



CINEDIGM ACQUIRES U.S. DISTRIBUTION RIGHTS TO YUNG CHANG'S "THE FRUIT HUNTERS"

**New Documentary Starring Bill Pullman Featured at
Berlin International Film Festival This Month**

LOS ANGELES, CA (February 6, 2013) –Cinedigm (NASDAQ: CIDM) has acquired U.S. distribution rights from the National Film Board of Canada to **THE FRUIT HUNTERS**, a new documentary about the world of exotic fruits and their fanatics, directed by Yung Chang (*Up the Yangtze*) and co-produced by the NFB and EyeSteelFilm. Featuring actor and community activist Bill Pullman, **THE FRUIT HUNTERS** premiered in the U.S. in January 2013 at the Palm Springs International Film Festival following screenings at the International Documentary Film Festival Amsterdam and Toronto Reel Asian International Film Festival. Cinedigm plans a theatrical release in spring 2013, followed by release on VOD, digital and DVD.

THE FRUIT HUNTERS examines how we look at what we eat, and, by extension, what it means to be human. Chang spent two years on the trail of fruit-obsessed horticulturalists, pomologists and enthusiasts, with prominent focus on Bill Pullman, whose intense love of fruit leads to the creation of a community orchard in the Hollywood Hills. The real stars are the fruits, presented in all their mouthwatering, cinematic glory: cherimoyas, ice cream beans, durians and more. For its Palm Springs premiere, *ScreenDaily* called **THE FRUIT HUNTERS** a "fascinating and rather tasty film...a filmic feast in a number of ways." *IndieWire*'s Sydney Levine promised, "You have not seen one as appetizing as this sensual and seductive tribute to nature's sweetest bounty."

Emily Rothschild, Director of Acquisitions for Cinedigm, negotiated the film deal with Christina Rogers, Head of Sales, National Film Board of Canada.

"Yung Chang and 'THE FRUIT HUNTERS' team have made a unique, visually-arresting film that is also quite entertaining," said Rothschild. "We look forward to engaging adventurous agriculturists and foodies who will love it and, beyond that, to inviting a broader audience to explore a passionate world they likely never knew existed."

"We are thrilled to be working with Cinedigm," said Rogers. "This team has an amazing track record in documentary distribution and I know they will do a fabulous job getting it out to a wide audience in the U.S."

THE FRUIT HUNTERS is produced by Bob Moore and Mila Aung-Thwin (EyeSteelFilm) and Kat Baulu (NFB). Executive producers are Daniel Cross (EyeSteelFilm), Ravida Din (NFB) and Robin Smith (KinoSmith).

About Cinedigm

Cinedigm is leading a digital entertainment revolution. Cinedigm's pioneering digital cinema deployment and servicing efforts, and our state of the art distribution and exhibition software, are cornerstones of the digital cinema transformation. Cinedigm is also the leading digital aggregator of independent content in the world, providing end-to-end digital content delivery to theaters, across digital and on-demand platforms, and on DVD/Blu-ray. Through partnerships with iTunes, Netflix, Amazon, Google, Hulu, Vudu, Xbox, Playstation, and others, Cinedigm reaches a global digital audience. The company's library of over 5,000 titles includes award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company® and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. Cinedigm is proud to distribute many Oscar®-nominated films including "The Invisible War," "Hell and Back Again," "GasLand," "Waste Land" and "Paradise Lost 3: Purgatory." Current and upcoming multi-platform releases include "Citadel," "In Our Nature," "Come Out and Play" and "Don't Stop Believin': Everyman's Journey." Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Digital Cinema Corp www.cinedigm.com. [CIDM-G]

About the NFB

The National Film Board of Canada creates groundbreaking [interactive works](#), social-issue documentaries and auteur animation. The NFB's award-winning content can be seen at NFB.ca and on [apps](#) for smartphones, tablets and connected TV. Canada's public producer and distributor since 1939, the NFB has created over 13,000 productions and won over 5,000 awards, including 6 Webbys, 12 Oscars and more than 90 Genies.

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