



**NEW VIDEO LAUNCHES NEW FILM LINE
“FLATIRON FILM COMPANY”**

**Slate of Acquisitions and Cross-Platform Releases for 2011 Include
“Fly Away,” “Today’s Special,” “Jackboots on Whitehall,”
“The Best and the Brightest” and “True Adolescents”**

New York, NY - Monday, March 14, 2011 – Leading entertainment distribution company, New Video, announced today that it is launching a label for releasing next-gen indie films and web originals across digital, VOD, DVD and theatrical platforms. New Video is introducing **Flatiron Film Company®** as a destination for out-of-the-ordinary, humorous and sometimes risk-taking content from creative talent working in traditional as well as new media. New Video’s strategy for **Flatiron Film Company®** is to reach new and younger audiences via multi-platform release and leverage digital marketing and social networks.

“We saw a need in the marketplace for a destination for narratives that are told from a different perspective and sometimes involve new production paradigms. We are proud of this initial line-up and have named the brand to reflect our neighborhood’s energy and creativity,” New Video co-president Steve Savage commented.

New Video announced a slate of five new films to be distributed under the **Flatiron Film Company®** brand in 2011:

- ***Fly Away*** – Janet Grillo’s first feature film about a single mother struggling to care for her severely autistic teenage daughter – Following a world premiere at SXSW 2011 and a limited theatrical run, *Fly Away* will release day-date April 26 on VOD, digital and DVD.
- ***Today’s Special*** – David Kaplan’s restaurant comedy starring *The Daily Show*’s Aasif Mandvi and actress and acclaimed cookbook author, Madhur Jaffrey. *Today’s Special* releases day-date May 26 on VOD, digital and DVD.

- ***Jackboots on Whitehall*** –Edward and Rory McHenry’s supermarionation World War II farce featuring the voices of Ewan McGregor, Alan Cumming, Tom Wilkinson and Rosamund Pike. Releasing day-date July 27 on VOD, digital and DVD.
- ***The Best and the Brightest*** - Josh Shelov’s rowdy satire on elite kindergartens, starring Neil Patrick Harris, Amy Sedaris, Bonnie Somerville, John Hodgman, Kate Mulgrew, and Christopher McDonald. Following its limited theatrical run, *The Best and the Brightest* releases day-date August 16 on VOD, digital and DVD.
- ***True Adolescents*** – Craig Johnson’s feature film debut starring Mark Duplass, Bret Loehr, Carr Thompson and Melissa Leo about a jobless, apartment-less washed up rocker who experiences a delayed coming of age in the Pacific Northwest. Release dates TBD, including a limited theatrical run.

New Video has recently released brand-defining titles under **Flatiron Film Company®** as a “soft launch”: the Oscar®-nominated animated film, *The Secret of Kells*, Felicia Day’s *The Guild* and the Halo-based “machinima” web series, *Red vs. Blue* -- the critical and popular success of each demonstrating Flatiron’s great potential. *Who’s the Caboose?*, Sam Seder’s underground mockumentary about Hollywood’s annual pilot season starring Sarah Silverman, David Cross and Kathy Griffin before they were famous, releases for the first time in the U.S. day-date on March 29 on VOD, digital and DVD.

In 1999, New Video launched proprietary brand **Docurama Films®** with the first feature documentary available on DVD: D.A. Pennebaker’s *Bob Dylan: Don’t Look Back*. Twelve years and 250 award-winning, highly-acclaimed documentary titles later, Docurama continues to discover and release the greatest non-fiction films of our time while spreading the word about filmmakers who are taking the form to new heights. Docurama’s catalog features *The Wild Parrots of Telegraph Hill*, *Andy Goldsworthy: Rivers and Tides*, *The End of the Line*, *William Kunstler: Disturbing the Universe*, *Best Worst Movie* and *Gasland*, among many others.

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. New Video streamlines the distribution and marketing process for filmmakers, producers and brand partners bringing a wide variety of fresh content to new audiences. The company’s library includes TV originals from A&E®, HISTORY™, and Lifetime®, World Series classics from Major League Baseball®, children’s storybook classics from Scholastic®, award-winning documentaries from Docurama Films®, Arthouse Films, and Plexifilm, next-gen indies

and web hits from Flatiron Film Company® and festival features from Tribeca Film. New Video is proud to distribute the 2011 Oscar®-nominated films *Gasland*, *Waste Land* and, on digital, *Restrepo*. www.newvideo.com.

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