



* Artwork not final

SYNOPSIS What do you get when you combine one of the most popular Role-Playing Games of all time with the creator of one of the most watched web series of all time? **DRAGON AGE: REDEMPTION**. This all-new six-part web series is based in the Dragon Age universe and created by Felicia Day, the force behind the blockbuster web series *The Guild*. Set in the same time period as BioWare's *Dragon Age II*, this all-new six-part web series stars Day as Tallis, an Elven assassin hired by the Qunari to capture a rogue mage intent on wreaking havoc throughout the world. In her quest to find this dangerous mage, Tallis is joined by other companions who are not always aligned in their beliefs and goals, but who band together to defeat their foe, in an attempt to restore peace and balance to this dark fantasy universe.

NEW VIDEO
newvideo.com



DISTRIBUTED EXCLUSIVELY IN CANADA BY
E1 ENTERTAINMENT, 175 BLOOR STREET EAST,
NORTH TOWER, SUITE 1400 TORONTO, ONT. M4W 3B8

PREORDER **JAN 17** RELEASE **FEB 14**

NEW RELEASE: FLATIRON FILM COMPANY

DRAGON AGE: REDEMPTION

The Guild's *Felicia Day* brings the best-selling video game to life

- Series premieres 10/11/11 on Machinima.com (**780MM monthly views**), day & date with release of new premium downloadable content for *Dragon Age II*.
- From **Electronic Arts**, the 2nd-largest videogame company in the world, and **Felicia Day**, creator of the most-watched web series of all time.
- *Dragon Age* is considered one of the richest RPG (role-playing games) on the market:
 - *Dragon Age II* sold **1 million copies within 2 weeks** of release in March 2011.
 - Dragon Age merchandise includes novels, comics and action figures.
- Felicia Day announced the project on *Late Night with Jimmy Fallon* and the series' trailer premiered at a packed panel at San Diego Comic-Con.
- PR and grassroots marketing to target gamers and fans of web series:
 - Cross-promotion at retail with *Dragon Age* games
 - Leverage access to Felicia's **1.8 MM** Twitter followers
 - Promotions on gamer websites with signed DVD giveaways
 - Repromotion at Comic-Con and other conventions

PRODUCT INFORMATION

DVD FEATURES: Audio commentary with Felicia Day and the Creators; Behind-the-Scenes; Cast Interviews; Gag Reel; Shooting Script

SRP: \$14.95 U.S., \$16.95 CAN

LANGUAGE: English

FORMAT: DVD single

COLOR: Color

PACKAGING: Single amaray

WIDESCREEN: No

LENGTH: 51 mins + extras

AUDIO FORMAT: Stereo

GENRE: Action

UNITS PER CARTON: 30

YEAR: 2011

TRAILER: <http://www.youtube.com/watch?v=OF2mPqwrIT4>

CAT NO. NNVG262700 **UPC** 7-67685-26270-2 **ISBN** 1-4229-9528-3

RELATED & RECOMMENDED



**ASSASSIN'S
CREED:
LINEAGE**



**HALO:
LEGENDS**

**FLATIRON FILM
COMPANY**

* Please note information is subject to change