

LightRow Pictures Release Action, Drama, Crime Feature Film RULES on DVD

LOS ANGELES, Calif., Jan. 14 (SEND2PRESS NEWSWIRE) – Actor, stuntman and filmmaker Zak Lee Guarnaccia with LightRow Pictures has launched – before hitting the market in March 2010 – the pre-order Special Limited Edition Collector’s DVD of his controversial feature film in the action/thriller/horror genre titled “RULES,” available online on rulesfilm.com.

“Rules” is inspired by a true story, based on a night life style in the biggest cities of the world. What does the American Dream mean today? With its dark horror-crime underworld storyline and outlandish martial arts action, Rules is an offbeat action film: it tells the story of a mysterious Italian, nightclub security guard Pietro Reed Giordano (Zak Lee Guarnaccia), who is not so fresh off the boat from Italy, and hoping he can escape his past. Is it too late to make a change or is he destined for ultimate destruction? When all he really wants is to be heard!

This Special Limited Edition Collector’s DVD includes: 35 percent off the normal price for the first 200 pre-ordered; individually numbered, limited edition beanie to showcase that YOU can Rule; individually numbered, limited edition poster signed by the director; be on the VIP list Invitation at DVD Release Party Red Carpet Event in Los Angeles; and enter the free sweepstakes to win “Rules” Collector’s Original Showcase Knife engraved with “Rules” logo and YOUR name. See Website for full info.

During the tough times, and in a moment of desperation, Zak considered acting in adult films, but as much as he loves the ladies, this was the only time he didn’t have enough guts to go through with it. As Zak reached several times the rock bottom of his life – losing everything, but not his will, health or happiness – with his dream of filmmaking he’s now committed to helping others. A portion of the proceeds from the sale of the “Rules” DVD will benefit the Homeless Not Toothless Organization founded by Dr. Jay Grossman in 1992, Homeless Not Toothless is a 501c(3) non-profit program providing free dental care to the homeless and under-served. Along with actress Sharon Stone, Homeless Not Toothless is committed to building a dental and medical clinic for the 28,000 children in foster care. Learn more about HNT and the way to support its effort at www.homelessnottoothless.org .

This unique, Independent filmmaker resembles a super hero coming out from a comic book to keep a close eye, braking the rules, telling his personal story and the making of his action film with a few thousand dollars; but is not a hero, as heroes follow rules. Zak is an award winning actor and has been nominated for “best fight choreographer” at the AOF-Film Festival 2009. He is also a martial arts world champion and fitness expert with several successful exercise videos on the market.

Follow Zak’s personal Blog about his powerful true story, the making and the

releasing of this exceptional film "Rules" –
<http://myultimate60daysfilmmakingchallenge.blogspot.com/> .

Zak Lee Guarnaccia spent six years in the Academy of Art and studied photography in Italy. Zak has appeared in numerous films and television series and he is well experienced on both sides of the camera, having a strong, functional understanding on how to construct action. With his unique and inventive way, he will continue work in acting and collaborate as a fight choreographer and stuntman to develop films and TV projects. "Rules" is Zak's debut as director. He is also an accomplished screenwriter and has produced numerous short films and entered several film festivals.

Zak Lee Guarnaccia, as an independent, restless entrepreneur of the entertainment industry is the Owner/Executive of a new production company: LightRow Pictures (www.LightRow.com) and currently has seven feature films in development, to be completed over the next four years. The first two projects slated are a perfect showcase for Zak's talent. "The Next Big Hit" is a unique and brilliant concept of a martial arts musical comedy. It already has notable celebrity interest: Mr. Russell Wong from "The Mummy," "Romeo Must Die" and "Joy Luck Club"; and Lou Ferrigno (the Hulk). "The Cook and The Thief" is a fast paced slapstick family action comedy, and will reveal Zak as an Italian Jackie Chan. Preproduction for the first film is scheduled for mid 2010.

LightRow Pictures will introduce and promote all seven films throughout 2010 and 2011 in several film markets and events. The titles are CHAOS-REMO KAN action/adventure/sci-fi/comic, ARTNET action/crime/mystery/thriller, ANONYMOUS action/drama/thriller, RULES 2 action/drama/thriller, FULL BLAST action/thriller, THE NEXT BIG HIT and THE COOK AND THE THIEF.

"Rules" on DVD will be released on March 1, 2010, and is already available to pre-order on www.rulesfilm.com, Amazon.com, Facebook, and Twitter.

More information on "Rules" can be found at: www.rulesfilm.com.

For theatrical bookings, film festivals, distribution and acquisition (domestic or abroad) Contact: LightRow Pictures, P.O. Box 15942, Beverly Hills, CA 90209 – tel. +1-310-493-3970 or pr@lightrrow.com, and www.LightRow.com.

To view a video news release (VNR) of this story, visit:
<http://www.Send2Press.com/newswire/2010-01-0114-004.shtml> .

News issued by: LightRow Pictures



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/10-0115-RulesFilm_72dpi.jpg

#

Original Story ID: (5603) :: 2010-01-0114-004

Original Keywords: RULES movie, Actor, stuntman and filmmaker Zak Lee Guarnaccia with LightRow Pictures, offbeat action film, DVD release, martial artist, director, mysterious Italian, nightclub security guard Pietro Reed Giordano, action thriller horror film, California business LightRow Pictures