

**SYNOPSIS** Tangshan, 1976. Two seven-year-old twins are buried under the rubble of the deadliest earthquake of the 20<sup>th</sup> century. The rescue team explains to their mother that freeing either child will almost certainly result in the death of the other. Forced to make the most difficult decision of her life, she finally chooses to save her son. Though left behind as dead, the little girl miraculously survives, unbeknownst to her brother and mother. AFTERSHOCK follows the family on their separate journeys over the course of the next 32 years, as they build lives forever shadowed by the traumatic experience of the earthquake, and eventually face each other—and the decisions of the past.

# AFTERSHOCK

*The most successful domestic film in Chinese box-office history\**

- Grossing over \$100 million at the box office, AFTERSHOCK broke all records for a Chinese film's performance in China.
- 2010 North American theatrical run on 23 screens in AMC theaters in top markets: New York, LA, Chicago, San Francisco, DC, Houston, Boston, Seattle, Toronto, Ottawa
- China's selection for the 2011 Best Foreign Picture Oscar®, AFTERSHOCK won 2 Asia Pacific Screen Awards and 3 Asian Film Awards.
- Directed by one of China's most successful filmmakers, Xiaogang Feng (If You Are the One, 1&2), and starring Jingchu Zhang (Rush Hour 3) and Daoming Chen (Hero).
- North America has 4.5 million residents of Chinese birth or descent; Chinese is the third-most spoken language after English and Spanish.
- Theatrical run marketing included \$75K media buy across national and regional TV, print, radio and online.
- Marketing and PR outreach will target international cinephiles, mommy bloggers and Asian American audience via online ad, social media, and radio giveaway campaigns.

\* as of February 2011

## PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$26.95 U.S. \$29.95 CAN  
 FORMAT: DVD Single  
 PACKAGING: Single Amaray  
 LENGTH: Approx. 135 mins + extras  
 GENRE: Foreign/Drama  
 YEAR: 2010

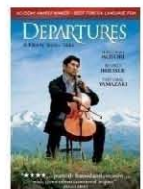
LANGUAGE: Mandarin, Tangshan and English with English and Chinese subtitles  
 COLOR: Color  
 WIDESCREEN: Yes  
 AUDIO FORMAT: Stereo  
 UNITS PER CARTON: 30

TRAILER: [http://www.youtube.com/watch?v=6\\_QML6RdN0E](http://www.youtube.com/watch?v=6_QML6RdN0E)

## COMP TITLES



MOTHER



DEPARTURES

