



## Cinedigm Acquires U.S. Distribution Rights to 22 BULLETS, Starring Jean Reno

### Cinedigm to Release French Crime Thriller in Theatres and on Cable VOD, Digital and DVD

LOS ANGELES, CA -- (Marketwire) -- 04/25/12 -- Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), has acquired U.S. distribution rights to *22 BULLETS* (L'immortel), directed by *Richard Berry* (I, Cesar) and starring *Jean Reno* (The Professional, Ronin). This \$22 million French-language feature produced by *Luc Besson* (La Femme Nikita, The Fifth Element) has garnered \$7.4 million worldwide at the box office and has been praised for its thrilling mobster-crime plot, with comparisons to *Goodfellas*.

The acquisition of *22 BULLETS* follows the announcement April 19th that Cinedigm acquired leading entertainment distributor New Video Group, Inc. ("New Video"), the largest worldwide digital aggregator of independent content and leading distributor of quality entertainment. Cinedigm's acquisition of New Video creates a new full service end-to-end digital releasing studio, enabling them to acquire and distribute independent films like *22 BULLETS* both theatrically and through digital, mobile and home media platforms.

Although the first acquisition for the newly acquired entity, *22 BULLETS* marks the fourth in a slate of acquisitions under the partnership announced at Sundance between Cinedigm and New Video. Recent deals include Sundance award-winner, *The Invisible War*, SXSW award-winner, *Citadel*, and *In Our Nature*, starring John Slattery.

Inspired by real-life events and based on the novel *L'Immortel* by Franz-Olivier Giesbert, *22 BULLETS* is the startling, action-packed saga of Charly Mattei (Reno). After a long, brutal and successful career in the Marseille mafia, Mattei has turned a new leaf and gone straight. For three years, he has lived a quiet life devoted to his wife and two young children. Then one winter morning, he is left for dead with 22 bullets in his body. Somehow he survives... and seeks out the only man who would dare to try to kill him.

"*22 BULLETS* is a shot of adrenalin to our formidable line-up of new titles," said Susan Margolin, Co-President of Cinedigm's new Entertainment Group. "Jean Reno is magnetic and a force of nature. His creative collaboration with Berry and Besson represents the best of independent cinema from around the world that we're bringing stateside through our new partnership."

The adapted screenplay for *22 BULLETS* is by Richard Berry, Mathieu Delaporte and Alexandre de La Patellière; the film is produced by Luc Besson (EuropaCorp); executive producer is Didier Hoarau. Mark Kashden negotiated the deal with Cécile Fouché from EuropaCorp. on behalf of New Video and Cinedigm.

#### *About Cinedigm Entertainment Group*

Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp., the worldwide leader of digital cinema installation, is a state of the art digital distributor of award-winning independent films and alternative content. [www.cinedigm.com](http://www.cinedigm.com)

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