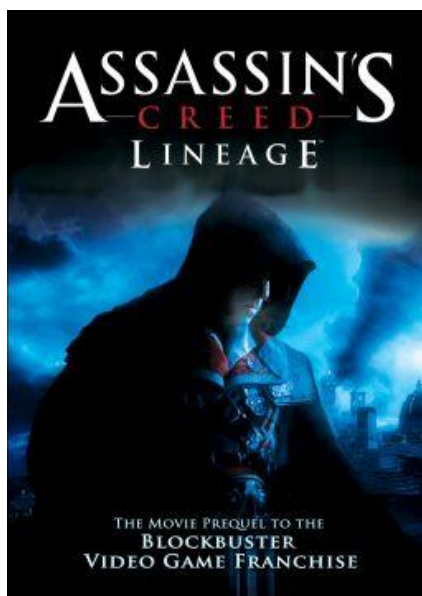


FOR IMMEDIATE RELEASE



FLATIRON FILM COMPANY RELEASES "ASSASSIN'S CREED: LINEAGE[®]," TIMED TO DEBUT WITH UBISOFT[®]'S HIGHLY ANTICIPATED VIDEO GAME, "ASSASSIN'S CREED[®] REVELATIONS"

The Movie Prequel to the Blockbuster Video Game Franchise Releases for the First Time on Digital, Blu-ray (HD) and DVD on November 15



November 1, 2011 – Ubisoft's *Assassin's Creed* multiplatinum videogame franchise has sold more than 30 million units worldwide and includes videogames, toys, apparel, novels, comic books and soundtracks.

On November 15 New Video's Flatiron Film Company will release **ASSASSIN'S CREED: LINEAGE** on digital, in HD on Blu-ray and on DVD day-and-date with the highly anticipated video game release of *Assassin's Creed Revelations*, the latest installment in the award-winning franchise.

ASSASSIN'S CREED: LINEAGE is a stand-alone short film that takes place in the *Assassin's Creed* universe. The film combines live-action and computer-generated imagery to explore the events that happen just before the narrative begins in the *Assassin's Creed II* video game. Developed by Ubisoft's Hybride Technologies, the cutting-edge special effects house behind feature films *300* and *Sin City*, **LINEAGE** is the first chapter of Ezio Auditore's story and reveals the machinations of 15th-century Italy through the actions of Ezio's father, the assassin Giovanni Auditore.

When the Duke of Milan is brutally murdered, Giovanni Auditore is dispatched to investigate. What he uncovers implicates Italy's most powerful families reaching all the way back to the

Vatican. As Giovanni draws closer to the truth, he becomes hunted himself. He must expose the conspirators before he joins their ever-growing list of victims.

ASSASSIN'S CREED: LINEAGE is directed by Yves Simoneau. The DVD includes **over 90 minutes of bonus footage comprised of** "Assassin's Creed: Ascendance" animated short, "Making of: Lineage," trailers, and developer diaries.

Blu-Ray

Pricing: \$15.95 US
Runtime: 2hrs. 24 mins. including extras
Rating: NR
Catalog #: NNVG256051
Language: English
Color: Color
Audio Format: Dolby Digital 2.0 Stereo
Genre: Action

DVD

Pricing: \$9.95 US
Runtime: 2hrs. 24 mins. including extras
Rating: NR
Catalog #: NNVG212371
Language: English
Color: Color
Audio Format: Dolby Digital 2.0 Stereo
Genre: Action

About New Video

Celebrating its 20th anniversary in 2011, New Video is a leading entertainment distributor and the largest digital aggregator of independent 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. New Video recently launched Flatiron Film Company as a distribution brand for out-of-the-ordinary, often risk-taking films and original content. Recent titles have included the Oscar[®]-nominated animated film, *The Secret of Kells*, web hits *Dr. Horrible's Sing-Along Blog*, *Red vs. Blue*, and Felicia Day's *The Guild*, Joseph Gordon-Levitt's *hitRECORD RECollection*, and the theatrical release of José Padilha's *Elite Squad: The Enemy Within*.

www.newvideo.com.

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For box art, please visit:

<http://www.newvideo.com/flatiron-film-company/assassin%E2%80%99s-creed-lineage/>

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