

NEWVIDEO®



**ALL-STAR EPIC, "BEGINNING OF THE GREAT REVIVAL,"
DEBUTS DAY-DATE ON VOD, DIGITAL AND DVD ON JANUARY 24, FOLLOWING
THEATRICAL RELEASE IN CHINA, U.S. AND CANADA**

**Historical Account of China's Revolution Stars
Chow Yun-Fat, Andy Lau and Liu Ye**

*December 20, 2011 – New York, New York – A companion piece to *The Founding of a Republic*, **BEGINNING OF THE GREAT REVIVAL** details the historic events surrounding what is referred to as the Chinese Revolution, the period from 1911 to 1921, when Sun Yat-sen overthrew the Qing Dynasty and planted the roots of what has become today's Chinese Communist government.*

***BEGINNING OF THE GREAT REVIVAL**, co-directed by Jianxin Huang and Sanping Han, charts the beginnings of the country's most influential first-generation leaders, including ambitious warlord Yuan Shikai (Chow Yun-Fat, *Crouching Tiger, Hidden Dragon*), who undertakes an attempt to revive the Chinese monarchy, Tsai Ao, the pro-Republic governor of Yunnan (Andy Lau, *Infernal Affairs*), and Mao Zedong (Liu Ye, *Curse of the Golden Flower*). The film also stars Daoming Chen (*Hero, Aftershock*), Angela Yeung Wing (*Love in Space*), Daniel Wu (*Protégé*), John Woo (Director, *Mission: Impossible II*).*

Releasing on Cable VOD, digital platforms and DVD for the first time in North America day-and-date on January 24, **BEGINNING OF THE GREAT REVIVAL** opened in more than 23 theaters in the U.S. and Canada in June 2011, timed to the 90th anniversary of the birth of the Communist Party of China.

SRP: \$26.95 US; \$29.95 CAN

Runtime: 124 minutes

Rating: NR

Catalog #: NNVG254520

Language: Mandarin, with Chinese and English subtitles

Color: Color

Audio Format: Dolby Digital 2.0 Stereo

Genre: World Cinema

About New Video

Celebrating its 20th 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 specialize in the distribution of Chinese language films and entertainment outside Asia. Its shareholders include founding partners Jiang Yanming (President), Milt Barlow (CEO) and leading Chinese film studios Huayi Brothers Media Corporation and Bona Film Group Ltd. China Lion has an exclusive exhibition agreement with AMC in the U.S. and Toronto. China Lion aims to release the best of pan-Asian language films and wherever possible, seek to release day-and-date with mainland China and Asia. China Lion has offices in Los Angeles, Toronto, Beijing, Sydney and Auckland.

For more information, please contact:

Sommer Hixson, Media Relations
646-259-4138; shixson@newvideo.com

For Chinese press, please contact:

Cecilia Chen, China Lion
213-785-5212; Cecilia@chinalionentertainment.com