

FOR IMMEDIATE RELEASE



**UC**  
"UPSTREAM COLOR"  
WRITTEN AND DIRECTED BY SHANE CARRUTH

**ERBP FILM'S "UPSTREAM COLOR" TO BE RELEASED THROUGH CINEDIGM  
ON CABLE VOD, DIGITAL, AND DVD/BLU-RAY ON MAY 7th**

**From Shane Carruth, the Acclaimed Writer and Director of the Cult Classic "Primer"**

*"Filming with an unflinching biomorphic intimacy, as if looking at the body, inside and out, through a microscope, Carruth quickly leapfrogs over the grotesque and into the transcendent."*

*– New Yorker*

*"A stimulating and hypnotic piece of experimental filmmaking." – Variety*

April 18, 2013 – New York, New York – One of the year's most talked about independent films since its award-winning premiere at the 2013 Sundance Film Festival, **UPSTREAM COLOR** is director Shane Carruth's much anticipated follow-up to his 2004 award-winning cult classic, *Primer*.

On the heels of a very successful theatrical run that started on April 5th, where the film played to rave reviews and is currently expanding in theaters, erbp Film's **UPSTREAM COLOR** will be released on cable VOD, digital and DVD/Blu-ray on May 7th through Cinedigm (NASDAQ:CIDM). Prior to the theatrical opening, the film had a strong festival run, in addition to Sundance, at the Berlin International Film Festival, SXSW, and Film Society of Lincoln Center's New Directors/ New Films series.

In **UPSTREAM COLOR**, a man and woman (Shane Carruth and Amy Seimetz) are drawn together, entangled in the lifecycle of an ageless organism. Identity becomes an illusion as they struggle to assemble the loose fragments of wrecked lives.

The film won the Special Jury Prize for Sound Design at the 2013 Sundance Film Festival and was also nominated for the Grand Jury Prize. Carruth's first film, *Primer*, won the Grand Jury Prize in 2004.

In an interview with *IndieWire*, Carruth said about the film: "I was worried that everything would descend into minutiae about the plot. Overall, I'm very pleasantly surprised that people seem to be keying into the fact that that's not the way into this film."

**UPSTREAM COLOR** stars Amy Siemetz, Shane Carruth, Andrew Sensenig (*I Love you Phillip Morris, W*) and Thiago Martins. The film is written, directed, produced and edited by Carruth, who also composed the original score, and is produced by Casey Gooden, Ben LeClair and Meredith Burke.

Pricing:	\$24.95 DVD; \$29.95 BD/DVD Combo Pack
Runtime:	90 mins. + extras
Rating:	N/A
DVD Catalog #:	NNVG291040
BD Catalog #:	NNVG291050
Language:	English
Color:	Color
Audio Format:	Dolby Digital 5.1 Stereo
Genre:	Drama

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For DVD box art: <http://www.newvideo.com/new-video-digital/upstream-color/>