

# NEWVIDEO®



## GONG LI AND ANDY LAU STAR IN INSPIRED CHINESE REMAKE OF HOLLYWOOD BLOCKBUSTER

**“What Women Want” Debuts Day-Date on VOD, Digital and DVD on November 15, following Theatrical Release in China, U.S. and Canada**

*October 27, 2011 – New York, NY – Zigan Sun (Andy Lau) is not considered to be a good husband, a good father or a good son. He is known only as a chauvinistic executive who, to his dismay, is passed over for a promotion at his advertising agency. Instead, Yilong Li (Gong Li) is hired to develop advertising campaigns targeted toward women. But, in a comedic twist of fate, Sun gains the ability to hear what women are thinking. He uses his new power to become an expert on women and to advance his career, but his new gift leads him toward a relationship with his once-office-rival, and changes his outlook on what’s important in life and love.*

**WHAT WOMEN WANT** grossed more than \$11 million in China before debuting on 27 screens in the U.S. and Canada. Written, directed and produced by **Chen Daming**, **WHAT WOMEN WANT** is a romantic comedy based on the Nancy Myers-directed film of the same name starring Mel Gibson and Helen Hunt.

Andy Lau, the legendary actor and singer, who holds the Hong Kong Guinness Record for the most music awards, has starred in over 100 films, including *Infernal Affairs*, *House of Flying Daggers*, *Warlords*, *Detective Dee & The Mystery of the Phantom Flame*, *Protégé* and *Running Out Of Time*. He is also the founder of the program “Focus First Cuts,” which aims to nurture first-time filmmakers across Asia. He received the Justice of the Peace honor by the Hong Kong government in 2008.

Gong Li’s long history in Chinese cinema dates back to 1987 when a then 21-year-old Li starred in Zhang Yimou’s directorial debut, *Red Sorghum*. Since then, she’s gone on to super-stardom with such modern classics as *Raise the Red Lantern*, *Ju Dou*, *Farewell My Concubine* and *Curse of the Golden Flower*. American audiences are probably most familiar with her from her role opposite Colin Farrell and Jamie Foxx in Michael Mann’s film, *Miami Vice*, as well as *Memoirs of a Geisha* and *Hannibal Rising*.

Releasing on Cable VOD, digital platforms and DVD for the first time in North America day-and-date on November 15, **WHAT WOMEN WANT** is the second title from New Video's new partnership with China Lion Film Distribution, following *Aftershock. The Warring States*, starring Hong-lei and Francis Ng, also debuts cross-platform on November 15.

**WHAT WOMEN WANT** also stars Yuan Li, Julian Chen, Li Chengru, Russell Wong, Wang Deshun, and Hu Jing.

SRP: \$26.95 US; \$29.95 CAN

Runtime: 116 minutes

Rating: NR

Catalog #: NNVG253260

Language: Mandarin, with Chinese and English subtitles

Color: Color

Audio Format: Dolby Digital 2.0 Stereo

Genre: Comedy, World Cinema

#### **About New Video**

Celebrating its 20<sup>th</sup> anniversary in 2011, New Video is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming media, video-on-demand, Blu-ray and DVD, and theatrical release. New Video streamlines the distribution and marketing process for filmmakers, producers and brand partners to bring a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, Arthouse Films, and Plexifilm, next-gen indies and web hits from Flatiron Film Company®, the best in Chinese cinema from China Lion, and festival picks from Tribeca Film. New Video is proud to distribute the 2011 Oscar®-nominated films *Gasland*, *Waste Land* and, on digital, *Restrepo*.

#### **About China Lion**

China Lion Film Distribution is a joint venture between China-based Jiang Yanming and New Zealand-based Milt Barlow (the latter via his company, Incubate) with Yanming, the majority shareholder, serving in the role of President and Barlow serving as CEO. China Lion has distribution agreements with some of China's leading studios including Huayi Bros, Shanghai Film Group and PolyBona, and exclusive exhibition agreements with AMC in the U.S. and Toronto, Cineplex in Vancouver and Consolidated Theatres in Hawaii. China Lion will release up to fifteen films each year, and wherever possible, seek to release its films day-and-date with mainland China.

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