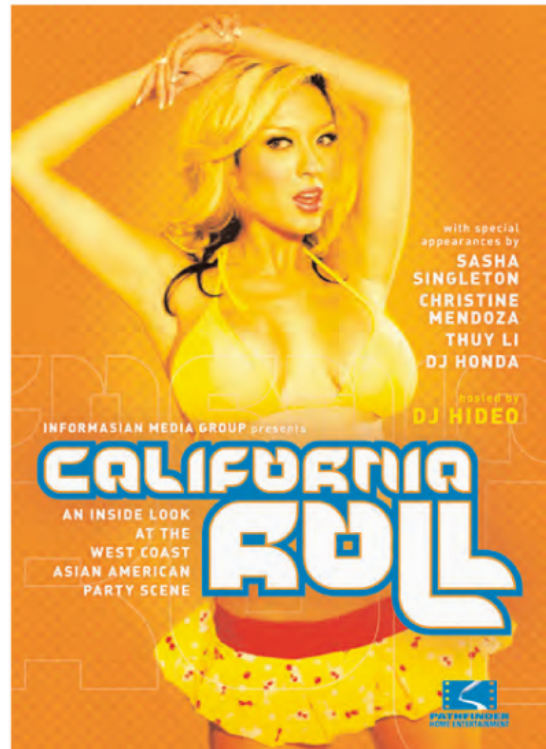


NEW RELEASE - SETUP SHEET

FORMAT:	DVD
TITLE:	CALIFORNIA ROLL
VENDOR/LABEL:	PATHFINDER HOME ENTERTAINMENT
ORDER DATE:	OCT. 9, 2007
STREET DATE:	NOV. 6, 2007
GENRE:	DOCUMENTARY
RATING:	NOT RATED
RUNNING TIME:	52 minutes
COUNTRY/YEAR:	USA / 2005
LANGUAGE:	USA / ENGLISH
SRP:	\$19.98
CAT #:	PH-91789
UPC #:	825307 917895
CARTON QUANTITY:	30 per carton



CAST & CREW:

Director: Stan Lim

Cast: DJ Hideo, DJ Honda, Sahsa Singleton

SYNOPSIS:

A sexy, hip hop journey into the fast moving, high rolling Asian American youth market. Follow DJ Hideo, one of the most recognized DJ's to hit the West Coast scene, as he explains how, why and for whom the scene exists.

Watch as Chopblock cameras documents Asian American Hollywood nightspots, the Go Go Girl phenomenon, and of course, the hip hop Asian American music of today. "Sit back and relax, you're about to ride *The California Roll*."

DVD SPECIAL FEATURES:

Chapter Selections, Trailer, Still Gallery, Bonus music videos by: *Dance* by Cali Casino and *I'm Fresh* by Mic Check, Short documentary from party "SCREAM 1", Biographies.

Special appearances by; Sasha Singleton, Thuy Li, Christine Mendoza, Kim Lon, Eric Young & Billy Chen of Vision Shock, DJ Joel of Proof Positive and Forte Social, DJ Motiv8 BEP, DJ Honda and more