

FOR IMMEDIATE RELEASE

NEWVIDEO®

NEW VIDEO ANNOUNCES NEW ACQUISITION FOR CROSS-PLATFORM RELEASE: “ELITE SQUAD: THE ENEMY WITHIN”

2011 Sundance Premiere to Launch on Flatiron Film Company

Monday, April 18, New York, NY – Leading entertainment distribution company, New Video, announced today that it has acquired *ELITE SQUAD: THE ENEMY WITHIN* (*Tropa de Elite 2*), José Padilha’s Brazilian crime thriller. Theatrical release in the U.S. is planned for fall 2011, followed by Digital, VOD, DVD and Television roll-out early in 2012.

To be released on New Video’s Flatiron Film Company label, *ELITE SQUAD: THE ENEMY WITHIN* is the most successful Brazilian film of the past 30 years, grossing \$70 million domestically. Further refining the bravura filmmaking technique and arresting narrative of Padilha’s wildly popular *Elite Squad*, *ELITE SQUAD: THE ENEMY WITHIN* stars Wagner Moura returning as Captain Nascimento and actor/recording artist, Seu Jorge (*City of God*). The screenplay was co-written by Padilha and Bráulio Mantovani, (*City of God*, Oscar® nomination, Best Writing, Adapted Screenplay.)

ELITE SQUAD: THE ENEMY WITHIN is produced by Zazen Produções; Marcos Prado, Producer; James D’Arcy, Executive Producer; Leonardo Edde, Executive Producer. ANTHEM, the foreign language film division of leading sales and financing company IM Global, is the film’s international distributor outside of Brazil.

“José is smashing industry records at home and creating a sensation. We are eager to introduce his film to American audiences, where it will certainly find an enthusiastic fan base,” said Mark Kashden, Vice President, Acquisitions, New Video. “With its ingenious interplay of action blockbuster and political realism, *ELITE SQUAD: THE ENEMY WITHIN* raises the bar for Flatiron Film Company.”

About New Video

Celebrating its 20th anniversary in 2011, New Video is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming media, video-on-demand, Blu-ray and DVD. New Video streamlines the distribution and marketing process for filmmakers, producers and brand partners to bring a wide variety of fresh content to new audiences. The company’s library includes original TV series and movies from A&E®, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries

from Docurama Films®, Arthouse Films, and Plexifilm, next-gen indies and web hits from Flatiron Film Company® and festival picks from Tribeca Film. New Video is proud to distribute the 2011 Oscar®-nominated films *Gasland*, *Waste Land* and, on digital, *Restrepo*.

For more information on New Video, please contact:

Sommer Hixson

(646) 259-4138

shixson@newvideo.com

For more information on IM Global, please contact:

Bonnie Voland

(310) 777-3590

bonnie_voland@imglobalfilm.com