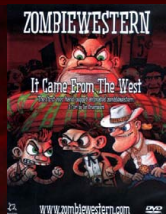


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FEMALE ACTION FILMMAKER J.A. STEEL'S "BLOOD FARE"



SALT LAKE CITY, UT. – On August 14th, 2012, J.A. Steel, the award winning female writer and director, announces the world premiere of her fourth feature film "Blood Fare" for the Dragon*Con 2012 in Atlanta, GA. As part of the official Dragon*Con 2012 programming the screening is scheduled for Friday, August 31st at 8:30pm at the Hyatt Regency Atlanta, Hanover CDE. A live Q&A with "Blood Fare" star Gil Gerard, internationally recognized for his lead role as Captain William 'Buck' Rogers in the science fiction movie and television series "Buck Rogers in the 25th Century," and director J.A. Steel will follow the screening.

"Blood Fare" is a Civil War ghost story with a modern twist, by J.A. Steel and Co-Producer Christian K. Koch. It is the tale of Corporal Henry Trout (S. Edward Meek - "Wild Stallion"), who in 1861 fought valiantly in a forgotten skirmish after the first battle of Bull Run. 150 years later, he will come face to face with his descendants as the battle for blood continues on a haunted battlefield. Tyler (Brandi Lynn Anderson from the upcoming Syfy original series "ZEROS") and her brother Chad (Adrian West), Henry's fifth generation grandchildren, will challenge the very legend of Charon the Ferryman, as the lines between the living and the dead become blurred.

Gerard plays the character of Professor Meade, mentor to the protagonist Tyler, in "Blood Fare". Gerard was recently seen in the Syfy original movie "Ghost Town". International action star, Kim Sonderholm, most recently seen in the newly released "Little Big Boy," appears alongside Gerard as Professor Malick.

In addition to Gerard and Sonderholm, several other amazingly talented actresses and actors have joined the "Blood Fare" cast, including Michelle Wolff ("NCIS", "Chicago Hope", "ER", and "Providence"), Savannah Ostler ("Vengeance"), Bridget McManus ("Wanted"), Scott Beringer ("Ocean's Eleven" and "21"), Brenden Whitney, Alison Trowse, Thomas J. Post, Antonio Lexerot and April Knight. Marcus Intheam, Salt Lake City star radio DJ and "The Real L Word Live Lounge" host Natalie M. Garcia add live broadcast talent.

Chris Hanson, one of the most recognized special makeup effects artists of Hollywood, joined the crew of "Blood Fare" as Special Makeup Effects Supervisor. He demonstrated his unique creativity in "Hellboy", "Underworld", "Men in Black", "Men in Black 2", "The Green Mile", "The X-Files", "The Faculty", "Spawn" and many other productions.

Steel rounds out her crew with Director of Photography Michael B. Call ("127 Hours"), Co-Producer Christian M. Koch, who has worked with Steel on her first 3 films, and Executive Producer Jessica M. Bair.

The up-and-coming colorist, Jeff Pantaleo, completed the digital coloring of "Blood Fare" on the newly developed Scratch workflow at Warner

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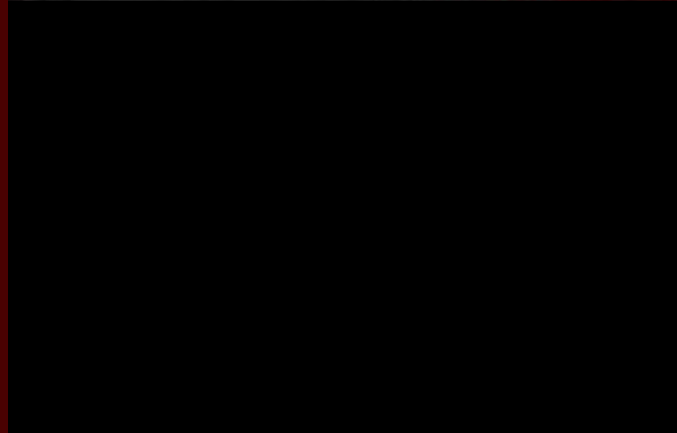
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Bros. Motion Picture Imaging (MPI).

Mastered by Universal Music Mastering's Grammy winning Erick Labson the first song of the "Blood fare" soundtrack has been released on iTunes: The River Mountain Band with "Lay Down Your Trouble" - Lyrics J.A. Steel - Music J.A. Steel & Caleb S. Gray - Piano Arrangement Amanda Lee Bowman.

"Blood Fare" is a green, sustainable film production, and Eco/Sustainable Production Executive Micheline Birkhead was on set to ensure the project meets green certification requirements.

TRAILER:



About J.A. Steel:

Steel is a director, producer, actor, videographer, editor, fight choreographer and stunt person, in addition to writer and composer ... and even a distributor ... a unique woman in Hollywood.

"Blood Fare" is Steel's fourth feature film. Her action horror shocker "Denizen", her action supernatural thriller "Salvation", and her action feature "The Third Society" reflect in many ways Steel's real life hobbies of Muay Thai kickboxing, cave diving, motorcycle riding, firearms and edged weapons. All three movies are available on Amazon.com.

Steel lives in Salt Lake City, Utah, preferring the peace of the mountains for her screen writing.

About Warrior Entertainment®, Inc.

Warrior Entertainment®, Inc., founded by J.A. Steel in 1993, is a music management and film production company that specializes in bringing A-list action to a B-movie budget. <http://www.warriorentertainment.com>

Additional information on "Blood Fare":

Official Website: <http://bloodfare.warriorentertainment.com>

Twitter: (>140,000 followers) - <https://twitter.com/BLOODFAREmovie>

Facebook:

<http://www.facebook.com/pages/BLOODFAREmovie/159681397380430>

IMDB: <http://www.imdb.com/title/tt1730189/>

Background information on Steel's career:

Director's Reel: <http://www.youtube.com/watch?v=V3-BqNZxPrk>

Wikipedia: http://en.wikipedia.org/wiki/JA_Steel

IMDB: <http://www.imdb.com/name/nm0003888/>

Media coverage of "Blood Fare":

http://www.warriorentertainment.com/?se=mov&con=blf_media

The first review of "Blood Fare":

http://www.warriorentertainment.com/?se=mov&con=blf_reviews

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