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NEWVIDEO®



IRREVERENT COMEDY *THE INFIDEL* TIPS SACRED COWS ON DVD

OCTOBER 26 FROM TRIBECA FILM AND NEW VIDEO

Religious Identity Crisis Story Brings Together an Unholy Collection of Comic Minds

NEW YORK, September 7, 2010 – L.A. Weekly calls Omid Djalili’s comic persona “like Homer Simpson, but Muslim,” and his laugh-packed Springfield is the new film, *The Infidel*. Djalili (NBC’s upcoming *The Paul Reiser Show*) stars as Mahmud Nasir, a moderate Muslim who discovers a shocking surprise about his identity. Richard Schiff (*The West Wing*) and Matt Lucas (Little Britain, *Alice in Wonderland*) also star in this outrageous farce written by British comedy legend David Baddiel and directed by Josh Appignanesi. “The two leads make a terrific comedy team,” says The Hollywood Reporter, “with Djalili’s deadpan style of physical humor perfectly complementing Schiff’s hilarious, fast-paced wisecracking.”

Mahmud Nasir (Djalili) may not be the most observant Muslim, but deep down he is a true believer. His life is turned upside down when he learns not only was he adopted—but most scandalously his birth mother was Jewish! And his given name was Solly Shimshillewitz! As Mahmud tumbles into a full-scale identity crisis, a true comedy of religious errors unfolds. “With Muslim jokes, Jewish jokes, liberal gay-friendly Imams, and fundamentalist Muslim characters with sunglasses and hooks, it’s hardly surprising that *The Infidel*, directed by Josh Appignanesi, has caused a sensation...,” the Daily Beast declares.

The single disc comes stuffed with irreverent bonus features, including a commentary with the director and cast, making-ofs, interviews and behind-the-scenes featurettes.

The release of *The Infidel* is among the first of 10 Tribeca Film titles scheduled to be distributed by New Video in 2010 and 2011. Tribeca Film is a distribution platform acquiring and releasing films year-round and is supported by Founding Partner American Express. The films range from award-winning dramas and revealing documentaries to uproarious comedies and stunning animated features, many of which premiered at the 2010 Tribeca Film Festival prior to theatrical runs in New York and Los Angeles. The films from the Tribeca Film slate were also available on video on demand in 40 million U.S. homes simultaneously with their Festival screenings through relationships with leading telecom, cable and satellite providers.

New Video plans to release one to two titles per month leading up to the 2011 Tribeca Film Festival.

Special Features

- Commentary with Director Josh Appignanesi, writer David Baddiel, and actors Omid Djalili and Richard Schiff
- Director and Cast interview
- Viral Trailer
- Infidel Religious Jokes
 - Joke 1: Song from Amit Shah
 - Joke 2: Limerick from Joanna Brookes
 - Joke 3: Anecdote from Josh Appignanesi
 - Joke 4: Joke from Omid Djalili
 - Joke 5: Story from Paul Kaye
 - Joke 6: Story from David Baddiel
 - Joke 7: Joke from Tracy-Ann Oberman
- Infidels in Conversation
 - Episode 1: Which Religion is Funniest?
 - Episode 2: Comedians
 - Episode 3: Jewish Mothers
 - Episode 4: Who is More Jewish?
 - Episode 5: Taxi Drivers
- David Baddiel's Video Blog
 - Episode 1: A Blasphemous Beginning
 - Episode 2: No Chairs but Lots of Cake
 - Episode 3: The Birthday Dilemma
 - Episode 4: Anything for Comedy
 - Episode 5: Working Hard on the Weekend
 - Episode 6: Have You Met My Mother?
 - Episode 7: Bar Mitzvah Friends

THE INFIDEL

Street Date: October 26, 2010
Pricing: \$24.95 U.S. (DVD)
Runtime: 105 minutes, plus bonus features
Rating: N/A
Catalog #: NNVG231511
Language: English
Color: Color
Audio Format: Stereo
Genre: Comedy
Distributor: Tribeca Film/New Video

About Tribeca Film

Tribeca Film is a comprehensive distribution platform dedicated to acquiring and marketing independent films across multiple platforms, including video-on-demand, theatrical and home video. It is an initiative from Tribeca Enterprises designed to provide new platforms for how film can be experienced, while supporting filmmakers and introducing audiences to films they might not otherwise see. American Express continues its support of Tribeca and the independent film community by serving as the Founding Partner of Tribeca Film.

About New Video®

New Video is a leading independent privately-held distributor bringing you quality entertainment via DVD, Blu-ray, download and streaming platforms and cable VOD. We are the proud home to some of the most prestigious names in the industry like A&E®, HISTORY™, Lifetime®, Major League Baseball®, Scholastic Storybook Treasures™, Arthouse Films and Tribeca Film as well as our own lines Docurama Films®, and the newly launched Flatiron Film Company®. Since 1991, our mission has been to unearth first-rate content and deliver them to audiences through traditional platforms and evolving new media. We selectively handpick our library while collaborating directly with our brand partners and filmmakers to cultivate a superior product and fresh new viewing experiences for our audiences. We are headquartered in New York City, but have an international presence in 45 territories.

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