



Yari Film Group Releasing Expands Its Distribution Arm

Distributor Will Roll Out Jamie Kennedy-Starrer 'Kickin' It Old Skool' on 2000 Screens on April 27

LOS ANGELES, March 9 – After lighting up the domestic box office last year with the indie hit *The Illusionist*, distributor Yari Film Group Releasing (YFGR) announced today its plan to begin releasing some of its upcoming slate in wide breaks of 2,000 screens or more.

In anticipation of the large national wide releases of as many as three major movies this year, YFGR will be expanding its existing distribution back office by combining it with Freestyle Releasing's existing back office support including booking, shipping and logistical capabilities. YFGR and Freestyle will share this expanded back office and YFGR will, when needed, supply Freestyle with YFGR's marketing, PR and Internet departments to allow Freestyle an expanded service capability. Freestyle will continue to operate as a service-for-hire company to independent producers.

After producing Best Picture Oscar-winning *Crash* and producing and distributing this year's \$40 million domestic box office hit *The Illusionist*, Bob Yari, chief executive officer of Yari Film Group, continues to break new ground with his venture with Freestyle.

"It's a win for both companies since we functioned so well together while releasing five recent titles including *The Illusionist*," said Bob Yari. "Yari Film Group Releasing will keep most of its current distribution staff, including distribution head Bill Soady, and its full marketing team, Internet team, and publicity and support staff. Freestyle will contribute its existing national distribution sales force and back office staff which will be expanded with new hires to allow YFGR to release multiple films on thousands of screens each year."

The first film on the YFGR slate to get the wide-release treatment is *Kickin' It Old Skool*, an outrageous comedy starring Jamie Kennedy (*Malibu's Most Wanted*, *The Jamie Kennedy Experiment*) and Miguel A. Nunez, Jr. (TV's *Joey*, *Juwanna Mann*). Newcomer Harvey Glazer directs. The film debuts on April 27.

Kickin' It Old Skool tells the story of Justin (Kennedy), a 12-year-old breakdancer back in the 1980s who sustains a head injury while break dancing and lapses into a coma. Awakening 20 years later, he has to confront a whole new world, get his dancing group back together, and win back the girl of his dreams. The film also marks the feature debut of two of TV's hottest young stars, Maria Menounos, (*One Tree Hill*), and Michael Rosenbaum (*Lex Luthor* in *Smallville*).

Kickin' It Old Skool was produced by Bob Yari Productions in association with Jamie Kennedy's Jizzy Entertainment.

Since its formation in 2003, the Yari Film Group has produced or co-produced over 30 features, including the Academy Award Winner for Best Picture in 2005, Crash, The Illusionist, and The Painted Veil. YFGR will release the critically-lauded First Snow, starring Guy Pearce (Memento, L.A. Confidential), in a platform release on March 23, and follow that with five other titles through the end of this year.

Freestyle Release will continue to act independently in its current service deal arrangements with its various clients.

SOURCE Yari Film Group