



WILD EYE RELEASING

Wild Eye Releasing
New York, NY
Tel: 201-656-1373
Fax: 551-200-6510
info@wildeyereleasing.com

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NIGHT OF THE LIVING DEAD REANIMATED

HOT SHEET

PR EFFORTS

- Timed release to coincide with George Romero's SURVIVAL OF THE DEAD dvd release/ publicity
- NOTLD:R DVD will premiere at SAN DIEGO COMIC CON on July 22nd, 2010, one week before street date. SDCC is the largest convention for genre fans in the world. The film will be screening on opening night, followed by a Q&A panel featuring six artists from the NOTLD:R project. This exposure will create over 200,000 impressions.
- NOTLD:R will screen at New York Comic Con in October 2010, followed by a panel. Details to be announced.
- Massive publicity push online and in print genre outlets
- Cross-marketed to art, animation and academic press
- Sending DVD screeners to all media press
- Handpicked genre publications featuring/ reviewing film
- Film has screened at over 15 International festivals
- Film has aired on 25 'horror host' TV and online programs internationally (Over 1,000,000 impressions)
- Tiered Marketing at key points in film production (hundreds of thousands of impressions that began in August 2009)
- Non-traditional marketing initiatives include pre-release "bootleg" of live screening and limited edition poster series.
- Rondo Award- nominated film. High Exposure in horror demographic.

CONFIRMED MARKETING

Rue Morgue – Two-column positive film review in Cinemacabre section of magazine.

Fangoria TV – Three interviews on Fangoria TV.

Fangoria.com – Three page interview with project creator.

Fangoria – Exclusive access "Poster art revealed."

Horormovies.ca – One of the largest horror news sites in the country – continuing coverage of project

Shocktilyoudrop.com – Coverage on top rated horror news site.

Screem Magazine – Extensive 4 page interview/ feature with all principles on DVD.

VideoScope – Full page advertisement/ review of film.

Twitch Film – Exclusive trailer released on site. Positive review of film.

Famous Monsters – Feature review from one of the top brands in horror.

Iconsoffright.com – Coverage on this top rated site.

Bloody Disgusting – Major news coverage throughout production.

Dread Central – Major coverage throughout production.

Cinema Suicide – Major coverage. Three interviews throughout production.

Fatally Yours – Several interviews/ news coverage throughout production.

Dead Harvey – Interview/ feature on popular independent horror site.

Various blogs and news organizations – continuing coverage throughout production and DVD release.

PENDING MARKETING

Wired – Small feature on groundbreaking process to create the film.

Ain't it Cool News – Feature review on one of the top movie sites in the country.

Fearnet – Feature review pending.

G4 TV – Short feature on making of the film.

Entertainment Weekly – DVD review

Gorezone UK – Review of the DVD.

Shock Cinema – Review of the DVD.

SALES POINTS

- NOTLD:R is essentially a "Brand New" George Romero film – and timed to coincide with the release of SURVIVAL OF THE DEAD (Magnet Releasing).
- From the producers of the cult genre hits BLITZKRIEG and BLOODY APE.
- HIGH visibility in all horror press for last 24 months.
- FIRST feature film to ever premiere on FACEBOOK, with over 5,000 viewers.
- Major crossover appeal into animation, art and academic markets.
- Long-running theatrical play dates both domestic and international,
- BRAND NAME horror recognition film from the director of THE CRAZIES, DAWN OF THE DEAD, NIGHT OF THE LIVING DEAD (1968) and CREEPSHOW.
- Special horror host introduction from Count Gore De Vol (Every Other Day is Halloween)
- Special Edition double DVD features over TWO HOURS of bonus footage.
- Two commentary tracks, one featuring author JONATHAN MABERRY (MARVEL ZOMBIES, THE WOLFMAN)
- Bonus features include: Comics, short films, behind the scenes videos.

PROVEN CULT FILM TRACK RECORD

- GEORGE ROMERO films have enduring worldwide fan and sales record for over 40 years, and holds a large base of rabid fans and horror press recognition.

- Netflix – Has picked up distributors other films: Blitzkrieg, Gothkill, Bloody Ape, Gold.
- FYE Stores – Has picked up distributors other titles nationwide.
- HASTINGS – Has picked up distributors previous titles for distribution: The Devil's Daughter, Crawlspace.
- MICROCENTER – Has picked up distributors previous titles nationwide.

REVIEWS OF *NIGHT OF THE LIVING DEAD: REANIMATED*

"A grand love letter and appreciation of a seminal horror work."

- *Twitch Film*

"A commendable, multi-faceted take on the original...it all looks great."

- *Rue Morgue*

"Night of the Living Dead has seen many incarnations, and this is one of the most creative."

- *Fangoria*

"A stunning collaborative work of art, done for and by horror fans."

- *Fatally Yours*

"A terribly interesting experiment of where film and art converge."

- *Zombie Chatter*

"NOTLD:R is definitely worth a viewing... it's impressive and visionary."

- *Famous Monsters*

"An artistic vision brought to the horror genre just when we need it."

- *No Room In Hell*

"Will probably be known as the most creative take on the material ever."

- *Lazlo's Closet*

"NOTLD-R is a brave interpretation that not only draws together fans in the audience but behind the scenes with contributors coming from all parts of the world putting both an individual & cultural spin on Romero & Russo's masterpiece."

- *I Can Smell Your Brains*

PUBLICITY MARKETING EVENTS

"Bootleg" Edition stunt

http://www.fangoria.com/index.php?option=com_content&view=article&id=780:wild-eye-bootlegs-night-of-the-living-dead-reanimated&catid=1:latest-news&Itemid=167

"Teaser" poster series

<http://www.shocktilyoudrop.com/news/topnews.php?id=10752>

Coloring Book Contest

<http://www.dreadcentral.com/news/32982/night-living-dead-reanimated-coloring-contestevents>

Horror Hosts Collaborations

<http://www.cinema-suicide.com/2009/12/06/see-night-of-the-living-dead-reanimated-the-way-nature-intended/>

NOTLD 1968 connection/ cross-marketing – Endorsement from principles of George Romero's 1968 film, including Judith O'Dea and Kyra Schon, who sell Exclusive Night of the Living Dead: Reanimated merchandise at their tables while touring the country on the horror convention circuit.

VIRAL STATS

Websites

<http://www.notldr.com>

<http://wildeyereleasing.com/notldr.html>

<http://wildeyereleasing.com>

6,000 email newsletter subscribers

Twitter

<http://twitter.com/WildEyeDVD>

566 Following

220 Followers

Myspace

Wild Eye Releasing

<http://www.myspace.com/wildeyereleasing>

800 friends

Facebook

Night of the Living Dead: Reanimated @ Facebook Comic Con

<http://www.facebook.com/#!/group.php?gid=95647949762&ref=ts>

2,500 members

Night of the Living Dead: Reanimated

<http://www.facebook.com/#!/notldr?ref=sgm>

4,992 members

Wild Eye Releasing

<http://www.facebook.com/#!/wild.eyereleasing?ref=ts>

3,109 members

Total of over 18,000 online users receiving weekly information on the Night of the Living Dead: Reanimated DVD release.

LINKS TO WEB COVERAGE

Internet Movie Database

<http://www.imdb.com/title/tt1520368/>

<http://www.uk.imdb.com/news/ni2357446/>

<http://www.imdb.com/news/ni2348639/>

Fangoria

http://www.fangoria.com/index.php?id=447:night-of-the-living-dead-reanimated-new-life-for-the-undead&option=com_content&catid=36:demo-articles&Itemid=56

http://www.fangoria.com/index.php?id=780:wild-eye-bootlegs-night-of-the-living-dead-reanimated&option=com_content&catid=1:latest-news&Itemid=167

Fatally Yours

<http://www.fatally-yours.com/interviews/night-of-the-living-dead-reanimated-artist-mass-interview/>

<http://www.fatally-yours.com/news/night-of-the-living-dead-reanimated-teaser-poster-revealed/>

<http://www.fatally-yours.com/news/notld-reanimated-virtual-premiere/>

<http://www.fatally-yours.com/news/new-jersey-%E2%80%9Czombie-encounter%E2%80%9D-hosts-east-coast-premiere-of-%E2%80%9Cnight-of-the-living-dead-reanimated%E2%80%9D/>

<http://www.fatally-yours.com/news/east-coast-premiere-of-night-of-the-living-dead-reanimated/>

<http://www.fatally-yours.com/news/night-of-the-living-dead-reanimated-reveals-new-website-trailer/>

<http://www.fatally-yours.com/news/udson-horror-show-next-weekend-in-ny/>

<http://www.fatally-yours.com/news/wild-eye-bootlegs-its-own-release-of-%E2%80%9Cnight-of-the-living-dead-reanimated%E2%80%9D/>

Dread Central

<http://www.dreadcentral.com/news/32030/night-living-dead-reanimated-teaser-one-sheet>

<http://www.dreadcentral.com/news/34529/see-night-living-dead-reanimated-this-weekend-facebook>

<http://www.dreadcentral.com/news/32982/night-living-dead-reanimated-coloring-contestevents>

Horror Squad

<http://www.horrorsquad.com/2009/11/18/a-new-interpretation-of-romeros-classic-in-the-night-of-the-li/>

Cinema Suicide

<http://www.cinema-suicide.com/2009/06/01/reinterpreting-a-classic-through-the-eyes-of-hundreds-night-of-the-living-dead-reanimated/>

<http://www.cinema-suicide.com/2009/12/06/see-night-of-the-living-dead-reanimated-the-way-nature-intended/>

<http://www.cinema-suicide.com/2009/09/24/night-of-the-living-dead-reanimated-east-coast-premier/>

<http://www.cinema-suicide.com/2009/04/24/a-whole-shitload-of-news-about-night-of-the-living-dead-reanimated/>

Shock Till You Drop

<http://www.shocktilyoudrop.com/news/topnews.php?id=10752>

<http://www.shocktilyoudrop.com/news/topnews.php?id=12785>

Horormovies.ca

http://www.horror-movies.ca/horror_12742.html

http://www.horror-movies.ca/horror_18074.html

Twitch Film

<http://twitchfilm.net/news/2009/11/first-look-at-fresh-trailer-for-romeros-night-of-the-living-dead-reanimated.php>

Dead Harvey

<http://deadharvey.blogspot.com/2010/01/night-of-living-dead-reanimated.html>

Revenant Magazine

<http://www.revenantmagazine.com/NOTLDReanimatedinterview.htm>

The Dedmontonian

<http://thededmontonian.blogspot.com/2009/05/classic-gets-reanimated.html>

TOUR PRESS

NOTLD:R has screened at over 15 International film festivals as an official selection.

September 10th, 2009

East Coast Premiere, SFSNNJ Society, Northern NJ

September 11th, 2009

West Coast Premiere, The Revenant Film Festival, Seattle, WA

November, 2009

(London, UK) The Mayhem Film Festival

November, 2009

(Alberta, Canada) Deadfest: Hellberta Film Festival

January, 2010

MadCap Theater, Tempe, AZ

February, 2010

Grande Illusion Theater, Seattle, WA

March, 2010

Southern Rep Theater, New Orleans, LA

April, 2010

Cinema Wasteland Show, Cleveland, OH

April, 2010

National Haunters Convention, King of Prussia, PA

April, 2010

All Things Horror Festival, Somerville, MA

May, 2010

The Sci-Fi Center, Las Vegas, NV

September, 2010

Horror Realm, Pittsburgh, PA

NOTLD:R has also played at many charity events, art support openings and one off screenings for private groups.

NOTLD:R has screened in the virtual reality world SECOND LIFE. (Second Life features 1.7 million users)

An early edit of NOTLD:R feature has screened on FACEBOOK, a first of its kind on the social network site. (Facebook features over 400 million active users).