

Bigfoot Entertainment takes first steps into China

Bigfoot Entertainment, through Bigfoot Films, has made its first offering to Chinese movie audiences with the release of *Hui Lu* in over 700 theaters across China. The psychological thriller recently began screening in major cities such as Beijing, Shanghai, Guangzhou, Shenzhen and Chengdu. Screening in both traditional and digital formats, Polybona and Bigfoot Films are leading the way by embracing the new distribution models made possible by emerging digital screening technology.

The release is a milestone in Bigfoot's creation of Asian-themed films for international audiences. *Hui Lu* was shot entirely in Hong Kong, and underwent post-production at Bigfoot's facilities in Mactan, Cebu. The film is being distributed in China by Polybona Films.

The movie follows the story of an overnight millionaire, Adam, and his wife Lynda. When Lynda finds evidence that suggests Adam killed her brother, his reaction results in the perfect guilt.

Elliot Tong, one of the film's producers, said, "*Hui Lu* has an excellent new cast from across the region, including China's hottest new actor Hawick Hau Wai Lau and Margaret Wang in the lead roles, and is unique as a psychological thriller in China, which is dominated by epics and urban comedies."

"We are very excited to present *Hui Lu* to the growing movie-going audience in China, and are aiming for more public screenings for our films. We would also like to work on more projects co-produced, or partnered with entertainment companies from other Asian nations," said Matt Lubetich, Bigfoot's Chief Operating Officer.

The movie has two versions, with the same story portrayed by two different casts, maximizing its reach to the global audience. *Hui Lu* is produced in Mandarin with a Chinese cast; *Irreversi*, the English version, features actors Estella Warren (*Planet of the Apes*) and Philippine-born Mei Melancon (*X-men: The Last Stand*). *Irreversi/Hui Lu* was honored with an Award of Merit in the 2008 Accolade Film Awards, which is recognized and well-respected by film professionals because of its objectivity and scope in evaluation.



FOR IMMEDIATE RELEASE

Bigfoot films continues to expand it's presence across Asia, recently completing production of new feature film, *Victim of Circumstance*, which was filmed at both Bigfoot Entertainment Studios in the Philippines and on location in Vietnam. Current projects include a co-production with China Film Group on the feature film *Love Stinks*, to be shot in Beijing.

To find out more about the movie, and about Bigfoot Entertainment and its divisions, please visit www.bigfoot.com.

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About Bigfoot Entertainment

Based in Santa Monica, California, Bigfoot Entertainment is an innovative entertainment company, producing independent feature films for the global marketplace, such as *Midnight Movie*, *Irreversi*, and *Curiosity of Chance*.

Founded in 2002, the company continues to finance and produce feature films, television series and reality shows that are distributed throughout the world, many of which receive recognition and awards at film festivals.

Bigfoot Entertainment produces many of its feature films in Bigfoot Studios, a wholly owned subsidiary in Cebu, Philippines. Bigfoot Studios encompasses six sound stages and onsite state-of-the-art post-production facilities.

Bigfoot Entertainment - leaving lasting footprints in the world of entertainment!

For more information, visit www.bigfoot.com.

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