



**SYNOPSIS** IF YOU ARE THE ONE 2 follows the comedic courtship saga of wealthy, middle-aged retiree Qin Fen (Ge You, *To Live*) and serious-minded young air hostess Xiaoxiao (Shu Qi, *The Transporter*). After an amusing prelude in which Qin presides over a lavish divorce ceremony for an amicably splitting married couple, he and Xiaoxiao decide to address their own relationship barriers — her youth and beauty, his cynical, childish sense of humor — by entering into a trial marriage while on a trip to the country's tropical southeast.

# IF YOU ARE THE ONE: LOVE & MARRIAGE

*A crowd-pleasing romantic comedy*

- Bringing in over \$77 million at the Chinese box office, IF YOU ARE THE ONE 2 is one of China's highest-grossing domestic pictures of all time.
- Top-tier cast/crew includes:
  - **Shu Qi** – *The Transporter* and over 60 other films; winner of the prestigious Golden Horse Award in Taiwan (regarded as the "Asian Oscars")
  - **Ge You** – *Farewell, My Concubine*; well-known comedic actor in China; winner of the Best Actor Award at the Cannes Film Festival for *To Live*
  - **Xiaogang Feng** (director) – *AfterShock*
- 2010 North American theatrical run made history as the first Chinese film released in North America simultaneously with Chinese premiere
- Achieved #8 per-screen average in the US over opening weekend.
- North America has 4.5 million residents of Chinese birth or descent; Chinese is the third-most spoken language after English and Spanish.
- Marketing and PR outreach will target:
  - international cinephiles and Asian/Asian-American audiences via online ad, social media, and radio giveaway campaigns.
  - Romantic comedy fans via speed dating/online dating promotions

## PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$26.95 U.S. \$29.95 CAN  
 FORMAT: DVD Single  
 PACKAGING: Single Amaray  
 LENGTH: Approx. 123 mins + extras  
 GENRE: Foreign/Comedy  
 YEAR: 2010

LANGUAGE: Mandarin and English with English and Chinese subtitles  
 COLOR: Color  
 WIDESCREEN: Yes  
 AUDIO FORMAT: Stereo  
 UNITS PER CARTON: 30

TRAILER: [http://www.youtube.com/watch?v=foP\\_xGptPVw](http://www.youtube.com/watch?v=foP_xGptPVw)

## COMP TITLES



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