



CINEMANX ALIGNS PARTNERS FOR U.S. DISTRIBUTION FOR RICHARD LINKLATER'S 'ME AND ORSON WELLES'

Warner Brothers Home Video, Hart/Lunsford Pictures, Cinetic, Pandemic Marketing and Freestyle Releasing, Tapped For Holiday Release of Coming of-Age Story

LONDON, ENGLAND, SEPTEMBER 8, 2009 – Producer and financier, CinemaNX (NX), has forged relationships with several prominent United States film entities to bring Richard Linklater's highly-anticipated film, "Me and Orson Welles," which stars Zac Efron and Claire Danes and introduces Christian McKay as Orson Welles, to select U.S. theaters beginning November 25th.

"We've developed what we believe is an exciting road map for distributing this film - one we hope will pave the way for many others to come," said Steve Christian, Chairman of NX. "The climate is such that there are fewer homes for films of this quality and budget range and it is important to create new options. By harnessing the power of our partners, experienced motion picture veterans, NX is able to play for the upside of a film we deeply believe in."

Today's announcement comes on the heels of NX's relationship with Vue Entertainment, one of the UK's leading cinema operators, in a deal which allows NX to produce and directly distribute titles, including "Welles".

NX executed this strategy by putting together a team of experts to handle all aspects of the US marketing and distribution. The team includes **Warner Bros. Home Video**, which is handling the DVD release of the film; the Louisville-based company, **Hart/Lunsford Pictures** which is funding the print and advertising costs; John Sloss' company, **Cinetic Media**, which was responsible for the WB deal and is handling the film's sales; Russell Schwartz and his company **Pandemic Marketing**, which will introduce "Welles" to the public via a creative and comprehensive campaign across all available media and editorial platforms and **Freestyle Releasing** who will secure the theatres and help coordinate the "in theatre" campaign.

"CinemaNX is pioneering this type of U.S. distribution strategy, and I think that says a lot about the vision of NX's Steve Christian and Marc Samuelson," said Richard Linklater. "I'm excited about the possibilities, for myself and for other filmmakers."

"All of us at Hart/Lunsford Pictures are very proud to be a part of this project," said co-founder Ed Hart. "Zac and Claire's widespread appeal, Richard's remarkable eye and gift to develop quality films, plus CinemaNX's forward-thinking approach, we believe we have the best team in place to bring this film to the marketplace and we are very excited about the possibilities."

NX believes "Welles" can tap into a variety of audiences and demographics affording multiple marketing opportunities. Among them are independent filmgoers and adult

audiences who have embraced Richard Linklater's films in the past, the subject matter of Orson Welles, the breakout performance of an extremely talented newcomer in Christian McKay, the remarkable production values of the film, and a very identifiable segment of younger movie-goers that admire Zac Efron and Claire Danes.

Just last month, Warner Bros. Home Video attached a teaser trailer for the film on their DVD release of "17 Again," which was quickly picked up by multiple websites and has already received hundreds of thousands of views across the web.

ABOUT ME AND ORSON WELLES

Based in real theatrical history, ME AND ORSON WELLES is a romantic, coming-of-age story about a teenage actor who lucks into a role in "Julius Caesar" as it's being re-imagined by a brilliant, impetuous young director named Orson Welles at his newly-founded Mercury Theater in NYC, 1937.

The rollercoaster week leading up to opening night has the charismatic-but-sometimes-cruel Welles (impressive newcomer Christian McKay) staking his career on this risky production while Richard (Zac Efron) mixes with everyone from starlets to stagehands in behind-the-scenes adventures bound to change him.

Claire Danes co-stars as Sonja Jones, the unapologetically ambitious assistant to Welles whom Richard tries to woo. Ben Chaplin plays Mercury Theater regular George Coulouris. Zoe Kazan, Eddie Marsan, Kelly Reilly and James Tupper are among the talented ensemble cast. The fast-moving screenplay by Holly Gent Palmo and Vince Palmo is based on Robert Kaplow's meticulously researched novel of the same name. Oscar®-nominated director Richard Linklater is at the helm of the CinemaNX and Detour Filmproduction, opening nationally in select cities November 25, 2009.

About CinemaNX

CinemaNX was formed two years ago and is one of the UK's leading film finance and production companies. NX are expanding their operations by way of strategic partnerships and investment in media assets.

NX currently has a further three films in post-production:

"Heartless" starring Jim Sturgess, Clemence Poesy, Eddie Marsan, Timothy Spall and Noel Clarke, directed by Philip Ridley

"Wild Target" starring Bill Nighy, Emily Blunt, Rupert Grint, Martin Freeman, Dame Eileen Atkins and Rupert Everett, directed by Jonathan Lynn

"The Disappearance of Alice Creed" starring Gemma Arterton, Eddie Marsan and Martin Compston; directed by J Blakeson which is to premiere at the Toronto Film Festival

About Hart/Lunsford Pictures

An alternative to traditional indie start-ups, Hart/Lunsford Pictures is a fully financed production company based in Louisville, Kentucky. To date, the company has produced eight feature films, with several others now in development. Established in 2004, the

company is financed by Louisville entrepreneurs Ed Hart and Bruce Lunsford, both of whom have extensive backgrounds in the entertainment industry (Mr. Hart in the theme park business and Mr. Lunsford in thoroughbred racing) and both of whom are among Louisville's foremost businesspersons.

About Pandemic Marketing

Pandemic Marketing is a marketing consultation company providing strategic marketing solutions and execution to the motion picture industry. The company currently works with every segment of the motion picture industry including financing entities, producers and production companies, independent distributors, directors and the major studios. The company employs a core group of industry professionals and boutique companies, which allow it to work on projects of varying scale from smaller specialized to wide studio commercial releases.

About Cinetic Media

Cinetic Media is a leading provider of strategic advisory services to the entertainment and media industries. Key areas of concentration include film finance, film sales, corporate consultation (strategy and finance), analytical data collection, research and digital rights management, and talent management. The firm's clients range from multi-national media companies to individual motion picture producers and directors.

Since its founding, Cinetic has been instrumental in putting together films written and directed by the industry's most innovative and groundbreaking filmmakers.

About Freestyle Releasing

Freestyle Releasing is a full service theatrical motion picture company that specializes in representing independent companies, major studios, and mini-major studios on a "service deal" basis for the purpose of exhibiting their films in a first class theatrical release.