



Based on the blockbuster video game *Halo*, this sequel to the hit RED VS. BLUE series follows the comical misadventures of the Reds and Blues as they face a mystery more dangerous than anyone could possibly understand

Red vs. Blue Season 7: Recreation

Ambushes DVD shelves on August 24th, 2010

With a Brigade of Bonus Content

New York, NY July 22, 2010- Are you ready for more? With over 1.5 billion views on their site, the hottest web-series EVER returns with a reboot of Season 7 in all-new collectible packaging. ***Recreation*** features superior production values and brilliantly funny storytelling told in machinima* style.

Buried beneath the sand is the answer to a mystery more dangerous than anyone could possibly understand. It's the perfect mission for a bunch of ragtag soldiers who don't know what they're doing anyway.

Red vs. Blue Season 7: Recreation retails for \$19.95 and is fully-loaded with a ton of extras including "Relocated" Miniseries, Audio Commentary, Special Videos and PSAs, Deleted Scenes, Hilarious Outtakes and More!

CAST:

Burnie Burns, Joel Heyman, Matt Hullum, Shannon McCormick, Geoff Ramsey, Gus Sorola with Jack Lee and John Marshall Reed

FILMMAKERS:

Original Music by Nicolas Audy-Rowland

Cinematography by Burnie Burns

Edited by Burnie Burns

Visual Effects by Matt Hullum and Nathan Zellner

Sound Editing by Burnie Burns, , Geoff Ramsey

Produced by Burnie Burns, Matt Hullum, Geoff Ramsey, Gus Sorola and Nathan Zellner

Written by Burnie Burns

Directed by Burnie Burns and Matt Hullum

FESTIVALS and AWARDS:

WINNER Best Writing Academy of Machinima Arts & Sciences Film Festival;

WINNER Best Picture Academy of Machinima Arts & Sciences Film Festival;

Special Presentation SUNDANCE Film Festival;

Official Selection SXSW Interactive Festival;

Official Selection NEW YORK Video Festival

TECHNICAL INFORMATION:

Catalog #: NNVG224530

Language: English

Rating: N/A

Color: Color

Running Time: 122 mins+ extras

Audio Format: Stereo
Genre: Comedy
Pre-order date: 7/27/10

So, What is Machinima?

Machinima (muh-sheen-eh-mah) is filmmaking within a real-time, 3D virtual environment, often using 3D video-game technologies.

In an expanded definition, it is the convergence of filmmaking, animation and game development. Machinima is real-world filmmaking techniques applied within an interactive virtual space where characters and events can be either controlled by humans, scripts or artificial intelligence. By combining the techniques of filmmaking, animation production and the technology of real-time 3D game engines, Machinima makes for a very cost- and time-efficient way to produce films, with a large amount of creative control.

*From Academy of Machinima Arts & Sciences official website.

About New Video®

New Video is a leading independent privately-held distributor bringing you quality entertainment via DVD, Blu-ray, download and streaming platforms and cable VOD. We are the proud home to some of the most prestigious names in the industry like A&E®, HISTORY™, Lifetime®, Major League Baseball®, Scholastic Storybook Treasures™, Arthouse Films and Tribeca Film as well as our own lines Docurama Films®, and the newly launched Flatiron Film Company®. Since 1991, our mission has been to unearth first-rate content and deliver them to audiences through traditional platforms and evolving new media. We selectively handpick our library while collaborating directly with our brand partners and filmmakers to cultivate a superior product and fresh new viewing experiences for our audiences. We are headquartered in New York City, but have an international presence in 45 territories.

Press and Screener Contact:

John Squires
646-259-4138/ jsquires@newvideo.com

#