



PREORDER SEP 7 RELEASE OCT 5 **NEW RELEASE: FLATIRON FILM COMPANY**

THE SECRET OF KELS (DVD & BD+DVD)

The ravishing, crowd-pleasing Oscar® nominee

- Nominated for the 2010 Best Animated Feature Academy Award® and featuring the voice of Brendan Gleeson (the *Harry Potter* franchise), THE SECRET OF KELS premiered theatrically March 5, 2010, expanding its run through Summer 2010 to 200 markets.
- Critics are enraptured by KELS, with rave reviews from all of the major national outlets including *The New York Times* (“Extraordinary!”), *Los Angeles Times* (“Four stars!”) and *USA Today* (“Dazzling! Captivating! Gorgeous!”).
- From the producers of Oscar® nominee *The Triplets of Belleville*, KELS is beloved by children and adults alike, appealing to animation and film fans in the same style as *Persepolis*.
- Blu-ray release includes bonus DVD disc and 24-page graphic novel prequel by the director.
- Bonus material includes audio commentary with directors and art director, footage of voice recording sessions, early animatics, and other behind-the-scenes treats.
- Grassroots marketing, promotion, PR and advertising to target children and parents, animation and film fans, while promoting with Irish tourism and cultural organizations and at Comic-Con.

SYNOPSIS In a remote medieval outpost of Ireland, young Brendan embarks on a new life of adventure when a celebrated master illuminator arrives from foreign lands carrying a book brimming with secret wisdom and powers. To help complete the magical book, Brendan has to overcome his deepest fears on a dangerous quest that takes him into the enchanted forest where mythical creatures hide. It is here that he meets the fairy Aisling, a mysterious young wolf-girl, who helps him along the way. But with the barbarians closing in, will Brendan's determination and artistic vision illuminate the darkness and show that enlightenment is the best fortification against evil?

DVD PRODUCT INFORMATION

SRP: \$29.95 U.S. LANGUAGE: English
 FORMAT: DVD with English Subtitles
 PACKAGING: Single Amaray COLOR: Color
 LENGTH: Approx. 75 mins + extras WIDESCREEN: Yes
 GENRE: Animation/Children's AUDIO FORMAT: Stereo
 YEAR: 2009 UNITS PER CARTON: 30

BD + DVD PRODUCT INFORMATION

SRP: \$39.95 U.S. LANGUAGE: English
 FORMAT: BD + DVD with English Subtitles
 PACKAGING: 2-disc Swing BD Case COLOR: Color
 LENGTH: Approx. 75 mins + extras WIDESCREEN: Yes
 GENRE: Animation/Children's AUDIO FORMAT: Stereo
 YEAR: 2009 UNITS PER CARTON: 30

CAT NO. NNVG229021 **UPC** 7-67685-22902-6 **ISBN** 1-4229-9237-3

CAT NO. NNVG229030 **UPC** 7-67685-22903-3 **ISBN** 1-4229-9238-1

DISTRIBUTED IN THE U.S. BY
NEWVIDEO
 NEW VIDEO, 9002 BROADWAY, 9TH FL.
 NEW YORK, NY 10010
 newvideo.com

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