



MOTION PICTURE ASSOCIATION
Classification and Rating Administration

FOR IMMEDIATE RELEASE

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CARA APPEALS BOARD UPHOLDS ‘R’ RATING FOR “THE 4:30 MOVIE”

LOS ANGELES – The Classification and Rating Administration’s (CARA) Appeals Board on March 20 upheld the ‘R’ rating given to the film “The 4:30 Movie.” The film is rated ‘R’ for sexual content.

The appellant, First Avenue Productions, LLC, was represented by Kevin Smith, the director of “The 4:30 Movie” and Jordan Monsanto, a producer of the film. CARA was represented by its Chairperson, Kelly McMahon and Senior Rater, Matt O’Connor.

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About The Appeals Process:

The Classification and Rating Administration’s (CARA) Appeals Board is made up of members of the industry knowledgeable about the distribution and exhibition of motion pictures and whose sole mission is to maintain the integrity of the voluntary ratings system. A successful appeal requires a decisive two-thirds majority affirming that the rating is “clearly erroneous.” The overriding objective of the appeals process is to ensure that the rating system remains consistent and therefore credible. CARA reviews approximately 500-600 films each year. Usually less than five ratings a year are appealed.

For more information about the CARA Appeals process, please visit www.filmratings.com and click on “Ratings Guide” and the “Classification and Ratings Rules” tab.

For more information, contact:

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