

NEWVIDEO®



**SWEDES, SLAPSTICK AND SYNCHRONIZED SWIMMING:  
*THE SWIMSUIT ISSUE*  
AVAILABLE MARCH 29 ON DVD FROM TRIBECA FILM AND NEW VIDEO**

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**“An oasis of uncommon buoyancy.” – *Los Angeles Times***

**“*Full Monty* Meets *Blades of Glory* ... unexpected and sweet.”– *The New York Times***

**NEW YORK, February 10, 2010** – Inspired by such lemons-into-lemonade Britcoms as *The Full Monty* and *Calendar Girls*, this Scandinavian comedy deftly mixes slapstick with social issues including gender politics, homophobia, and the unfashionability of middle-aged men. Frederik (Jonas Inde) is unemployed, divorced, and estranged from his daughter, Sara (Amanda Davin). A botched prank suddenly gives him the idea to mold his motley buddies into Sweden's only all-male synchronized-swimming team, with the World Cup finals in Berlin as the seemingly unattainable goal. The story gains power toward a climactic ending, as what seemed like a lark turns into a quest to give their lives new meaning.

“...the film, directed by Mans Herngren, is low-key and gently touches on issues not usually found in sports comedies: hard times, fragmented families, reverse discrimination,” says *The New York Times*. “It’s the situations that are comical, not the characters.” *The Los Angeles Times* agrees. “The team’s hard-fought efforts carry an unspoiled poignancy.”

*The Swimsuit Issue* is one of a selection of Tribeca Film titles being distributed by New Video in 2011. Tribeca Film is a distribution label acquiring and releasing films year-round and is supported by Founding Partner American Express. The films range from award-winning dramas and revealing documentaries to uproarious comedies and stunning animated features, many of which premiered at the 2010 Tribeca Film Festival prior to theatrical runs in New York and Los Angeles. The films from the Tribeca Film slate were also available on video on demand in 40 million U.S. homes simultaneously with their Festival screenings through relationships with leading telecom, cable and satellite providers.

New Video plans to release one to two titles per month leading up to the 2011 Tribeca Film Festival.

**Special Features**

- My Tribeca Story, Presented by American Express (interview with Mans Herngren)
- An Interview with *The Swimsuit Issue* Team, Presented by American Express (cast interview)

**THE SWIMSUIT ISSUE**

Street Date:	March 29, 2011
Pricing:	\$24.95 U.S. (DVD)
Runtime:	100 minutes, plus bonus features
Rating:	N/A
Catalog #:	NNVG239320
Language:	Swedish, with English subtitles
Color:	Color

Audio Format: Stereo  
Genre: Comedy  
Distributor: Tribeca Film/New Video

**About Tribeca Film**

Tribeca Film is a comprehensive distribution label dedicated to acquiring and marketing independent films across multiple platforms, including video-on-demand, theatrical and home video. It is an initiative from Tribeca Enterprises designed to provide new platforms for how film can be experienced, while supporting filmmakers and introducing audiences to films they might not otherwise see. American Express continues its support of Tribeca and the independent film community by serving as the Founding Partner of Tribeca Film.

**About New Video®**

New Video is a leading independent privately-held distributor bringing you quality entertainment via DVD, Blu-ray, download and streaming platforms and cable VOD. We are the proud home to some of the most prestigious names in the industry like A&E®, HISTORY™, Lifetime®, Major League Baseball®, Scholastic Storybook Treasures™, Arthouse Films and Tribeca Film as well as our own lines Docurama Films®, and the newly launched Flatiron Film Company®. Since 1991, our mission has been to unearth first-rate content and deliver to audiences through traditional platforms and evolving new media. We selectively handpick our library while collaborating directly with our brand partners and filmmakers to cultivate a superior product and fresh new viewing experiences for our audiences. We are headquartered in New York City, but have an international presence in 45 territories.

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