

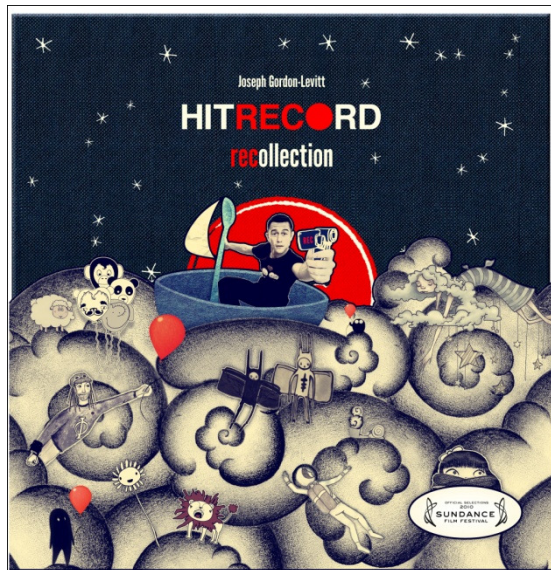
PREORDER **AUG 16** RELEASE **SEP 20**

NEW RELEASE: FLATIRON

hitRECORD: RECollection, vol. 1

Joseph Gordon-Levitt's web sensation comes to DVD

- hitRECORD.org was founded by actor Joseph Gordon-Levitt (*Inception*, *(500) Days of Summer*) and was featured at the Sundance Film Festival and SXSW. Gordon-Levitt participates in the creation of many of the films, often appearing in them.
- Timed to capitalize on Gordon-Levitt's promotion around the September release of his latest film, *50/50*.
- Gordon-Levitt's star continues to rise: Following an acclaimed SNL hosting gig he's slated to appear in *Hesher*, alongside Natalie Portman, and has been cast in Christopher Nolan's latest *Batman* installment.
- This special 2-disc edition includes over 40 short films, a 64-page book and a CD in collector's packaging.
- Marketing and PR to leverage access to Joseph Gordon-Levitt, who will promote (hitRECORDJoe, 250K Twitter followers, active Facebook user and 100K Tumblr fans), guaranteeing top-tier press as well as broadcast appearances.



SYNOPSIS hitRECORD.org is the collaborative production company founded and directed by actor and artist Joseph Gordon-Levitt. hitRECORD creates art and media collectively using a website where anyone with an Internet connection can upload their RECORDs, download and remix other RECORDs, and work on projects together. When the results of the work and play are produced and make money, hitRECORD.org splits the profits 50/50 with everybody who contributed to the final production.

PRODUCT INFORMATION

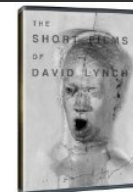
DVD FEATURES: Short Films; Tiny Stories; Live RECORDs; Short Feature "Sparks"; 64-page booklet

SRP: \$29.95 U.S. \$34.95 CAN
FORMAT: DVD + CD + Booklet
PACKAGING: TBD
LENGTH: Approx. TK mins + extras
GENRE: Comedy
YEAR: 2010

LANGUAGE: English
COLOR: Color
WIDESCREEN: TK
AUDIO FORMAT: Stereo
UNITS PER CARTON: 28

TRAILER: <http://www.hitrecord.org/reel>

COMP TITLES



THE SHORT FILMS OF DAVID LYNCH



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