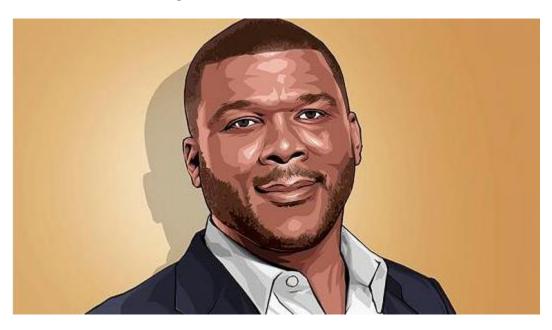


October 6, 2014

http://www.cnbc.com/id/102058566



Title: Actor, producer and writer

Born: September 13, 1969, New Orleans, Louisiana

Education: High school GED

Early Marker: Creation in 2000 of his stock charter Madea, a "God-fearing, gun-toting, pot-smoking, loudmouthed grandmother" who triggered a series of plays and provided a springboard for Perry's film and TV career.

Big Idea: Expanding the Perry production and performance franchise beyond funny and inspirational stories of faith and perseverance among African-Americans that has made him one of the highest-paid people in the entertainment industry.

Wave of the Future: Inspirational entertainment, media fragmentation