



NEW VIDEO® ANNOUNCES SLATE OF CHINA LION® RELEASES FOR 2011

**China's highest-grossing film, *AFTERSHOCK*, releases October 18
on VOD, Digital & DVD**

***THE WARRING STATES*, starring Hong-lei, and *WHAT WOMEN WANT*,
with Gong Li and Andy Lau, release on November 15;**

***IF YOU ARE THE ONE: LOVE & MARRIAGE*, directed by Feng Xiaogang, and
Andrew Lau Wai-Keung's *A BEAUTIFUL LIFE* follow on December 13**

June 29, 2011 – New York, NY –Beginning October 18, New Video® will roll out five blockbuster Chinese films on DVD and Digital for U.S. audiences. As part of a recently-announced partnership with China Lion Film Distribution®, New Video will release a hand-picked selection of films from leading Chinese film studios to home audiences shortly after they are theatrically released by China Lion in China and key U.S. markets.

***AFTERSHOCK*, releasing on VOD/Digital/DVD on October 18:**

Described by *The Hollywood Reporter* as a "Chinese *Sophie's Choice*," *AFTERSHOCK* tells the story of a family torn apart by the 1976 Tangshan earthquake that killed at least 240,000 people. When both her son and daughter are stuck beneath the same cement slab, Yuan Ni (**Xu Fan**) must choose whom to save. Her agonizing decision would shape the fate of her family for 32 years to come. Directed by **Feng Xiaogang**, *AFTERSHOCK* is the highest grossing domestic film ever in China and was China's official selection for the 2010 Best Foreign Picture Oscar®.

"Well-paced... blessed with topnotch performances, satisfies on every level."—*Variety*

***THE WARRING STATES*, releasing on VOD/Digital/DVD on November 15:**

A sweeping historical epic about two brothers locked in battle, *THE WARRING STATES* centers on a rivalry between military strategists Sun Bin (**Hong-lei, Mongol**) and Pang Juan (**Francis Ng**) during China's Warring States Period (475 BC – 221 BC), interweaving epic battle scenes with character-driven drama. Directed by **Jing Chen**, *THE WARRING STATES* recently closed in U.S. theatrical run.

"A first-rate cast, with a standout perf from Sun...a well-armored, back-kicking, blood-spewing and often furious addition to the Chinese feudal epic genre. – *Variety*

WHAT WOMEN WANT, releasing on VOD/Digital/DVD on November 15:

WHAT WOMEN WANT, an inspired remake starring international superstars **Andy Lau** (*House of Flying Daggers*) and **Gong Li** (*Farewell My Concubine*), grossed more than \$11 million in China before debuting in the U.S. Written, directed and produced by **Chen Daming**, **WHAT WOMEN WANT** is a romantic comedy based on the Nancy Myers-directed film of the same name, revolving around a chauvinistic executive (Lau) who gains the ability to hear what women are really thinking – including his workplace rival, an aggressive advertising executive (Li). Using his newfound ability to his advantage, he becomes an expert on female psychology – and romance blossoms.

IF YOU ARE THE ONE: LOVE & MARRIAGE, releasing on VOD/Digital/ DVD on December 13:

Also directed by Xiaogang, **IF YOU ARE THE ONE: LOVE & MARRIAGE** is the second installment of the comical on-again-off-again love saga that, with **AFTERSHOCK**, made Xiaogang the first director in China to aggregate more than \$1 billion in box office sales for his films. **IF YOU ARE THE ONE: LOVE & MARRIAGE** continues the complicated love story of Xiao Xiao (**Shu Qi**, *The Legend of the Fist: The Return of Chen Zhen*), and Qin Fen (**Ge You**) as they try to make their clashing personalities and differing views on marriage work by entering into a “trial marriage.”

A BEAUTIFUL LIFE, releasing on VOD/Digital/DVD on December 13:

Director **Andrew Lau Wai-Keung** (*Infernal Affairs*, *The Legend of the Fist: The Return of Chen Zhen*) delves into romantic themes with **A BEAUTIFUL LIFE**, the story of Li Peiru (**Shu Qi**), who drifts to Beijing from Hong Kong to make a living but ends up falling in love with Fang Zhendong (**Liu Ye**, *Curse of the Golden Flower*), a local policeman. However, Li is an opportunist who takes advantages of Ye for financial gain, which complicates an otherwise simple story of boy meets girl.

“A striking visual style that authentically conveys the woozy intoxication of unexpected love.” –
Slant Magazine

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 is a joint venture between China-based Jiang Yanming and New Zealand-based Milt Barlow (the latter via his company, Incubate) with Yanming, the majority shareholder, serving in the role of President and Barlow serving as CEO. China Lion has distribution agreements with some of China’s leading studios including Huayi Bros, Shanghai Film Group and PolyBona, and exclusive exhibition agreements with AMC in the U.S. and Toronto, Cineplex in Vancouver and Consolidated Theatres in Hawaii. China Lion will release up to fifteen films each year, and wherever possible, seek to release its films day-and-date with mainland China.

For more information, please contact:

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