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**HAIRUN PICTURES AND VILLAGE ROADSHOW PICTURES ASIA'S
MOUNTAIN CRY BEGINS PRODUCTION**

TAIHANG MOUNTAIN DISTRICT, Shanxi, China (October 5, 2014) –*Mountain Cry*, a Hairun Pictures and Village Roadshow Pictures Asia co-production, started production today at its shooting location in Tongtianxia, a district nestled high in the Tai Hang Mountains of China's Shanxi Province.

Mountain Cry was written and is being directed by young PRC director Larry Yang. His script is based on Shanxi-based Ge Shuiping's award-winning Chinese novel of the same name. Ge's novel was inspired by true-life events that occurred in the rugged Tai Hang Mountain region in which she grew up and still lives today.

Set in a remote village, the story begins with the sudden death of a husband and father whose family is new to the village's tight-knit traditional community. In the aftermath of that tragic event, the villagers come to know and understand the man's widow, a mysterious mute with a story to tell and the power to tell it wordlessly.

Lang Yueting will star as the mute beauty, and Wang Ziyi will play the role of Han Chong, the young man in the village who is forced to take responsibility for her husband's death. Lang made her film debut in the 2012 Johnnie To-directed *Blind Detective*, and co-stars with Chow Yun-Fat and Wang in To's upcoming *Design for Living*. Wang has appeared in a number of other recent Chinese films including Ann Hui's *The Golden Era*, To's *Blind Detective*, and Wang Xiaoshuai's *Chongqing Blues*. Cheng Taisheng, whose many credits include roles in Jia Zhangke's *The World*; Zhang Yimou's *Under the Hawthorn Tree* and Alejandro Inarritu's *Biutiful*, is attached to play Han Chong's father.

Mountain Cry's Director of Photography is Patrick Murguia (*Low Winter Sun* (10 episodes); *The Frozen Ground*; *Brooklyn's Finest*) and its Production Designer is Jeffrey Kong (*A Wedding Invitation*; *First Time*; *Forbidden Kingdom*). The film will be shot almost entirely on location in the Tongtianxia area.

About Hairun Media Group

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. With 13 domestic branches, and overseas branches in New York, Vancouver and Hong Kong, the group 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, 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* (releasing in November 2014) and *Office Melody* (currently in post production). 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. Hairun Media Group will be listed on the Shenzhen Stock Exchange later this year.

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 projects are structured as Sino-foreign co-productions and filmed in Greater China. The company's initial slate of films, all released in 2013, include Stephen Chow's *Journey to the West* and Leste Chen's *Say Yes!*, and is a co-producer of *Zhong Kui: Snow Girl and the Dark Crystal*, which will be released in February 2015.