

THE WILD ONE – BLU-RAY

A Landmark Film of the 50s

Synopsis:

An angry young Marlon Brando scorches the screen as THE WILD ONE in this powerful '50s cult classic. Brando plays Johnny, the leader of a vicious biker gang which invades a small, sleepy California town. What's Johnny rebelling against? What have you got? - he sneers. The leather-jacketed young biker seems hell-bent for destruction until he falls for Kathie (Mary Murphy), a good girl whose father (Robert Keith) happens to be a cop. Unfortunately for Johnny, his one shot at redemption is threatened by a psychotic rival, Chino (Lee Marvin), plus the hostility and prejudice of the townspeople. All their smoldering passions explode in an electrifying climax!

Target Audience:

Notable Cast/Crew:

Starring Academy Award® winners Marlon Brando (*A Streetcar Named Desire*) and Lee Marvin (*Cat Ballou*), with Mary Murphy (*The Maverick Queen*), Robert Keith (*Guys and Dolls*) and Peggy Maley (*Human Desire*)

Key selling points:

- First time on Blu-ray!!
- Holds an 80% Fresh Rating on Rotten Tomatoes
- Directed by Laslo Benedek and based on Frank Rooney's chilling short story "Cyclists' Raid" about a motorcycle gang taking over a small town and the Hollister Riot in 1947
- Brando become the premier icon of 1950s rebellion, pioneering the way James Dean, Elvis Presley, and others would follow.
- *The Wild One* also introduced the biker hipster pattern to movie audiences and defined biker fashion for decades to come

"The first and best biker movie..." -TV Guide's Movie Guide



Title	UPC	Item #	Format	Genre	SRP	Cost	Rating	Runtime	# Disc
THE WILD ONE – BLU-RAY	683904632234	63223	Blu-ray	DRAMA	\$14.98	\$xx.xx	Not Rated	1 hr 19 min	1