

THE WARRING STATES

A sweeping historical epic about two brothers locked in battle

- Topped China's box office with over \$7 million in only six days
- 2011 North American theatrical run on 23 screens in AMC theaters in top markets: New York, LA, Chicago, San Francisco, DC, Houston, Boston, Seattle, Toronto, Ottawa
- Stars Sun Hong-Lei (The Road Home, Mongol), considered one of China's best actors, and Francis Ng, who has won the HK Film Critics Society Best Actor three times.
- Interweaving epic battle scenes with humorous, character-driven drama, THE WARRING STATES holds mass appeal beyond international cinephiles.
- America has 4.5 million residents of Chinese birth or descent; Chinese is the third-most spoken language after English and Spanish.
- Theatrical run marketing included \$62K media buy across national and regional TV, print, radio and online.
- Marketing and PR outreach will target martial arts fans by seeding out clips of epic battles/martial arts scenes, and will target MMA (Mixed Martial Arts) fanbase with key promotions around early Q4 MMA events.



SYNOPSIS Set during China's Warring States Period (475 BC – 221 BC)

THE WARRING STATES centers on a rivalry between brothers and military strategists Sun Bin (Hong-lei, *Mongol*) and Pang Juan (Francis Ng).

Jealousy rages in Pang, and after securing a powerful military general position, he frames Sun for treason. Sun is branded a criminal and becomes a prisoner. In order to escape, Sun feigns mental instability and soon becomes his brothers' peer as a top strategist and statesman. Both men meet again on the battlefield, leading armies against one another in a fight to the death.

PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$26.95 U.S. \$29.95 CAN

FORMAT: DVD Single

PACKAGING: Single Amaray

LENGTH: Approx. 130 minutes

GENRE: Foreign/Historical Epic/Martial Arts

YEAR: 2010

LANGUAGE: Mandarin with English subtitles

COLOR: Color

WIDESCREEN: Yes

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

TRAILER:

<http://www.youtube.com/watch?v=1u5eB5F0M6o&feature=related>

COMP TITLES



MONGOL



RED CLIFF

