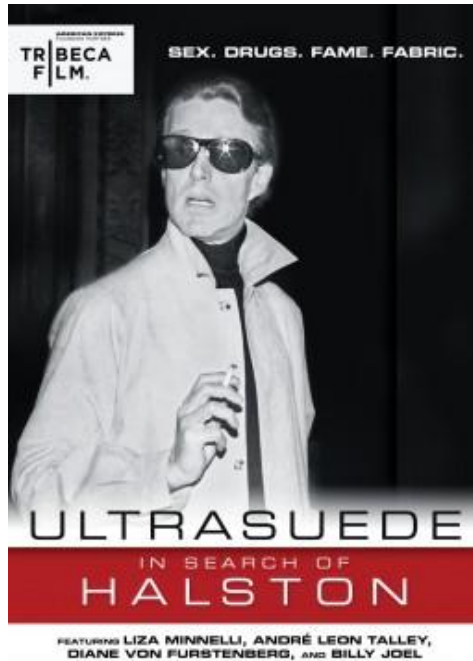


FOR IMMEDIATE RELEASE

NEWVIDEO.

AMERICAN EXPRESS
FOUNDING PARTNER
**TRIBECA
FILM**



**AN INSIDER'S LOOK AT THE LIFE AND TIMES OF ONE OF
AMERICA'S GREATEST FASHION ICONS:**

***"ULTRASUEDE: IN SEARCH OF HALSTON"*
RELEASES MAY 29 ON DVD AND DIGITAL**

"This year's must-see film." —Fashion Week Daily

May 9, 2012 – Roy Halston Frowick is credited for being America's first celebrity designer. Both an icon and a household name, Halston was synonymous with fashion in the 1970s and reigned as the dissolute king of that era's New York City nightlife, until an unimaginable downfall ensued after he sold his enterprise.

Director Whitney Sudler-Smith's lifelong fascination with the '70s look and lifestyle is apparent in every frame of ***ULTRASUEDE: IN SEARCH OF HALSTON***. His confessed "era envy" is used to great effect as he reconstructs, recaptures and revels in the glories of Halston. ***ULTRASUEDE*** chronicles the life and times of a truly great American designer through prodigious amounts of archival film footage, stunning photographs, and interviews with fashion and entertainment icons who were his friends.

At the height of his fame, Halston truly was an emperor of fashion and style. He had his name and his distinct aesthetic on everything from luxurious towels, sheets, sunglasses, carpets, shoes, gloves, and a phenomenally successful line of fragrances. His one-of-a-kind signature fabric, Ultrasuede, was every bit as smooth as the man himself. His circle of clients and close friends included the most talked-about women at the time: Elizabeth Taylor, Liza Minnelli, Betty Ford, Babe Paley, Bianca Jagger, and Lauren Bacall.

ULTRASUEDE offers a glimpse into the vibrant energy and buzz of Studio 54, which Halston frequented with his fashion models and celebrity friends. At a time when New York City was at its worst economically, the famous nightclub was the epitome of New York nightlife.

“The city was at its creative pinnacle and socio-economic nadir at the same time. Halston seemed to me to embody this compelling paradox, and the era, perfectly; His incredible talent, his larger-than-life persona and ultimately his self-destruction,” said director Smith.

The film features in-depth interviews with his best friend, **Liza Minnelli**; two of his leading models, **Anjelica Huston** and **Pat Cleveland**; fellow designers **Diane von Furstenberg**, **Stephen Burrows**, **Naeem Khan**, and **Ralph Rucci**; musicians **Billy Joel** and **Nile Rogers** (both of whom used “Halston” as a lyric in hit songs); journalists **Bob Colacello** and **Glenn O’Brien** (of Andy Warhol’s *Interview*), **Jim Moore** of *GQ*, **Cathy Horyn** of *The New York Times*, **Amy Fine Collins** of *Vanity Fair*, and **André Leon Talley** of *Vogue*, among others. The film releases on standard digital platforms and DVD on May 29, following its premiere at the 2010 Tribeca Film Festival.

ULTRASUEDE: IN SEARCH OF HALSTON is produced, written and directed by Whitney Sudler-Smith; executive produced by Shawn Simon and Mark Urman, written and produced by Anne Goursaud; produced by Adam Bardach, Tim Maloney and Nicholas Simon, edited by John Paul Horstmann. The DVD includes an interview with director Whitney Sudler-Smith and producer Adam Bardach, presented by American Express; and a deleted scene.

Pricing:	\$26.95 US
Runtime:	93 mins. + extras
Rating:	NR
Catalog #:	NNVG268701
Language:	English
Color:	Color
Audio Format:	Dolby Digital 5.1 Stereo
Genre:	Documentary

About Tribeca Film

Tribeca Film is a comprehensive distribution label dedicated to acquiring and marketing independent films across multiple platforms, including video-on-demand, theatrical and home video. It is an initiative from Tribeca Enterprises designed to provide new platforms for how film can be experienced, while supporting filmmakers and introducing audiences to films they might not otherwise see. American Express continues its support of Tribeca and the independent film community by serving as the Founding Partner of Tribeca Film.

About New Video

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, video-on-demand, Blu-ray, DVD, and theatrical release. In 2011, New Video bowed Oscar®-nominated *Hell and Back Again* and South American blockbuster *Elite Squad: The Enemy Within* in US theaters. Through a new partnership with digital exhibitor Cinedigm Entertainment Group, New Video is poised to bring more independent films to theaters nationwide. New Video streamlines distribution and marketing for filmmakers and partners, bringing a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company®, and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. New Video is proud to distribute many Oscar®-nominated documentaries including *Gasland*, *Waste Land*, *Paradise Lost 3: Purgatory* and *Hell and Back Again*.

For more information, please contact:

Luis Garza; 646-259-4144; lgarza@newvideo.com

For Box Art:

<http://www.newvideo.com/new-video-digital/ultrasuede-in-search-of-halston/>