



SYNOPSIS Li Peiru (Shu Qi) moves to Beijing from Hong Kong to make a living as an aggressive real estate mogul. She's an opportunist alcoholic who's not looking for love, but instead is content with her career and having an affair with a married man. But in a romantic twist of fate, she ends up falling in love with Fang Zhendong (Liu Ye), a local policeman who is honest, rigid and a devoted caregiver to his autistic brother. But can the couple's new relationship survive traumatic events like injury, illness and loss? A BEAUTIFUL LIFE explores the sweet and sour aspects of love.

A BEAUTIFUL LIFE

A romantic drama featuring international star Shu Qi

- Theatrical release in AMC theaters beginning May 2011 in 30+ markets in the US and Canada.
- Top-tier cast/crew includes:
 - Director **Andrew Lau** (*Infernal Affairs* and *The Flock*)
 - **Shu Qi** (*The Transporter* and over 60 other films; winner of the prestigious Golden Horse Award in Taiwan (regarded as the "Asian Oscars")
 - **Liu Ye** (*Postmen in the Mountains*; *City of Life and Death*; winner of the prestigious Golden Horse Award for Best Actor in *Lan Yu*)
- North America has 4.5 million residents of Chinese birth or descent; Chinese is the third-most spoken language after English and Spanish.
- Marketing, social media and PR outreach to include:
 - Targeting international cinephiles and Asian/Asian-American audiences via online ad, social media, and radio giveaway campaigns.
 - Targeting romantic drama fans via speed dating/online dating promotions
 - "520 Best Hug" campaign in North America (520 means "I Love You" in Chinese)
 - Social Media - Facebook & Weibo (online promo event)
 - Print and Radio campaigns
 - Grassroots campaigns (email blasts, etc.)

PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$26.95 U.S. \$29.95 CAN
 FORMAT: DVD Single
 PACKAGING: Single Amaray
 LENGTH: Approx. 122 mins + extras
 GENRE: Foreign/Drama/Romance
 YEAR: 2011

LANGUAGE: Mandarin, with English subtitles
 COLOR: Color
 WIDESCREEN: Yes
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

TRAILER: <http://www.youtube.com/watch?v=ol90e9pw5q0>

COMP TITLES



CAT NO. NNVG254510 UPC TK ISBN TK