers and read the fine print to ensure the interests of his partners were protected. Still, he maintained Seattle's top club promotions company and launched the Dyme Def "Space Music" album which has sold 15,000 copies to date.

Mr. Berman also attended Franklin High School in South Seattle and has been a friend to the Massive Monkees since their beginning.





JOEL ASSERAF

FOUNDER AND DIRECTOR, POP CORN PRODUCTIONS

Launched in 2007, dedicated to the production of film, television and multi media.

Born in Morocco in 1946, Joel Asseraf lived in Paris, France until 1991, where he practiced as a medical doctor, and then moved to Miami with his family.

In the US, he has been the CEO of a plastic manufacture until 1999, and then moved to New York with his family, where he devoted himself to real estate.

Joel's interest in film began in the early 2000 when he became friends with filmmakers, and producers in New York through his wife 's short film festival Be Film The Underground Film Festival (www.befilm.net).

