



PREORDER OCT 18 RELEASE NOV 15

NEW RELEASE: FLATIRON FILM COMPANY

ASSASSIN'S CREED: LINEAGE DVD & BLU-RAY

The blockbuster game comes to life in this CGI stunner

- Timed to release day-and-date with REVELATIONS—the final chapter of the “Ezio” game trilogy. As fans play out the end of the adventure, they can watch how it all began with prequel LINEAGE.
- The *Assassin's Creed* multiplatinum videogame franchise has sold over **28 MILLION UNITS** worldwide.
- The release of REVELATIONS will be accompanied by a multi-million-dollar marketing spend (including TV spots).
- LINEAGE was filmed entirely using stunning live-action CGI effects created by the visual effects company responsible for *300* and *Sin City*.
- The ASSASSIN'S CREED franchise includes 4 videogames, toys, apparel, a graphic novel, 3 novelizations, a 3-part comic book series, and an art book.
- Packed with bonus including the short film *Ascendance*, trailers, making-ofs and developer diaries, the DVD and Blu-ray are perfect for the AC fan.
- Marketing to include promotion at ASSASSIN'S CREED panel at San Diego & NY Comic-Cons, in addition to PR campaign focusing on gaming outlets.

Click link to view trailer

http://dmsiq2nfbvkky.cloudfront.net/ACL_40sec_Trailer_Final.mov

SYNOPSIS This prequel to the blockbuster game *Assassin's Creed II* focuses on the father of game-hero Ezio, an assassin in Renaissance Italy, and sets up the events that unfold in the game. When the Duke of Milan is brutally murdered, Giovanni Auditore (Ezio's father) is dispatched to investigate. The answers he uncovers implicate Italy's most powerful families—reaching all the way back to the Vatican itself. As Giovanni draws closer to the truth, he becomes hunted himself. He must expose the conspirators before he joins their ever growing list of victims.

PRODUCT INFORMATION

DVD FEATURES: *Assassin's Creed: Ascendance* animated short, *Assassin's Creed: Brotherhood* Teaser Trailer; "Making Of: Lineage"; Developer diaries

SRP: \$9.95 U.S., \$11.95 CAN
 FORMAT: DVD single
 PACKAGING: Swing Amaray
 LENGTH: Approx. 36 minutes + extras
 GENRE: Game/Action
 YEAR: 2009

LANGUAGE: English
 COLOR: Color
 WIDESCREEN: TK
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

BLU-RAY INFORMATION

SRP: \$15.95 U.S., \$19.95 CAN
 FORMAT: DVD single
 PACKAGING: Single BD Amaray
 LENGTH: Approx. 36 minutes + extras
 GENRE: Game/Action
 YEAR: 2009

LANGUAGE: English
 COLOR: Color
 WIDESCREEN: TK
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

DISTRIBUTED BY
NEWVIDEO
 Distributed in the U.S. by
 New Video, 902 Broadway, 9th FL
 New York, NY 10010
 newvideo.com

Distributed exclusively in Canada by
 E! Entertainment, 175 Bloor Street East,
 North Tower, Suite 1400
 Toronto, ON, M4W 3R8

CAT NO. NNVG212371 UPC 7-67685-21237-0 ISBN 1-4229-7503-7

CAT NO. NNVG256051 UPC 7-67685-25605-3 ISBN 1-4229-7550-9