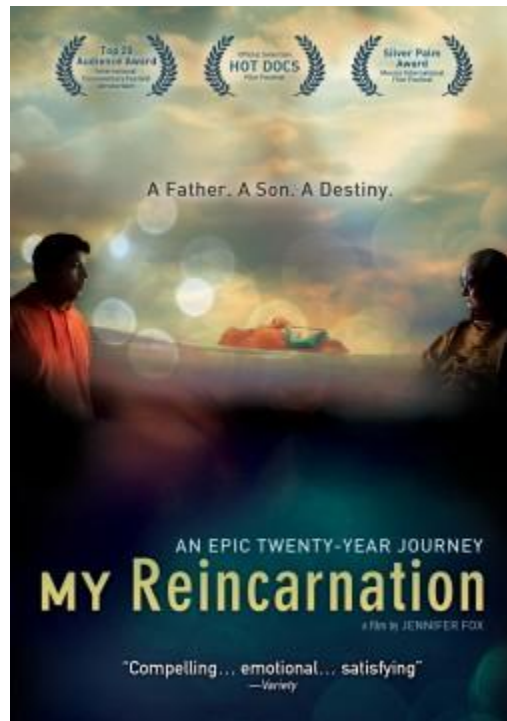


FOR IMMEDIATE RELEASE



“MY REINCARNATION” RELEASES JUNE 19 ON DVD

An Inspiring and Spiritual Father and Son Tale Unlike Any Other

“Remarkable... A pretty strong case: when the family business is enlightenment, listen to your dad.” – *The New York Times*

June 5, 2012 – New York, New York – Namkhai Norbu Rinpoche is a high Tibetan Buddhist Master. He escaped Tibet in 1959 and settled in Italy, where he married and had two children. At the age of five, his son Yeshe was recognized as the reincarnation of Rinpoche’s uncle, a famous Dzogchen master. But Yeshe doesn’t want to continue the tradition and become a spiritual teacher. He marries, has children, and becomes a corporate executive, leaving his aging father alone to safeguard the secret Dzogchen lineage. Yet over time, Yeshe’s feelings gradually change as he begins to accept his spiritual destiny.

Filmed over twenty years by acclaimed documentarian Jennifer Fox (*Flying: Confessions of a Free Woman, An American Love Story*), **MY REINCARNATION** features never-before-seen archival film footage from over twenty years of shooting, photographs and intimate cinéma vérité scenes, including unprecedented access to Rinpoche and his family. After meeting

Rinpoche in 1985, Fox traveled with him as his secretary starting in 1989. For years, she captured his most intimate moments on camera: from his relationships with his family to his interactions with followers, Buddhist masters and icons, including H. H. The Dalai Lama. By filming Rinpoche and his son over a 20-year period, Fox expertly distills a decades-long drama into a universal story about love, transformation, and destiny.

“It is a universal, classic father-son story about a father who wants to save his traditional culture and history by passing them onto his son and a son who wants nothing more than to be modern,” Fox said.

MY REINCARNATION won the Silver Palm Award at the Mexico International Film Festival, the Top 20 Audience Award at the International Documentary Festival in Amsterdam and was an official selection at Hot Docs. The film releases on DVD on June 19, following its broadcast premiere on PBS’s POV series on June 12.

MY REINCARNATION is directed by Jennifer Fox; executive produced by Dan Cogan, Andrian Melnikov, Joanna Plafsky; produced by Jennifer Fox, Babeth M. Vanloo, Carl Ludwig Rettinger, Andres Pfaeffli, Elda Guidinetti, Marta Donzelli and Gregorio Paonessa; edited by Sabine Krayenbuhl; music composition by Jan Tilman Schade and Moe Jaksch. The DVD includes highlights from the NYC premiere and deleted scenes.

Pricing:	\$29.95 US
Runtime:	101 mins. + extras
Rating:	NR
Catalog #:	NNVG269210
Language:	English, Italian, Tibetan with English Subtitles
Color:	Color
Audio Format:	Dolby Digital 2.0 Surround
Genre:	Documentary

About Docurama Films

In 1999, **NEW VIDEO** launched **Docurama Films®** with the first feature documentary ever available on DVD: D.A. Pennebaker’s *Bob Dylan: Dont Look Back*. Twelve years and 300 award-winning, highly-acclaimed titles later, Docurama continues to discover and release the greatest non-fiction films of our time while spreading the word about filmmakers who are taking the form to new heights. Docurama’s catalog features the performing and visual arts, history, politics, the environment, ethnic and gender interests, and all-time favorites including *The Wild Parrots of Telegraph Hill*, *Andy Goldsworthy: Rivers and Tides* and *King Corn*. Recent titles include the 2011 Oscar®-nominated films, *Gasland* and *Hell and Back Again*.

www.docuramafilms.com

About New Video

New Video, a Cinedigm company, 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 international blockbuster *Elite Squad: The Enemy Within* in U.S. theaters. 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 films including *GasLand*, *Waste Land*, *The Secret of Kells* and *Chico & Rita*. Cinedigm Digital Cinema Corp. (CIDM) is a leader in providing the services, expertise and technology that are critical to transforming movie theaters into digital entertainment centers. Its deployment entity, state-of-the-art distributor and exhibition software, and marketing and distribution platforms are cornerstones of the digital cinema revolution. The company recently acquired New Video to form a full-service, end-to-end digital studio that acquires content for theatrical distribution and across digital, mobile and home media platforms. New titles poised for release in 2012 include *The Invisible War*, *Citadel*, *In Our Nature* and *22 Bullets*.

www.newvideo.com.

For more information, please contact:

Luis Garza; 646-259-4144;

lgarza@newvideo.com

For Box Art:

<http://www.newvideo.com/docurama/my-reincarnation/>