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REGIONAL PRESS RELEASE

UK CINEMAS SET FOR BIGGEST SUMMER EVER

**35 MILLION PEOPLE, EQUIVALENT TO MORE THAN HALF THE UK POPULATION,
EXPECTED TO VISIT THE CINEMA IN JULY AND AUGUST**

Monday 11 June 2007: Confidence is high among the UK cinema industry that this summer will be the biggest ever in terms of attendance. This Friday 15 June Film Distributors' Association (FDA) launches a brand new cinema trailer highlighting the spectacular range of films coming in the summer, with 3,000 prints featured on cinema screens across the UK.

The trailer will cover not only the hugely anticipated blockbuster titles like *Shrek the Third*, *The Bourne Ultimatum*, *The Simpsons Movie*, *Surf's Up*, *Die Hard 4* and *Harry Potter and the Order of the Phoenix*, but also more specialised fare such as Cannes hit Anton Corbijn's *Control*, Laurie Collyer's *SherryBaby*, David Mackenzie's *Hallam Foe*, Laurent Tirard's *Molière* and a re-release of Olivier's classic *Henry V*.

It is the first time that film distributors have joined forces to create a trailer for a whole season's line-up, and follows a strong start to 2007. Box-office takings for the year to 3 June were up 6% on the same period of 2006.

"Across the UK, audiences are falling deeper in love with the cinema," said Mark Batey, Chief Executive of FDA. "This summer, when there is no major football tournament, cinemas are offering the most compelling and varied line-up for years. The UK is the world's number three country for cinemagoing and 2007 promises to be a record-breaking year."

Cinemagoers throughout the south-west region, East Anglia, parts of Wales and the south coast can also look forward to *Focus* – a free movie magazine circulated door-to-door with local free newspapers from w/c 25 June. *Focus* offers a guide to the summer holidays' line-up for all audiences and includes a handy calendar with release dates and ticket booking information. Its print run of 800,000 copies, with a potential readership of more than two million, makes *Focus* one of the UK's largest-circulation film publications. Cinemagoers in all regions will be able to browse the magazine, read additional features and win prizes online at the dedicated new website, www.focusonmovies.co.uk.

To download UK Summer Trailer, please click <ftp://fda:summertrl@www.ppcftp.co.uk> or <ftp://fda:summertrl@193.203.84.45>

KEY UK FILM INDUSTRY STATISTICS

- After a levelling off in 2006, cinema admissions from January to March 2007 were 39 million, up from 36.7 million in the same period last year.
- May 2007 was the biggest May for five years in terms of UK cinema attendance – underlining a strong Spring season and pointing towards what should be the UK's biggest Summer yet.
- The cinema is the number one out-of-home activity for 10–17 year-olds in the UK today. According to 2007 research commissioned by FDA, 49% of young people say cinema-going is their overall favourite activity, inside or outside the home.
- There is no evidence that the rapid rise in sales of flat widescreen TVs is denting cinemagoing. Children and parents alike still regard the cinema as the ultimate film experience.
- In addition to the US and UK, films on offer in July and August come from 13 different countries.
- There is a very marked upward trend in UK cinemagoing since the mid 1980s. The anticipation is that 35 million people will go to the cinema in July and August this year. Cinemagoing is at its most popular for 30 years.

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Check the latest UK release dates and other information at www.launchingfilms.com

PREVIEW – THE SUMMER OF CINEMA 2007

As UK cinemas brace themselves for approximately 35 million visitors this July and August – a surge equivalent to well over half the UK population – here is a taste of the big screen entertainment coming during the season.

Magical adventures lead the way. Harry, Ron and Hermione return to Hogwarts for a fifth year in *Harry Potter and the Order of the Phoenix*, directed by David Yates. The film's timely release comes eight days before the publication of *Harry Potter and the Deathly Hallows*, the seventh and final book in JK Rowling's spellbinding series. Meanwhile, Shrek, Donkey, Fiona and Puss in Boots reunite to protect the land of Far Far Away in the eagerly anticipated *Shrek the Third*.

Other animated highlights include *The Simpsons Movie*; *Surf's Up*, with a penguin voice cast led by 21 year-old rising star, Shia LaBeouf; and Goro Miyazaki's first film, *Tales from Earthsea*, based on the fantasy novel by Ursula le Guin.

UK locations feature in several releases. *Hallam Foe*, David Mackenzie's edgy modern drama starring Sophia Myles, Ewen Bremner and Jamie Bell in the title role was shot in Edinburgh and other Scottish locations; while Waterloo Station was among the London hotspots used in *The Bourne Ultimatum*. Directed by Paul Greengrass, the breathless chase also took Matt Damon as agent Jason Bourne to Oxford and other major cities in Europe, North Africa and the US.

In *Mrs Ratcliffe's Revolution*, Bille Eltringham's passionate comedy, the title character travels from Marks & Spencer to Marx and Lenin – and back. Starring Catherine Tate and Iain Glen as her zealous husband, the film takes in the cobbled streets and terraced houses of Halifax, West Yorkshire, and locations in Hungary.

Classic British drama rides to the fore in *Olivier's Henry V* (1944) and Guy Hamilton's *Goldfinger* (1965), both receiving welcome revivals. DH Lawrence's *Lady Chatterley* has been freshly adapted in a French production, starring up-and-coming Marina Hands in the title role.

Other French delights travelling to UK cinemas: *The Singer* starring the prolific Gérard Depardieu as an aging *chanteur* and Cécile de France as a fragile young woman whom he encounters one night in a dance hall. And Romain Duris stars in a version of the life of *Molière*, told as if he himself was a character in a 17th century play.

Action has never been hotter than on the big screen this summer. Detective John McClane (Bruce Willis) blasts back after 12 years away from the big screen in *Die Hard 4*, a blistering, high-tech thriller directed by Len Wiseman. And six years after their previous assignment, Jackie Chan and Chris Tucker rejoin forces for the explosive *Rush Hour 3*. Master of mayhem, Michael Bay, brings shape-shifting autobots and decepticons to ground-breaking life in *Transformers*. His live-action cast includes Shia LaBeouf, Megan Fox, Jon Voigt and John Turturro.

Cinemas will also rock with **the sound of laughter**. Comedy star Steve Carell is *Evan Almighty* in Tom Shadyac's follow-up to the blockbuster, *Bruce Almighty*. Morgan Freeman, reprising his role as God, urges Evan to build an arc in readiness for a humongous flood. Judd Apatow, who directed Carell in *The 40 Year-old Virgin*, has written and directed *Knocked Up*, a new romantic comedy starring Katherine Heigl and Seth Rogen.

Robin Williams is back too, this time as Reverend Frank, who puts a young couple through an exceptionally rigorous marriage preparation course, in *License to Wed*. Isla Fisher, Ian McShane and Sissy Spacek join Andy Samberg as daredevil Rod Kimble in Lorne Michaels' production of *Hot Rod*, shot in British Columbia.

Movie makeovers: John Travolta, Michelle Pfeiffer, Queen Latifah and Christopher Walken head the cast of *Hairspray*, a brand new version, directed by Adam Shankman, of John Waters' classic musical comedy, set at a local television dance show in 1962 Baltimore. Also, Nancy Drew becomes embroiled in a brand new murder mystery set in contemporary Hollywood. Emma Roberts is top billed as the teen detective who's far from clueless.

For audiences who prefer **on-the-edge suspense**, Quentin Tarantino presents *Hostel Part II*, written and directed by 35 year-old veteran, Eli Roth. And a short story by Stephen King has been adapted into *1408*, in which Samuel L Jackson, John Cusack and Mary McCormack must confront the horrors hidden in a notorious New York hotel room.

Kevin Bacon sets out for revenge when his son is murdered by a gang in James (Saw) Wan's adaptation of Brian Garfield's *Death Sentence*. In a softer yet no less provocative vein, Bertolucci's *Last Tango in Paris* (1972) enjoys a pristine reissue bringing Marlon Brando to a new generation of cinemagoers.

And many more!