



# NEWVIDEO®

**FOR IMMEDIATE RELEASE**

**NEW VIDEO® AND CHINA LION FILM DISTRIBUTION®  
PARTNER TO BRING CHINESE BOX OFFICE HITS  
TO NORTH AMERICAN AUDIENCES**

**Dramas, Romantic Comedies and Martial Arts Films Theatrically Released in  
North America to be Distributed by New Video via Cable VOD, Television,  
Digital and DVD**

*New York, NY -- April 1, 2011* -- New Video, a leading entertainment distributor and digital content aggregator, announced today a major partnership with China Lion Film Distribution, in which New Video will be China Lion's exclusive North American distributor across Cable VOD, Television, Digital and DVD platforms. Through agreements with some of China's leading film studios, China Lion is reintroducing mainstream Chinese and other Asian movies to theatrical audiences in other parts of the world. In turn, New Video will distribute a selection of these films to home audiences after they are theatrically released day-and-date in the U.S. and China. The multi-year agreement, which covers U.S. and Canada, includes distribution of Chinese blockbuster, *Aftershock*, which grossed over \$100 million in China domestically, making it the biggest local film in Chinese box office history.

The agreement is being announced following China Lion's newly formed partnership with AMC Entertainment, through which up to 15 Chinese films per year will be theatrically released exclusively by AMC on at least 23 screens in key North American markets with large Chinese demographics-- most of them day-and-date with the theatrical release in China. Other upcoming cross-platform releases include *If You Are the One 2 (Fei Cheng Wu Rao II)*, which achieved the #8 Per Screen Average in the U.S. over opening weekend, and *What Women Want*, a remake of the Mel Gibson-Helen Hunt film starring Andy Lau and Gong Li, which was released day-and-date in U.S. and China in February.

"Joining forces with China Lion is an exciting endeavor for us as we delve into a new film market and leverage New Video's physical and digital platforms to reach new audiences," said Mark Kashden, Vice President, Acquisitions, New Video. "They are clearly experts and the leading force in distributing Chinese cinema. We look forward to a successful partnership and to launching this new brand."

"It is readily apparent to us that New Video can deliver the focus and experience needed to ensure that China Lion will become a preeminent label for the best of Chinese cinema," said Milt Barlow, CEO, China Lion. "We are delighted to entrust and partner all of our ancillary

business with New Video for DVD and Blu-ray, as well as digital and TV delivery to all platforms. In essence, the best of Chinese cinema will now be available to North American audiences – not only through day-and-date theatrical with our partners AMC, but also through new platforms including iTunes, Xbox, Netflix and cable VOD.”

### **About New Video**

Celebrating its 20<sup>th</sup> anniversary in 2011, New Video is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming media, video-on-demand, Blu-ray and DVD. New Video streamlines the distribution and marketing process for filmmakers, producers and brand partners to bring a wide variety of fresh content to new audiences. The company’s library includes original TV series and movies from A&E®, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, Arthouse Films, and Plexifilm, next-gen indies and web hits from Flatiron Film Company® and festival picks from Tribeca Film. New Video is proud to distribute the 2011 Oscar®-nominated films *Gasland*, *Waste Land* and, on digital, *Restrepo*.

### **About China Lion Film Distribution**

China Lion Film Distribution is a joint venture between China-based Jiang Yanming and New Zealand-based Milt Barlow (the latter via his company, Incubate) with Yanming, the majority shareholder, serving in the role of President and Barlow serving as CEO. Yanming has operated in the motion picture business in China for more than 30 years and is a founder of Technicolor Beijing as well as a veteran Chinese producer. Barlow is a 25-year veteran of distribution in Australia and New Zealand and was CEO of Village Roadshow Entertainment in Australia for more than a decade. China Lion has distribution agreements with some of China’s leading studios including Huayi Bros, Shanghai Film Group and PolyBona, and exclusive exhibition agreements with AMC in the U.S. and Toronto, Cineplex in Vancouver and Consolidated Theatres in Hawaii. China Lion plans to release up to fifteen films each year, with *THE WARRING STATES* set as its next release on April 22<sup>nd</sup>. Wherever possible, China Lion will seek to release its films day-and-date with mainland China. China Lion can be found on the web at: <http://www.chinalionentertainment.com/>

### **For more information about New Video, please contact:**

Sommer Hixson  
(646) 259-4138  
[shixson@newvideo.com](mailto:shixson@newvideo.com)

### **For more information about China Lion, please contact:**

*(Chinese Media)*  
Cecilia Chen  
(626) 429-1048  
[cecilia@chinalionentertainment.com](mailto:cecilia@chinalionentertainment.com)

*(English Media)*  
Robert Lundberg  
(323) 704-6100  
[robert@chinalionentertainment.com](mailto:robert@chinalionentertainment.com)