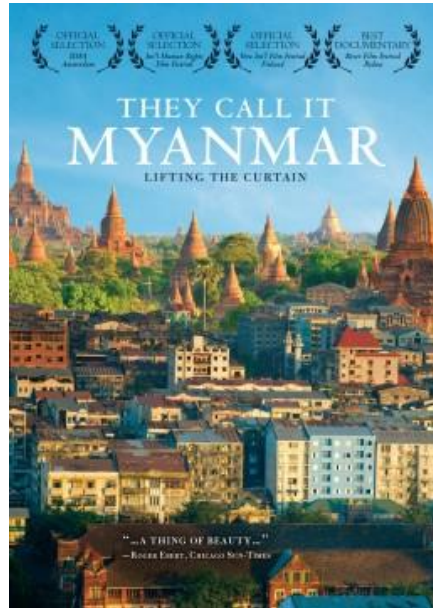


FOR IMMEDIATE RELEASE



ENTER ONE OF THE WORLD'S MOST ISOLATED COUNTRIES, "THEY CALL IT MYANMAR: LIFTING THE CURTAIN," RELEASES NOVEMBER 13 ON DVD AND DIGITAL

Featuring Nobel Peace Prize Winner Aung San Suu Kyi

"'They Call it Myanmar' is a thing of beauty... a hymn to a land that has grown out of the oldest cultures in Asia." —Roger Ebert, *Chicago Sun-Times*

"The definitive film on a country... a notable and often heartbreaking documentary."
—*Hollywood Reporter*

"The documentary is as quietly enthralling as Myanmar's people. Various tough and poetic." — *Los Angeles Times*

November 8, 2012 – *New York, New York* – After successful theatrical openings in over 100 U.S. cities and with President Obama now scheduled for an unprecedented Nov. 19th visit to Burma, ***THEY CALL IT MYANMAR: LIFTING THE CURTAIN*** is poised for a wide release on DVD and Digital platforms. A Critics' Pick of *The New York Times*, the film provides an astonishing and rare look inside Burma. Shot clandestinely over a three-year period by best-selling novelist, filmmaker and Cornell University physicist Robert H. Lieberman, this

unique documentary lifts the curtain to expose the everyday life in a country held in the iron grip of a brutal military regime for 48 years.

The film releases on November 13 from Docurama Films, a label of Cinedigm Entertainment Group (NASDAQ: CIDM). It features Nobel Peace Prize winner Aung San Suu Kyi, recently released from house arrest after spending nearly two decades as a political prisoner. This year, Suu Kyi received the United States Congressional Gold Medal for her pro-democratic work in Burma.

THEY CALL IT MYANMAR paints a moving and inspiring portrait of present-day Burma. Through rare archival footage and photos, it provides an overview of the nation's history and its people. Although filming in Burma was strictly forbidden, Lieberman interviewed many Burmese people both on and off camera who share their thoughts and dreams as they speak on poverty, religion, government, education and their lack of communication with the outside world.

Says Lieberman: "The news reports coming out of Burma tend to focus on the political aspects as well as the civil wars that are ongoing, but despite the grim conditions, we see that the Burmese have a wonderful sense of humor and warmth."

Though Burma has tumbled from being one of the most prosperous and advanced countries in Southeast Asia to being one of the world's poorest, ***THEY CALL IT MYANMAR*** is a story of striking beauty, courage and hope.

The film had its world premiere at IDFA, the major documentary festival in Amsterdam. It went on to win the Best Documentary Award at the Padua Film Festival and was an official selection at the International Human Rights Film Festival in Vienna, Austria, the Vera International Film Festival in Finland, and the Pacific Film Festival.

THEY CALL IT MYANMAR is directed and filmed by Robert H. Lieberman; produced by Deborah C. Hoard and Robert H. Lieberman; edited by David Kossack; and music by Cameron T. Hoard, Manuel, Rick Harmony and anonymous musicians. Bonus features include footage from Aung San Suu Kyi's Nobel Peace Prize acceptance speech; deleted scenes and the theatrical trailer.

Pricing:	\$29.95 US
Runtime:	84 mins. + extras
Rating:	NA
Catalog #:	NNVG278490
Language:	English
Color:	Color
Audio Format:	Dolby Digital 2.0 Stereo
Genre:	Documentary

About Docurama Films

In 1999, Docurama Films® launched with the first feature documentary available on DVD: D.A. Pennebaker's iconic film on Bob Dylan, "Dont Look Back." Twelve years and 300 award-winning,

highly-acclaimed documentary 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 an array of topics including 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 Oscar®-nominated films "Gasland," "Hell and Back Again" and "Paradise Lost 3: Purgatory." www.docuramafilms.com

Cinedigm Entertainment Group

Cinedigm Entertainment Group (CEG), a division of Cinedigm Digital Cinema Corp., is an end-to-end digital distribution company delivering content in theaters, across digital and on-demand platforms, and on DVD/Blu-ray. CEG reaches a global digital audience through partnerships with iTunes, Netflix, Amazon, Google, Hulu, Vudu, Xbox, Playstation, and others. The company's library of over 5,000 titles includes 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. CEG is proud to distribute many Oscar®-nominated films including *Hell and Back Again*, *GasLand*, *Waste Land*, *Paradise Lost 3: Purgatory*, *A Cat in Paris* and *Chico & Rita*. Current and upcoming CEG multi-platform releases include *The Invisible War*, *Citadel*, *In Our Nature*, *22 Bullets* and *Don't Stop Believin': Everyman's Journey*. [CIDM-G] www.cinedigm.com.

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For Box Art:

<http://www.newvideo.com/docurama/they-call-it-myanmar-lifting-the-curtain/>