



威秀电影亚洲公司
VILLAGE ROADSHOW PICTURES ASIA



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**VILLAGE ROADSHOW PICTURES ASIA AND BEIJING HAIRUN PICTURES
ANNOUNCE STRATEGIC FILM PRODUCTION ALLIANCE**

INITIAL SLATE OF FIVE FILMS UNVEILED

BEIJING, China (April 20, 2015) - Village Roadshow Pictures Asia (“VRPA”) and Beijing Hairun Pictures (“Hairun”) announced today that they have entered into a strategic film production alliance and unveiled an initial slate of five feature films. Ms. Ellen Eliasoph, President and CEO of Village Roadshow Pictures Asia, and Mr. Liu Yanming, Chairman of Hairun Media & Entertainment Group Ltd. and its film production arm, Beijing Hairun Pictures Co., Ltd., made the announcement today at the Beijing International Film Festival’s “Signings” event.

VRPA and Hairun have entered into a long-term partnership in the joint development, financing, production and distribution of feature films. Their joint projects will initially consist of Sino-foreign co-productions with plans to also co-finance and co-produce English-language content in the near future.

Mountain Cry, the companies’ initial joint project, originated at last year’s Beijing International Film Festival “Pitch and Catch” event where it was selected from among over 240 submissions for the “Top Commercial Potential” award. The film has been fast tracked and is currently in post-production. The partners unveiled *Mountain Cry’s* teaser poster along with exclusive footage earlier this week at the Festival’s “Young Talent” event.

Eliasoph and Liu today confirmed they will start production in 2015 and 2016 on the following four projects: *IPO*, a fast-paced contemporary drama depicting the dark underworld of China’s booming financial markets; *My Other Home* (working title), a biopic of Stephon Marbury, the ex-NBA player who came to Beijing in 2011 and transformed both himself and his Beijing pro team into champions - featuring Stephon Marbury playing himself in the film; a licensed Chinese remake of the 2013 Korean suspense thriller *Hide and Seek*; and a licensed remake of a recent Hollywood police thriller.

About Village Roadshow Pictures Asia

With a particular focus on the Chinese film industry, Village Roadshow Pictures Asia was established in 2011 to undertake the development, financing, production, marketing and distribution of films for Greater China. Village Roadshow Pictures Asia works closely with creative talent and producers, co-financiers and distributors throughout the Greater China region to identify, develop and co-produce films for release in Mainland China, Hong Kong, Taiwan, in Singapore, Australia and New Zealand through VRPA's affiliates, and beyond. The majority of its films are structured as Sino-foreign co-productions and filmed in Greater China. VRPA's initial projects, Stephen Chow's *Journey to the West* and Leste Chen's *Say Yes!*, both released in 2013, and its co-production *Zhong Kui: Snow Girl and the Dark Crystal* released in February 2015.

About Hairun Pictures

Established in 2003, Hairun Media Group is the largest television production company in China, with more than 800 hours of television drama produced per year. The group has 13 domestic branches, and overseas branches in New York, Vancouver and Hong Kong. Hairun also owns a talent agency representing more than 40 actors and actresses. Hairun Media established Hairun Pictures in 2009, and it immediately became a rising star in the industry. Hairun Pictures has formed an exclusive partnership with Milkyway Image, which is owned by Hong Kong director Johnnie To. Hairun Pictures co-produced To's *Drug War* (Rome International Festival Official Selection in 2012), *Don't Go Breaking My Heart 2* (released November 2014), *Mountain Cry* and *Office* (both releasing in 2015). Upcoming projects *Tik Tok* and *Choice* will be produced this year.

Hairun Pictures is focused on encouraging international collaboration, cultivating new talent, inspiring fresh perspectives, and most importantly, pursuing excellence, bringing new strength and vitality to China's film industry.