



## **ARTS ALLIANCE MEDIA ANNOUNCES DISTRIBUTION DEAL WITH REVOLVER ENTERTAINMENT**

### **Service to launch with ad-sponsored download via LOVEFiLM.com**

LONDON, 2<sup>nd</sup> April, 2007 – Arts Alliance Media (AAM), Europe's leading provider of digital film distribution services, and Revolver Entertainment, one of the UK's leading independent distributors, have announced a deal to make Revolver content available for download via its Vizumi Network ([www.vizumi.com](http://www.vizumi.com)). The deal includes an initial 30 titles available for Download-to-Rent and Download-to-Own via AAMs distribution partners, including LOVEFiLM.com ([www.lovefilm.com](http://www.lovefilm.com)) & Empire ([www.empiremoviedownloads.com](http://www.empiremoviedownloads.com)), increasing to around 60 titles by the end of the year.

Titles available will include the Beastie Boys' concert movie *Awesome, I F\*\*\*\*\* Shot That!*, controversial box office smash *Kidulthood and Destricted*, the most sexually explicit film to be given an 18 classification by the BBFC.

The partnership will also include ad-sponsored downloads, backed by Apple. 50,000 copies of big wave surf movie *Billabong Odyssey* will be available to download on a rental basis from LOVEFiLM.com from April 1st 2007. The film - worth £2.99 - will be made available free to consumers.

Mark Livingstone, President of Arts Alliance Media, said "Content from one of the UK's most exciting ascending distributors is a great addition to our digital library, and we are excited to be able to offer ad-sponsored downloads, as we feel it's a great way to allow people to try out downloading and see how easy it is, and also get a great film to watch for free."

Justin Marciano, Managing Director of Revolver Entertainment, commented: "Digital distribution is a crucial part of Revolver's ongoing strategy. It's great to be working with Arts Alliance Media, who are enthusiastic about our films and supportive of our brand and marketing goals."

Arts Alliance Media currently carries content from Universal Pictures, Sony, Warner Bros., Momentum, Icon, Fremantle, Tartan and Discovery Networks, amongst others.

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### **Notes to Editors:**

#### **About Arts Alliance Media:**

- Arts Alliance Media (AAM), based in London, is Europe's leading provider of digital film distribution services, dedicated to building a European digital network to deliver film to the cinema, to the home and between industry players.
- For Download-to-Rent and Download-to-Own, AAM provides ISPs, media companies and e-tailers with turn key solutions for acquiring rights and securely distributing digital video content over the internet to their audiences, powered by the Vizumi Network.
- AAM owned LOVEFiLM.com, Europe's largest online DVD rental company, until the LOVEFiLM/Video Island merger in April 2006. AAM remains the largest single shareholder of LOVEFiLM International, the merged company, and provides the technology and content for digital distribution.
- For digital cinema, AAM provides end-to-end digital cinema solutions encompassing equipment selection, financing and integration, operator training, installation and support, and content management and delivery.
- In February 2005, Arts Alliance Digital Cinema won the UK Film Council contract to install and operate 240 digital screens, the world's first 2k digital cinema network. AAM is participating in Odeon's digital cinema trial, starting in February 2007, and also operates a 10-screen trial digital cinema network in Norway.

For more information, visit: [www.artsalliancemedial.com](http://www.artsalliancemedial.com) and [www.vizumi.com](http://www.vizumi.com)

#### **About Revolver Entertainment**

Revolver Entertainment, one of the leading independents in the UK, is a multi-award winning, marketing-led all rights distributor, who, in the last four years has shaken up the UK industry with a unique approach to managing releases.

Revolver recently cemented its reputation for inventive and intelligent press and marketing campaigns by beating Warner, Buena Vista, Sony and Paramount to scoop the most prestigious award at the 2007 BVA's, Best Feature Film Marketing for Kidulthood.

The win marks the seventh video award Revolver has picked up in the last four years.

2006 saw Revolver broaden its theatrical output with the release of French noir thriller **13 (Tzameti)**, which acquired instant cult status, Werner Herzog's award-winning **Grizzly Man** and urban drama, **Kidulthood**, one of the year's most controversial and talked-about films. Following this was the long running success of **Ballets Russes**, which went on to become one of the year's most captivating smash-hit documentaries. The Beastie Boys' epic concert performance **Awesome; I Fu\*king Shot That**, Terry Gilliam's **Tideland**, and the controversial **Destriated** erotic short film series completed a hugely eclectic and successful slate of film releases.

An impressive 2007 line-up includes **Jindabyne**, the award-winning follow up to Ray Lawrence's *Lantana*, **Tell No One**, the smash hit movie based on the best-selling crime thriller by Harlan Coben and **Taking Liberties**, a shocking expose of the government's erosion of our civil liberties. In the later part of the year Revolver will release Kenneth Branagh's **Magic Flute**, fashion icon documentary **Lagerfeld Confidential**, romantic comedy *Young People Fucking* and this year's Sundance must-see **Zoo**.