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**NEWVIDEO**®

**7th ART**  
SEVENTH ART RELEASING

**NEW VIDEO AND 7<sup>th</sup> ART RELEASING ACQUIRE “THE SWELL SEASON” FROM XYZ FILMS**

**Tribeca Film Festival Documentary about Oscar®-Winning Singer-Songwriter Duo to Premiere in Theaters Fall 2011; on VOD, Digital and DVD in 2012**

**New York, NY – June 15, 2011 – 7<sup>th</sup> Art Releasing and New Video** announced today the acquisition of **THE SWELL SEASON** from XYZ Films, directed by **Nick August-Perna, Chris Dapkins** and **Carlo Mirabella-Davis**, for platform release across theatrical, Cable VOD, Digital, DVD and TV. Following a multi-market theatrical release by 7<sup>th</sup> Art slated for the fall of 2011, New Video will release on Cable VOD, Digital and DVD in the U.S. through its Docurama Films brand. The split rights deal was negotiated by VP of Acquisitions **Mark Kashden** on behalf of New Video, by Udy Epstein on behalf of 7<sup>th</sup> Art, and by Nate Bolotin and Aram Tertzakian for **XYZ Films** on behalf of the filmmakers.

“Equal parts love story and road show, *THE SWELL SEASON* seamlessly transitions from the storybook romance of *Once* to the real-life pressures and heartbreak that can come from sudden fame,” said Kashden. “As the film gains accolades on the festival front, we’re excited to support its release to a wider audience.”

“*THE SWELL SEASON* is an uncompromising intimate documentary about Glen and Markéta, the incredible music that they make together and their heartbreaking romance,” added 7<sup>th</sup> Art’s Epstein. “Once upon a time there was a Swell Season and 7th Art is thrilled to bring its story to audiences.”

“*THE SWELL SEASON* was years in the making, so we're thrilled to bring it out into the world with this unique partnership,” said directors August-Perna, Dapkins and Mirabella-Davis. XYZ has devised a collaboration between two great distributors, 7th Art and New Video, to release the film in a truly innovative way. With this step, *THE SWELL SEASON* is gaining momentum to reach an ever wider audience.”

A 2011 Tribeca Film Festival premiere, *THE SWELL SEASON* follows singer-songwriter duo, **Glen Hansard** (*The Commitments*) and **Markéta Irglová**, who were catapulted into the spotlight when they won the 2007 Oscar® for Best Original Song (“Falling Slowly”). Previous to the *Once* soundtrack, which achieved #7 on the SoundScan album charts and the #1 spot on iTunes, the collaborators co-produced a critically acclaimed album in 2006 titled “The Swell Season,” followed by “Strict Joy” in 2009, the tour for which serves as the centerpiece of the film. As reviewed by *The Hollywood Reporter*, the film “makes a bruised-but-sweet flip side to *Once*’s dreamy love song.” *THE SWELL SEASON* opens the 2011 AFI-SilverDocs Film Festival on June 20.

### **About New Video**

Celebrating its 20<sup>th</sup> 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, and theatrical release. 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<sup>®</sup> Home Entertainment, HISTORY<sup>™</sup>, and Lifetime<sup>®</sup>, unforgettable games and trophy sets from Major League Baseball<sup>®</sup>, storybook treasures from Scholastic<sup>®</sup>, award-winning documentaries from Docurama Films<sup>®</sup>, Arthouse Films, and Plexifilm, next-gen indies and web hits from Flatiron Film Company<sup>®</sup>, the best in Chinese cinema from China Lion, and festival picks from Tribeca Film. New Video is proud to distribute the 2011 Oscar<sup>®</sup>-nominated films *Gasland*, *Waste Land* and, on digital, *Restrepo*.

### **About 7<sup>th</sup> Art Releasing**

7th Art Releasing has distributed award winning independent films since 1994. With an expertise in documentaries and a track record of creating strategic niche releases, including releases for many music-related films such as *Radiohead: Meeting People is Easy* and *Ben Harper: Pleasure + Pain*, 7th Art continues its mission to bring extraordinary movies to the widest possible audience. The company's most recent films include *The First Movie*, *Love During Wartime*, *Art & Copy*, and *45365*.

### **About XYZ Films:**

XYZ is a Los Angeles-based production and sales company founded by Nate Bolotin, Nick Spicer, and Aram Tertzakian. In addition to handling North American sales at top-tier festivals, XYZ is also partnered with French international sales outfit, Celluloid Dreams, for international sales. The partnership, launched in May of 2010 as "Celluloid Nightmares," brings together the pedigree of Celluloid Dreams with the genre savvy of XYZ. XYZ has been a leader in the independent film space since it acquired an ownership stake in leading international film site Twitch ([www.twitchfilm.com](http://www.twitchfilm.com)) and partnered with Twitch founder, Todd Brown, to expand XYZ's sales initiative.

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