



Language: English **SRP:** US \$24.95
Color/ B&W: Color **Audio Format:** Stereo 5.1
Widescreen: TK **Length:** 105 m

Units per Carton: 30 **Year:** 2010
Genre: Comedy **Format:** Single
Packaging: Amaray

Cat: NNVG231511
UPC: 7-67685-23151-7
ISBN: 1-4229-9519-4

Director: Josh Appignanesi
Writer: David Baddiel

Cast: Omid Djalili (*Sex and the City 2*, *The Mummy*), Richard Schiff (*The West Wing*), Matt Lucas (*Little Britain*), and Archie Panjabi (*The Good Wife*)

The Infidel

A Comedy of Ethnic Proportions

Synopsis:

A gut-busting comedy of ethnic proportions about a Muslim cabbie who finds out he is adopted and Jewish, starring one of Britain's premier comic talents, Omid Djalili (*Sex and the City 2*).

Trailer > <http://www.salt-co.com/index.php/trailers/the-infidel-uk-trailer>

- Stellar cast includes Omid Djalili (*Sex and the City 2*, *The Mummy*), Richard Schiff (*The West Wing*), Matt Lucas (*Little Britain*), and Archie Panjabi (*The Good Wife*).
- Grassroots marketing to Jewish organizations, South Asian orgs and Muslim orgs, as well as promotion around Djalili's stand-up tour.
- Social media outreach to Jewish community centers and federations.
- This multi-generational family film offers broad comedy for everyone, while touching on timely cultural issues.
- Theatrical run to continue through Summer 2010.
- Online media campaign (23MM impressions) to support DVD release.

Reviews:

"Great laughs in this sweet comedy.... Djalili is delightful."
—*The New York Times*

"English farce meets Woody Allen." —Ricky Gervais