



**CINEDIGM AND NEW VIDEO ACQUIRE U.S. DISTRIBUTION RIGHTS TO  
*CITADEL*, 2012 SXSW FILM FESTIVAL “MIDNIGHTER AUDIENCE AWARD”  
WINNER**

**Cinedigm To Release Irish/Scottish Horror Film In Theatres; New Video To Release  
Across Digital, On-Demand and DVD**

(Los Angeles, CA, March 22, 2012) – Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM) and entertainment distributor New Video have jointly acquired the U.S. distribution rights to *Citadel*, Ciaràn Foy’s Irish-set horror film whose world premiere recently won the “Midnighter Audience Award” at the 2012 SXSW Film Festival. Cinedigm's theatrical distribution will commence this fall, with New Video's roll out across on-demand, digital and DVD/Blu-ray beginning in early 2013. *Citadel* is the first scripted acquisition under the recently announced partnership between veteran distributors Cinedigm and New Video to acquire and distribute independent films theatrically in North America and across on-demand and digital platforms and DVD/Blu-ray.

In *Citadel*, Foy’s writing and directing debut, young father Tommy Cowley is afflicted with chronic agoraphobia after his wife is brutally killed by a gang of twisted feral children. Trapped in the dilapidated suburbia of Edenstown, he finds himself terrorized by the same gang, now intent on taking his baby daughter. Torn between the advice of an understanding nurse and a vigilante priest, Tommy sets out to learn the nightmarish truth surrounding these hooded children. He also discovers that to be free of his terror, he must finally face the demons of his past and enter the one place that he fears the most - the abandoned tower block known as the Citadel.

*Citadel* is an Irish / Scottish co production by Blinder Films and Sigma Films, and is funded by the Bord Scannán na hÉireann/Irish Film Board, Creative Scotland, Section 481 and UK Tax Credit

*Citadel* was produced by Katie Holly of Blinder Films and Brian Coffey from Scotland’s Sigma Films. Executive Producers are Gillian Berrie, Kieron J. Walsh and David Mackenzie; the film stars Aneurin Barnard, James Cosmo, Wunmi Mosaku, Jake Wilson, and Amy Shiels.

"*Citadel* is a disturbing, powerful and altogether original psychological horror film," said Bob Fiorella, COO of Cinedigm Entertainment Group. "Garnering remarkable reviews for first-time writer/director Ciaràn Foy, we believe *Citadel* is poised to find a wide U.S. audience and we are unbelievably proud to make it the first scripted acquisition in our new joint venture."

"Ciaràn Foy clearly made his mark at SXSW as a rising star with incredible talent," said Susan Margolin, Co-President of New Video. "*Citadel* is a cinematic achievement supported by a

stellar cast, and a real treat for horror fans. We're excited to bring Ciarán's exceptional debut to market."

Writer / Director Ciaran Foy: "I'm absolutely thrilled that will have U.S distribution with Cinedigm and New Video. I have always had the audience in mind when creating this feral little movie, and to have the opportunity for it to play on such a vast stage is exhilarating"

Producers Katie Holly and Brian Coffey: "We are thrilled that Cinedigm/New Video have picked up *Citadel* for the US. They have such a vastly experienced team and their enthusiasm for the film was evident from the get-go, we can't wait to work with them on the US release"

Commenting on the news James Hickey, Chief Executive of the Irish Film Board: "This is great news for *Citadel* which is Ciarán Foy's directorial debut. Following on from its successful world premiere at SXSW where it picked up an Audience Award and garnered critical acclaim, we are delighted that Cinedigm Entertainment Group and New Video have acquired U.S. distribution rights and that *Citadel* will now have the opportunity to be seen theatrically by American audiences."

Robbie Allen, Portfolio Manager for Film at Creative Scotland: "We are delighted that the successful launch of *Citadel* at SXSW has resulted in this distribution deal. It's great that audiences in the US will get to see this film, which is a wonderful example of what can be achieved when Irish and Scottish talent work in partnership. The results really are impressive and we hope this will be the first of many such deals that will see *Citadel* enjoyed by audiences around the world."

The filmmakers were represented in the negotiation by Nate Bolotin of XYZ Films and the UTA Independent Film Group.

### **About Cinedigm Entertainment Group:**

Cinedigm Entertainment Group is a state of the art digital distributor of award-winning independent films and alternative content guided by CEO and Chairman Chris McGurk, an industry leader with over 20 years of distribution experience. CEG has released close to 200 independent films and alternative content events over the last few years, with past releases ranging up to 1,000 screens based on content and audience footprint. Films released by Cinedigm include: "Life In A Day" directed by Kevin McDonald, produced by Ridley Scott and released in association with National Geographic Entertainment and YouTube; "The Ward" directed by John Carpenter; "Smell of Success" featuring Billy Bob Thornton, Téa Leoni and Ed Helms; "Back & Forth," a Foo Fighters documentary directed by Oscar® winner James Moll; and Peter Bogdanovich's "Runnin' Down A Dream" with Tom Petty and the Heartbreakers.

Current and upcoming CEG films include filmmaker Parris Patton's "No Room For Rockstars," the much-anticipated documentary chronicling the Vans Warped Tour which premiered at Sundance in January, 2012; "Like Water" about UFC champion Anderson Silva which premiered at the 2011 Tribeca Film Festival where it won the "Best New Documentary Director" award for first-time filmmaker Pablo Croce and "The Invisible War," the groundbreaking documentary investigating the rape epidemic within the U.S. military from Oscar®- and

Emmy®-nominated filmmaker Kirby Dick and winner of the Audience Award at the 2012 Sundance Film Festival. [www.cinedigm.com](http://www.cinedigm.com)

#### **About New Video:**

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, video-on-demand, Blu-ray, DVD, and theatrical release. In 2011, New Video bowed Oscar®-nominated *Hell and Back Again* and South American blockbuster *Elite Squad: The Enemy Within* in US theaters. Through a new partnership with digital exhibitor Cinedigm Entertainment Group, New Video is poised to bring more independent films to theaters nationwide. New Video streamlines distribution and marketing for filmmakers and partners, bringing a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company®, and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. New Video is proud to distribute many Oscar®-nominated documentaries including *GasLand*, *Waste Land*, *Paradise Lost 3: Purgatory* and *Hell and Back Again*.

#### **Citadel trailer:**

<http://tinyurl.com/CitadelSxSw>

For more information:

[www.cinedigm.com](http://www.cinedigm.com)

[www.newvideo.com](http://www.newvideo.com)

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