

**FOR IMMEDIATE RELEASE**

**NEWVIDEO**

**FLATIRON** FILM COMPANY

 **docuramafilms**

**NEW VIDEO CONVERGES ON COMIC CON WITH PUPPETS VOICED BY MOVIE STARS, REAL-LIFE SUPERHEROES, FULL-BODY TATTOOS, AND THE GAMING WORLD'S HOTTEST SHORT FILMS**

**Flatiron Film Company Announces the Release of Ubisoft®'s ASSASSIN'S CREED: LINEAGE™ Film, Premiering November 15 on DVD/Blu-ray/Digital**

**July 13, 2011 – New York, NY – New Video** is excited to announce **ASSASSIN'S CREED: LINEAGE** will debut on DVD, Blu-ray and Digital day-and-date with Ubisoft®'s highly anticipated video game release of *Assassin's Creed® Revelations*, the latest installment in the award-winning franchise.

**ASSASSIN'S CREED: LINEAGE**, the standalone short film set in the *Assassin's Creed* universe, combines live action and computer generated imagery to explore the events that happen just before the *Assassin's Creed II* video game. Developed by Ubisoft's Hybride Technologies, the cutting-edge special effects house behind feature films like *300* and *Sin City*, **ASSASSIN'S CREED: LINEAGE** explores the roots of Ezio's epic story arc by following his father, Giovanni Auditore da Firenze, as he unravels a sinister conspiracy in Renaissance Italy. **ASSASSIN'S CREED: LINEAGE** releases from New Video's Flatiron Film Company for the first time on DVD and in HD on Blu-ray and includes exclusive bonus features on the DVD/BD version, including the "Making of: Lineage," "Assassin's Creed: Ascendance" animated short, trailers, and developer diaries.

Also releasing on November 15 from Flatiron are all 20 episodes of **RED VS. BLUE: SEASON 9** in one DVD compilation. A prequel to "The Blood Gulch Chronicles," with ground-breaking CGI animation added to Machinima for enhanced action sequences and a complete cinematic experience, **SEASON 9** reveals the previously unknown back story to the mysterious agents of Project Freelancer.

Flatiron Film Company goes to the fringe and back to bring lesser known gems to a wider audience:

- **JACKBOOTS ON WHITEHALL** (Flatiron Film Company) – premiering in the U.S. July 26 on VOD, digital platforms and DVD. This supermarionation World War II farce and feature film debut from Scottish brothers, Edward and Rory McHenry, has an all-star cast of voices including Ewan McGregor, Alan Cumming, Stephen Merchant, Dominic West, Rosamund Pike, Tom Wilkinson, Timothy Spall, and Richard E. Grant, among others. Be on the lookout at Comic Con for the F.A.N.Y. Brigade, a stressed-out Winston Churchill, the enormous Goering, the malnourished Goebbels, a scarily campy Himmler, leather-clad Nazi Hotties, an American pilot who thinks he's fighting the Russians, and a cat that looks like Hitler. **JACKBOOTS ON WHITEHALL** Social media release with photos and video: <http://pitch.pe/148838>

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- **BLUE SUNSHINE** (Flatiron Film Company) – 35<sup>th</sup> Anniversary DVD Release on September 20, following a Digital release on July 17. For horror fans or those who haven't forgotten their last bad trip, Flatiron re-releases Jeff Lieberman's 1978 classic, **BLUE SUNSHINE**, packed with bonus material. At a party, someone goes insane and murders three women. Falsely accused of the brutal killings, Jerry (*Red Shoe Diaries'* Zalman King) is on the run. More bizarre killings continue with alarming frequency all over town. Trying to clear his name, Jerry discovers the shocking truth...people are losing their hair and turning into violent psychopaths and the connection may be a drug called "Blue Sunshine" that all the murderers took a decade before. By the director of *Squirm*, this campy, cult masterpiece of suspense and terror is available just in time for Halloween. <http://www.newvideo.com/flatiron-film-company/blue-sunshine/>

Docurama Films debuts two new documentaries this fall – a cinematic profile of a tattoo legend and an exposé of real life *Kick-Ass* heroes:

- **ED HARDY: TATTOO THE WORLD** (Docurama Films) – premiering on September 20 on VOD, digital and DVD. In 1955, most 10-year-old boys dreamed of growing up to be a fireman or jet pilot. Young Don "Ed" Hardy had the wild idea of being a tattoo artist. From award-winning filmmaker Emiko Omori (*Rabbit in the Moon*), this feature documentary is a retrospective of the man behind the \$500-million-a-year merchandise empire. Through extended interviews with Hardy himself and a treasure trove of archival photos, the early days of tattoos – and the sailors and carnies who were the nascent art form's primary aficionados – come to life.
- **SUPERHEROES** (Docurama Films) – premiering on November 15 on DVD, following an HBO premiere on August 8 and a theatrical release sponsored by Slamdance Film Festival. What do Mr. Extreme, Zimmer and Master Legend have in common? They might sound like comic book characters but these brave souls are real life superheroes (RLSH). A sensation at this year's Slamdance, Michael Barnett's *Superheroes* illustrates the lives of ordinary citizens across America as they take matters into their own hands and attempt to bring criminals to justice. Their world is revealed through in-depth interviews and man-on-the-street film footage of these masked crusaders patrolling the streets in costume, safeguarding their cities from evildoers.

#### 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<sup>®</sup> Home Entertainment, HISTORY<sup>™</sup>, and Lifetime<sup>®</sup>, unforgettable games and trophy sets from Major League Baseball<sup>®</sup>, storybook treasures from Scholastic<sup>®</sup>, award-winning documentaries from Docurama Films<sup>®</sup>, Arthouse Films, and Plexifilm, next-gen indies and web hits from Flatiron Film Company<sup>®</sup>, the best in Chinese cinema from China Lion, and festival picks from Tribeca Film. New Video is proud to distribute the 2011 Oscar<sup>®</sup>-nominated films *Gasland*, *Waste Land* and, on digital, *Restrepo*.

#### For more information, please contact:

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