



**SYNOPSIS** Zigang Sun (Lau, *Infernal Affairs*) is not considered to be a good husband, a good father or a good son. He is known only as a chauvinistic executive who, to his dismay, is passed over for a promotion at his advertising agency. Instead, Yilong Li (Li, *Miami Vice*) is hired to develop advertising campaigns targeted toward women. But, in a comedic twist of fate, Sun gains the ability to hear what women are thinking. He uses his new power to become an expert on women and to advance his career, but his new gift leads him toward a relationship with his once-office-rival, and changes his outlook on what's important in life and love.

# WHAT WOMEN WANT

*Romantic comedy featuring two Asian superstars*

- 2010 North America theatrical run on 27 screens in AMC theaters in top markets: New York, LA, Chicago, San Francisco, DC, Houston, Boston, Seattle, Toronto, Ottawa
- Stars Asian superstars known to North America:
  - **Gong Li** - *Miami Vice*, *Curse of The Golden Flower*, *Raise The Red Lantern*, *Farewell My Concubine*
  - **Andy Lau** – *Infernal Affairs*; has starred in over 100 films; pop star with the Hong Kong Guinness Record for most music awards (Lau sings in the film)
- Inspired remake of the blockbuster Mel Gibson/Helen Hunt movie (\$182 million box office), grossing over \$11 million in China.
- Theatrical run marketing included \$60K media buy across national and regional TV, print, radio and online.
- North America has 4.5 million residents of Chinese birth or descent; Chinese is the third-most spoken language after English and Spanish.
- Marketing and PR outreach will target:
  - International cinephiles and Asian/Asian-American audiences via online ad, social media, and radio giveaway campaigns.
  - Romantic comedy fans via speed dating/online dating promotions, social media

## PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$26.95 U.S. \$29.95 CAN  
 FORMAT: DVD Single  
 PACKAGING: Single Amaray  
 LENGTH: Approx. 100 mins  
 GENRE: Foreign/Romantic Comedy  
 YEAR: 2010

LANGUAGE: Mandarin and English with English and Chinese subtitles  
 COLOR: Color  
 WIDESCREEN: Yes  
 AUDIO FORMAT: Stereo  
 UNITS PER CARTON: 30

TRAILER: <http://www.youtube.com/user/chinalionfilm#p/u/2/xhHgfh2kU4>

## COMP TITLES



MY BEST FRIEND THE VALET

