FOR IMMEDIATE RELEASE

FilmRise Acquires Exclusive Distribution Rights to the Global Lens Collection
96 Award-winning Films from The Global Film Initiative

San Francisco, CA – January 21, 2014 – The Global Film Initiative and FilmRise are pleased to announce the acquisition by FilmRise of exclusive distribution rights to the prestigious Global Lens collection of 96 award-winning foreign language feature films from 38 nations around the world.

For the past 10 years, The Global Film Initiative has promoted and supported developing world cinema programming for libraries, cultural institutions, high schools, art house cinemas, and film festivals in both the U.S. and Canada. The Initiative recently completed the donation of 35mm prints and digital masters of all 96 films to the Museum of Modern Art in New York City, providing permanent preservation and curatorship for the Global Lens collection – and marking the culmination of its decade-long partnership with MoMA, where the Global Lens film series has opened its national tour each year.

“We interviewed numerous distribution companies and chose FilmRise, which we found to have the most forward-looking vision,” said Susan Weeks Coulter, founder and Board Chair of The Global Film Initiative. “FilmRise's understanding of the rapidly evolving digital world and ability to access new and established platforms for digital release, as well as its use of social media and internet marketing, will promote the awareness of our exceptional Global Lens collection.”

FilmRise has been engaged in an aggressive acquisition strategy, with over 5,000 film and television titles in release this year for the new company in a wide range of genres - from classic television, festival award independent films, children’s programming, documentaries, special interest, and critically acclaimed foreign language films.

“We feel honored and greatly privileged to be entrusted with the distribution of this incredible library of films, all of which were recipients of grants from The Global Film Initiative,” said FilmRise CEO Danny Fisher. “When people ask me what best films I have seen in 2013, I tell them “Daughter of Keltoum” from Algeria, “The White Meadows” from Iran and “The Night of Truth” from Sub-Saharan Africa – just to name three of the many extraordinary Global Lens films.”

###

ABOUT FILMRISE
FilmRise's titles are in release at Wal-Mart, online through Amazon Disc on Demand, and digitally on Amazon Prime, Netflix Instant Watch, iTunes, Hulu, VUDU, Xbox, Sony PlayStation, Fandor, SnagFilms, Vutopia and others. FilmRise is also releasing select films theatrically and licensing to domestic television. The principals behind FilmRise are Alan Klingenstein, Danny Fisher and Jack Fisher. The company’s acquisitions include television series such as WE tv's "Women Behind Bars," PBS' "The Big Comfy Couch," and Syfy’s "Deals from the Darkside." Film titles include classics such as John Landis’ "American Werewolf in London." FilmRise is releasing the Slamdance Audience Award winning romantic comedy “Hank and Asha” theatrically this spring.

ABOUT THE GLOBAL FILM INITIATIVE
The Global Film Initiative was founded in 2002 as a U.S.-based 501(c)3 organization that promotes cross-cultural understanding through the medium of cinema. The Initiative has developed complementary programs to promote both the production of authentic and accessible stories created in the developing world and their distribution throughout the schools and leading cultural institutions of the United States. The Global Lens film series is the flagship endeavor of this mission. For more information about the Global Lens film series and Global Film Initiative programs, please visit http://www.globalfilm.org.

Contact:
FilmRise
New York, NY
www.filmrise.com
Danny Fisher, CEO
718.369.9090
danny@filmrise.com