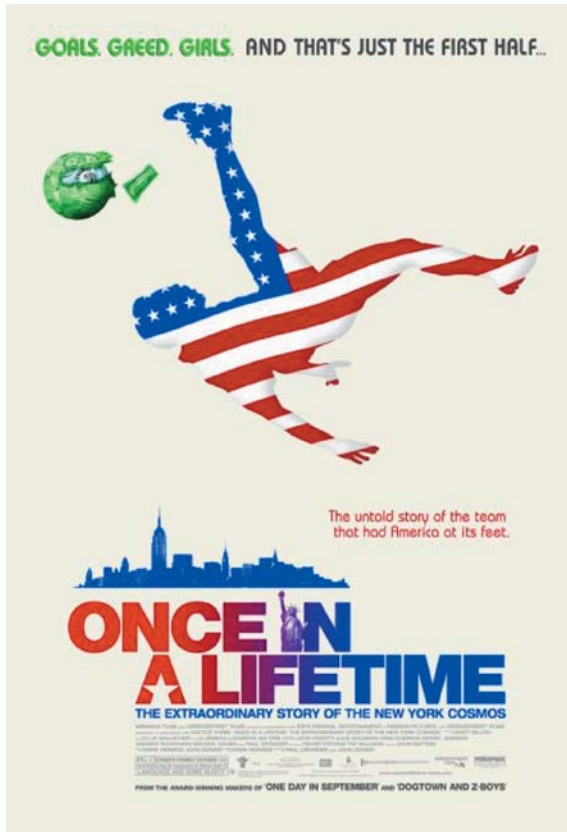


CACTUS THREE Presents

ONCE IN A LIFETIME



It was 1977 and one of New York's most tumultuous and decadent summers. Then, in the midst of blackouts, riots, the Son of Sam serial killer scare and the dawn of Studio 54, came an entirely unexpected moment of inspiration: the rise of the New York Cosmos, America's first great soccer team, and its larger-than-life superstar, Pelé. It is a thrilling tale of how a group of entertainment moguls, a scrappy team of rag-tag athletes and a city in need of a rousing boost pulled together to create a phenomenon that in turn forged the soccer moms of today.

Using a combination of nostalgic 70s soul and pop music, never-before-seen footage, exciting sports action, news-reels from the summer of '77 and candid interviews that range from Marv Albert to Henry Kissinger to Mia Hamm, o the colorful, clashing former Cosmos players themselves, the film creates a humorous, entertaining and richly layered look at a time and place that changed American sports forever.

Executive Producers

John Penotti, Julie Goldman,
Andrew Ruhemann, Michael Davies,
Vicki Cherkas, Cedric Jeanson

Producers

John Battsek, Fisher Stevens,
Tim Williams

Directors

Paul Crowder, John Dower

Credits

U.S.A 2005
56 Minutes
Color

Contact

Cynthia Kane (917) 679 8297
c3sales@cactusthree.com

In Theatres with:

Miramax Films
GreeneStreet Films
ESPN Original Entertainment

<http://www.onceinalifetime-movie.com>



Cactus Three 451 Greenwich Street, 7th Floor New York, NY 10013 212.905 2340 www.cactusthree.com