

PREORDER JUL 19 RELEASE AUG 16

NEW RELEASE: FLATIRON

NEIL PATRICK HARRIS BONNIE SOMERVILLE AMY SEDARIS

the best and the brightest



"Like *Ruthless People* and *A Fish Called Wanda*,
the kind of adult comedy they just don't make anymore."
—Movie City News



SYNOPSIS THE BEST AND THE BRIGHTEST follows a fresh-faced young couple from Delaware, Jeff (Neil Patrick Harris) and Samantha (Bonnie Somerville), who have only recently entered the world of New York City's elite private kindergartens. Every private school in the city informs Sam that she's simply too late to apply for a kindergarten spot for her five-year-old daughter this fall, but she begs Jeff to hire a "consultant" to find a crack in the system. The oddball consultant, Sue Lemon (Amy Sedaris), does precisely that, and Sam and Jeff are granted a rare interview at the posh Coventry Day School by telling the headmistress (Jenna Stern) that Jeff is a renowned poet. Soon keeping this ridiculous lie aloft is the critical piece in their plan to gain entry.

NEWVIDEO
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NEW VIDEO, 902 BROADWAY, 9TH FL.
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THE BEST AND THE BRIGHTEST

A star-studded modern-day farce about parenthood

- All-star cast includes fan and cult favorites:
 - Neil Patrick Harris (*How I Met Your Mother*, *Dr. Horrible's Sing-along Blog*)
 - Amy Sedaris (*Strangers with Candy*)
 - John Hodgman (*The Daily Show with John Stewart*)
 - Bonnie Somerville (*How Do You Know*)
 - Kate Mulgrew (*Star Trek: Voyager*)
 - Christopher McDonald (*Happy Gilmore*)
 - Bridget Regan (*Legend of the Seeker*)
- Released on the heels of a theatrical run in major markets as well as Neil Patrick Harris' starring role in the highly-anticipated *The Smurfs* (Aug 3), and just in time for back-to-school promotions.
- This hilarious and topical comedy has an 89% "Want to See" rating from Rotten Tomatoes and Flixster.
- PR will leverage access to Neil Patrick Harris (1.1mm Twitter followers) John Hodgman (500K followers + website) and Amy Sedaris (50K Facebook fans).
- Facebook ad campaign to target fans of *How I Met Your Mother* (10.3MM fans), *Dr. Horrible's Sing-along Blog* (319K fans) and *Strangers With Candy* (205K fans).

PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$26.95 U.S. \$29.95 CAN
FORMAT: DVD Single
PACKAGING: Single Amaray
LENGTH: Approx. TK mins + extras
GENRE: Comedy
YEAR: 2010

LANGUAGE: English
COLOR: Color
WIDESCREEN: TK
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

COMP TITLES



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STRANGERS
WITH CANDY

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