

Multi-Phase Distribution and Release Strategy for Horror-Thriller *THE KNOCK*, Including Franchise Development Plans

Company Pursues Controlled Theatrical Rollout, Digital Distribution, and Long-Term IP Strategy Designed to Protect Project Economics

Burbank, California Sep 2, 2026 ([Issuewire.com](https://www.issuewire.com)) - Valiant Eagle Inc. (OTCID:PSRU), through its entertainment subsidiary, Providence Film Group, today announced a disciplined, multi-phase distribution and release strategy for *The Knock*, a completed independent horror-thriller that the Company intends to bring to market through a controlled, audience-driven rollout across theatrical, streaming, and digital platforms.

The announcement reflects management's broader approach to commercializing entertainment assets: building audience demand through targeted deployment, retaining flexibility across distribution windows, and preserving a greater share of project economics than a traditional third-party distribution arrangement would typically allow.

ABOUT THE KNOCK

The Knock is a psychological horror-thriller that taps directly into contemporary fears surrounding livestream culture, online fame, parasocial obsession, digital privacy, and the terrifying moment when an anonymous viewer crosses the boundary between screen and real life. The film follows Luna, a young gamer and livestreamer who, after participating in a viral 3AM online challenge, becomes the target of an obsessive fan who has been studying her every stream — her habits, her routines, her home.

The film stars Anjelica Trae (@ayeetrae), a female gaming content creator and actress with a significant and highly engaged social media following — including hundreds of thousands of followers across TikTok and Instagram — whose audience profile closely mirrors the film's core demographic of younger horror fans, gaming culture enthusiasts, and social-media-native viewers.

The Knock is directed by John Ros, a digital-media filmmaker whose content has reached more than 100 million views across major platforms and whose credits include branded content and digital projects for MrBeast, Amazon Prime, and HBOMax. The screenplay was written by Raveena Alam from an original concept by Dr. Xavier Mitchell, Chief Executive Officer of Valiant Eagle Inc. The film is produced by Andrew De Jesus Maldonado of Subplot Entertainment, with soundtrack and score produced by Lavelle Mitchell of Franchise X Entertainment in collaboration with Chico Bennett, a Grammy-nominated music producer with credits that include Prince, Madonna, Lady Gaga, and Destiny's Child.

MULTI-PHASE DISTRIBUTION STRATEGY

Providence Film Group is developing a controlled, performance-driven release strategy for *The Knock* designed to build audience demand, protect project economics, and reduce reliance on costly or controlling third-party distribution arrangements. The planned strategy includes the following phases:

Phase 1 — Independent Theatrical Release in Select Markets

The Company intends to launch *The Knock* in a targeted group of select theaters in cities where horror, gaming, livestreaming, and influencer culture communities can be effectively activated. Rather than pursuing a wide release before audience data is established, Providence Film Group plans to open the

film in markets where the Company believes organic demand and social engagement can be mobilized. The planned rollout is intended to include event-style screenings, community activation, creator partnerships, and social media campaigns coordinated with the film's cast and associated content creators.

Phase 2 — Performance-Based Theatrical Expansion

Following the initial theatrical launch, Providence Film Group intends to evaluate expansion into additional markets and theaters based on early performance metrics including ticket sales, audience response, social engagement, and regional demand signals. The Company believes this measured, data-driven approach is designed to reduce unnecessary upfront spending while allowing the release to scale in proportion to demonstrated audience interest.

Phase 3 — Streaming and Digital Distribution

After the initial theatrical window, the Company intends to release *The Knock* across streaming, transactional video-on-demand (TVOD), advertising-supported video-on-demand (AVOD), and other digital distribution platforms. Providence Film Group intends to maintain flexibility across distribution windows and platforms, and to leverage the film's connection to gaming, social media, and horror communities to support digital performance.

Phase 4 — Profit Protection and Reduced Distributor Control

The Company believes that by managing the distribution process directly and selectively, Providence Film Group may be positioned to retain a meaningfully larger share of project economics compared to arrangements in which a traditional distributor assumes broad control over release strategy, marketing decisions, and revenue participation. This approach is designed to limit excessive distributor fees, reduce unnecessary third-party control, and preserve greater long-term upside for the Company and its stakeholders.

FRANCHISE AND IP DEVELOPMENT

In addition to the initial release of *The Knock*, Providence Film Group is also planning development of *The Knock 2*, positioning the property as a potential entertainment franchise rather than a standalone film. The Company's intention is to treat *The Knock* as a long-term intellectual property asset with the potential to expand into sequels, digital content, gaming-community activations, creator-driven campaigns, soundtrack opportunities, and library value over time.

Providence Film Group's strategy is intended to reflect a disciplined approach to IP ownership: building horror properties from the ground up, maintaining control of creative and commercial rights, and developing audience relationships that can support multiple releases and long-term engagement. Development plans for *The Knock 2* are in early stages, and the Company makes no representation as to the timing, financing, or commercial outcome of any sequel production.

Sign up for Knock updates at:

<https://theknockmovie.com/>

EXECUTIVE COMMENTARY

"Horror has consistently proven to be one of the most commercially resilient genres in independent film," said Dr. Xavier Mitchell, Chief Executive Officer of Valiant Eagle Inc. "Films in this space have a strong track record of performing well with targeted audiences and controlled budgets, and we believe The Knock is positioned to benefit from that dynamic. We are approaching this project not only as a film, but as an audience-driven IP asset — one that we intend to build carefully, expand methodically, and own for the long term. By controlling our own release strategy, Providence Film Group can respond directly to audience demand, protect more of our upside, and make decisions that are aligned with shareholder value rather than distributor incentives. Our plan for The Knock 2 reflects our intention to build entertainment franchises, not one-off releases."

"The Knock was built for today's audience," said Andrew De Jesus Maldonado, Producer and Co-Founder of Subplot Entertainment. "This is a film about fears that are genuinely modern — what it means to be watched online, to build an audience, and to discover that someone in that audience has been studying your every move. That story lands because audiences are living it. Our rollout strategy is designed to meet them where they are: theatrical events that create communal horror experiences, social campaigns that move at the speed of the platforms our audience already lives on, and a streaming plan that keeps the film accessible long after opening weekend. We are bringing real tools and real audiences to this release."

SHAREHOLDER VALUE AND STRATEGIC FOCUS

Management wishes to emphasize that the commercial strategy surrounding The Knock is part of a broader effort to build real, measurable business value within the Providence Film Group portfolio. The Company's approach to this release — controlled costs, targeted deployment, retained distribution rights, and long-term IP development — is designed to reflect the kind of disciplined, commercially focused asset management the Company believes is in the long-term interest of its shareholders.

Valiant Eagle Inc. remains committed to pursuing entertainment assets with identifiable audiences, manageable production profiles, and the potential for multi-platform commercial performance.

ABOUT VALIANT EAGLE INC. (OTCID: PSRU)

Valiant Eagle Inc. (OTCID:PSRU) is a diversified entertainment and media holding company operating through its subsidiaries, including Providence Film Group. The Company is focused on identifying, developing, and commercializing entertainment properties and media assets with targeted audience profiles and multi-platform distribution potential. Valiant Eagle's portfolio includes film production, entertainment media, and emerging technology ventures. For more information, visit www.providenciefilmgroup.org.

ABOUT PROVIDENCE FILM GROUP

Providence Film Group is an entertainment and film production company focused on developing, financing, and bringing commercially driven film and media projects to market. Providence Film Group serves as the primary entertainment production subsidiary of Valiant Eagle Inc. and is responsible for the development, production strategy, and distribution planning for The Knock. For more information, visit www.providenciefilmgroup.org.

ABOUT SUBPLOT ENTERTAINMENT

Subplot Entertainment is an independent production company co-founded by Andrew De Jesus

Maldonado. The Knock is Subplot Entertainment's first feature film. For more information, visit inplotwetrust.com.

FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements include statements regarding the Company's plans, intentions, expectations, strategies, and beliefs concerning The Knock and any planned sequel, including but not limited to statements about theatrical distribution, streaming distribution, franchise development, revenue potential, and shareholder value. These statements are based on management's current expectations and are subject to a number of risks, uncertainties, and assumptions that could cause actual results to differ materially from those described in the forward-looking statements, including risks related to the entertainment industry, distribution agreements, audience demand, competition, financing, regulatory matters, and general economic conditions. The words "intends," "plans," "believes," "designed to," "may allow," "intended to," and similar expressions are intended to identify forward-looking statements. The Company undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date of this release, except as required by applicable law. Readers are cautioned not to place undue reliance on forward-looking statements.

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