



TARTAN FILMS AND ARTS ALLIANCE MEDIA
SIGN EXCLUSIVE DIGITAL DISTRIBUTION AGREEMENT

London,, 25 April 2006 - Tartan Films Distribution (TFD), the U.K's top independent distributor and Arts Alliance Media (AAM), Europe's leading provider of digital film distribution services, today announced an exclusive three year digital rights and services deal covering both theatrical digital cinema and home distribution via Video On Demand (VOD) and Electronic Sell Through (EST).

This agreement, a landmark for AAM, is the first time a content provider has signed up for the entire package of AAM's digital distribution services. Under the pact, AAM will provide digital cinema encoding, encryption, digital cinema prints and security keys as well as digital content storage, mobile and portable device streaming for all Tartan films and trailers. In addition, AAM will have exclusive rights to distribute TFD content via VOD, EST and portable device streaming and serve as the exclusive creator and supplier of all TFD digital assets.

The agreement covers upcoming Tartan releases including ***The Proposition***, ***Brothers of the Head*** and Paul Verhoeven's new film ***Black Book*** as well as classics from their catalogue such as ***The Seventh Seal***, ***Man Bites Dog*** and ***Battle Royale***.

Hamish McAlpine, Head of Tartan Films Distribution said "For Tartan, Arts Alliance Media is so far ahead of the game that this decision was a no-brainer. We also believe that operating through an exclusive digital distributor enables us to channel our marketing far more effectively than if it was to be spread thinly across several companies."

"Arts Alliance Media is very excited about the opportunity to work with Tartan as their digital services provider," said Howard Kiedaisch, Chief Executive Officer, Arts Alliance Media. "Tartan's eclectic mix of edgy content is perfectly suited for digital distribution channels which will allow their films to reach a wider audience previously unable to find this content in traditional formats due to logistics and cost."

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About Tartan Films Distribution:

Tartan Films is a leading UK film and home entertainment distribution company with 20 years experience in the marketplace. Known for releasing intelligent and diverse cutting edge, their recent critical and commercial theatrical successes include *The Proposition*, *Lady Vengeance*, *The Woodsman*, *The Machinist*, *2046*, *Supersize Me*, *Capturing The Friedmans*, *Oldboy*, *Mean Creek* and *Mysterious Skin*. A strong forthcoming slate includes *The Devil & Daniel Johnston*, Berlin 2006 Panorama opener *Brothers of the Head*, *Little Fish* and pre-buys *The King* and Paul Verhoeven's *Blackbook*. Tartan Films owner Hamish McAlpine also acts as producer and has recently executive produced Carlos Reygadas' 2005 Cannes competition feature *Battle in Heaven* and Richard Jobson's *A Woman in Winter* which premiered at the London Film Festival 2005 and will be released in the UK in 2006. Tartan successfully launched a US film and video distribution outfit, Tartan USA, in 2004.

About Arts Alliance Media:

Arts Alliance Media (AAM) is Europe's leading provider of digital film distribution services, dedicated to building a European digital network to deliver film to the cinema, between industry players and to the home. For Digital Cinema AAM provides end-to-end creation of digital cinema networks as well as the ongoing servicing and distribution of content through those networks. With Video-on-Demand and Download-To-Own, AAM provides e-tailers, ISP's and media companies with turn key solutions for acquiring rights and distributing digital content. In February 2005, AAM won the bid to install the UK Film Council's Digital Screen Network (DSN), the world's first 2k digital cinema network and recently launched a trial network in Norway.