

SYNOPSIS A wickedly fun skewering of corporate greed, **THE YES MEN FIX THE WORLD** follows pranksters Andy Bichlbaum and Mike Bonanno as they impose cosmic (and comic) justice by any means necessary. To kick it off, to a television audience of 300 million, Andy (posing as a Dow Chemical spokesman) announces that Dow will finally compensate the victims of the Bhopal disaster, causing the company's stock to instantly plunge by \$2 billion. This highly entertaining film "shines with a raw wit and originality" (*Newsweek*), transcending politics with a delightful mix of outrage and a keen sense of humor.

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PREORDER MAR 4 RELEASE APR 1 **NEW RELEASE: DOCURAMA**

THE YES MEN FIX THE WORLD

Borat meets Michael Moore in this wickedly fun satire

- DVD release follows a standing-ovation premiere at Sundance, broadcast premiere on HBO July 27, 2009, and limited theatrical release begun October 7, 2009 (currently over \$130K box office).
- The Yes Men's stunts, including stunts performed around the theatrical release of the film (such as distribution of a fake *New York Post* containing the truth about climate change) have garnered news coverage internationally (CNN, Rachel Maddow Show, BBC).
- Timed for April Fool's Day, the DVD release will be accompanied by the Yes Men's latest headline-grabbing stunt.
- Acclaim for the film includes rave reviews from national publications such as *Newsweek* ("shines with a raw wit and originality") and *USA Today* ("media-savvy pie-to-the-face").
- The DVD features extensive bonus material of even more Yes Men mayhem, including footage of the stunts done around the theatrical release.
- Marketing and PR will leverage latest stunt and availability of Yes Men for national press and social media outreach, as well as target men's interest, politically progressive and general entertainment outlets for reviews and promotional giveaways.

PRODUCT INFORMATION

DVD FEATURES: Deleted scenes; exclusive footage of additional pranks

SRP: \$26.95 U.S.

FORMAT: Single

PACKAGING: Single amaray

LENGTH: Approx. 87 mins + extras

GENRE: Documentary

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

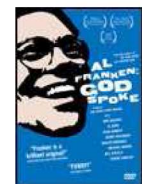
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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