



## Relativity's Rogue and AMC Theatres® Announce Cost of a Soul as "The Big Break Movie Contest" Winner

Film will be released in 50 AMC® theatres nationwide on April 15<sup>th</sup>

(LOS ANGELES, CA) March 11, 2011 - Relativity Media's Rogue and AMC Theatres announced today that Sean Kirkpatrick's *Cost of a Soul* is the winner of "The Big Break Movie Contest." As the winner, Kirkpatrick receives exclusive on-screen distribution courtesy of AMC throughout the United States starting April 15<sup>th</sup>.

Kirkpatrick directed *Cost of a Soul*, starring Chris Kerson and Will Blagrove, from his original script. The movie tells the story of two Iraq War veterans who return home to their slum neighborhood in Philadelphia, only to find themselves trapped in a life they joined the military to escape. As they struggle for redemption, their own families become entangled in a web of crime, corruption and violence.

The panel of judges who chose *Cost of a Soul* included: actress Kate Bosworth, Relativity's CEO, Ryan Kavanaugh, Relativity's President of Worldwide Production, Tucker Tooley, AMC Theatres' Vice President of Specialty and Alternative Content, Nikkole Denson-Randolph and Youtube "Beyond the Trailer" Creator, Grace Randolph.

While the decision ultimately rested on the judges, online voting was open to the public for one week, encouraging fans to connect with both outstanding independent films.

"The Big Break Contest was created for one reason - to support and encourage new filmmakers. Sean personifies the spirit that Rogue embraces, a young filmmaker who did it his way, wrote a heartfelt script about his hometown, raised the money himself from friends and family and shot it with a skeleton crew on the tough streets of Philadelphia. We're delighted that his movie has been chosen," said Randall Cox, President of Rogue Life, LLC.

"AMC Theatres salutes *Cost of a Soul*, which is a perfect example of the type of films we showcase through AMC independent™," said Nikkole Denson-Randolph, Vice President of Specialty and Alternative Content at AMC Theatres. "*Cost of a Soul* also illustrates our enthusiasm for celebrating independent filmmaking and providing unknown yet talented new filmmakers an opportunity to present their labors of love on the big screen."

*Cost of a Soul* opens in 50 theatres nationwide on April 15<sup>th</sup> as part of the AMC independent™ program which showcases the best independent films and targets interested moviegoers through unique promotions and other customized marketing efforts. For updates on the markets that will feature *Cost of a Soul*, visit [AMCTheatres.com/independent](http://AMCTheatres.com/independent).

Showings of *Cost of a Soul* at the 50 AMC theatres will begin after the film premieres at the AMC Theatres Kansas City FilmFest and Philadelphia Cinefest.

### **ABOUT RELATIVITY MEDIA, LLC**

Relativity Media, LLC is a media and entertainment company that focuses on creating, financing and distributing entertainment content and intellectual property across multiple platforms, as well as making strategic partnerships with, and opportunistic investments in, media and entertainment-related companies and assets. Relativity owns and operates Rogue, a company that specializes in the production and distribution of films targeted to the 13-25 year old audience. Building upon its foundation of financing and producing films, Relativity has grown to include music, sports and television divisions and the next-generation social network iamrogue.com. Relativity also owns and operates RelativityREAL, Relativity's television arm, which has become one of the leading suppliers of reality television with more than 20 shows in episodic or pilot.

To date, Relativity has committed to, produced and/or financed more than 200 studio-quality motion pictures through 2014. Released films have accumulated more than \$15.0 billion in worldwide box office revenue. Relativity's recent films include *Salt*, *Despicable Me*, *Grown Ups*, *Charlie St. Cloud*, *Dear John*, *It's Complicated*, *Zombieland*, *Couples Retreat*, *Get Him to the Greek*, *Robin Hood*, and, most recently, *The Fighter*, *Little Fockers*, James Cameron's *Sanctum in 3D*, *Season of the Witch*, *Take Me Home Tonight* and *The Social Network*. Upcoming films for Relativity include *Limitless*, *Immortals*, *Battle: Los Angeles* and *Cowboys & Aliens*. 33 of the company's films have opened at No. 1 at the box office. Relativity films have earned 60 Oscar®

nominations, including nods for *Nine*, *A Serious Man*, *Frost/Nixon*, *Atonement*, *American Gangster* and *3:10 to Yuma*, *The Wolfman*, *The Social Network* and *The Fighter*. 53 of Relativity's films have each generated more than \$100 million in worldwide box-office receipts.

#### **ABOUT AMC ENTERTAINMENT INC.**

AMC Entertainment Inc. delivers distinctive and affordable movie-going experiences in 361 theatres with 5,203 screens across the United States and Canada. The company operates 24 of the 50 highest grossing theatres in the country, including the top three. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content. [www.AMCTheatres.com](http://www.AMCTheatres.com).

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