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SCREENSHOTS & EXAMPLES:
CONTINUED ON NEXT PAGE



CONTACT US TODAY

Clint Weiler

DIRECTOR OF PUBLICITY / MVD ENTERTAINMENT

e: clint@musicvideodistributors.com p: 610.650.8200 ext. 115

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For promotional material, interviews, or for additional info...

CONTACT: Clint Weiler
MVD Entertainment Group
p: 800-888-0486 x115
e: clint@mvd2b.com

FOR IMMEDIATE RELEASE:

BB King: The Life Of Riley

One of the Most Inspirational Stories in the History of Music

Narrated By Morgan Freeman

In Select US Theaters Beginning May 21st

On VOD June 1st, and on DVD, Blu-ray, and Digital Platforms June 17th

Original Soundtrack available digitally on May 20th

"The invaluable and definitive autobiography on film of the last great bluesman, BB King."
- *The Observer*



Cardinal Releasing Ltd., MVD Entertainment Group, and Syndctd Entertainment are pleased to announce the US release of *The Life of Riley*, the much-lauded feature documentary film on the extraordinary life of Blues legend **B.B. King**. The film will be in theaters nationwide starting on May 21st, on VOD June 1st, and on DVD, Blu-ray, and digital platforms on June 17th. Tickets for the theatrical screenings will go on sale beginning May 1st only at www.BBKing.com

King worked closely with Director **Jon Brewer** for 2 years to create this powerful film. The heartfelt contributions from a plethora of music's superstars were a vast indication that this was the time for his story to be told. At 88 years old, **King**, his family, friends and contemporaries unveil the true-life drama that was the springboard for the future 'King of the Blues'.

Battling unrelenting racism and the humiliation of segregation whilst working in the cotton fields as an orphaned child, **King** lived to overcome the toughest critics in the entertainment industry and ultimately be hailed as one of the kingpins of an entire genre of music. This candid biopic of the life story of one of our living legends is highlighted by rare archive footage and beautifully shot scenes of the deep American south. Informative and visually stunning, *The Life of Riley* is the definitive document of a true American treasure.

"We all have idols," said **King**. "Play like anyone you care about, but try to be yourself while you're doing so."

The Life of Riley includes appearances and contributions from: Aaron Neville, Bill Cosby, Bill Szymczyk, Bill Wyman, Bono, Bonnie Raitt, Bruce Willis, Buddy Guy, Carlos Santana, Carver Randle, Derek Trucks, Dr. John, Eric Clapton, George Benson, Joe Bonamassa, Joe Walsh, John Mayer, John Mayall, Johnny Winter, Jonny Lang, Kenny Wayne Shepherd, Mick Taylor, Morgan Freeman, Paul Rodgers, Rev. David Matthews, Ringo Starr, Ronnie Wood, Slash,, Susan Tedeschi, Tina France, Walter Trout, and Wayne Cartledge.

The DVD and Blu-ray release features live footage from the Royal Albert Hall, some of which includes special guests Ronnie Wood, Susan Tedeschi, Derek Trucks, Mick Hucknell, and Slash. In addition, there are bonus interviews from Buddy Guy, Mick Hucknell & Ronnie Wood, Bonnie Raitt, Derek Trucks, Bobby Bland, Walter Trout, Susan Tedeschi, Carlos Santana, Joe Bonamassa, Dr John, John Mayall, Slash, and Leon Russell.

The Life of Riley Original Soundtrack, available digitally on May 20, 2014, carefully follows the specifically chosen music sequence used in the film. The soundtrack contains career spanning songs as featured in the movie from his 1951 hit "3 O'Clock Blues" to his 2000 GRAMMY© winning duet, "Riding With the King," plus two live songs never available on digital or CD "Walking Dr. Bill" and "Sweet Sixteen."

Official Website and Screening Tickets: <http://www.bbking.com/>

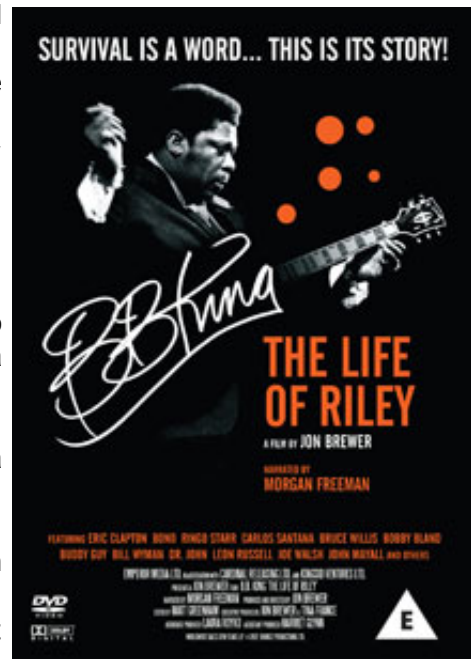
Photos and Assets: <http://www.syndctd-entertainment.com/bbking/>

Link to pre-order DVD: <http://www.seeofsound.com/p.php?s=MVD6345D>

Blu-ray: <http://www.seeofsound.com/p.php?s=MVD6344BR>

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PRESS QUOTES:





The invaluable and definitive autobiography on film of the last great bluesman, BB King. And much more: this movie is BB's valedictory testimony, and a monument to the essence of the blues and whence he and they came - in Mississippi delta cotton country - and their impact on us all.

—The Observer



A seriously impressive tribute to the big B's raw talent, iron determination and irresistible charm.

—Classic Rock



Affectionate and Illuminating

—Time Out



One of the flagstone stories of Black America

—Cinethesia

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BY SHEPRA GUPTA
MAY 27, 2014 3:36 PM
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Exclusive Trailer: Opening Scene for Blues Doc 'B.B. King: The Life of Riley' is 'All About Feeling'

"It's all about feeling. You can play a thousand notes a minute and it goes straight across the board and there is no feeling, it doesn't mean anything."

Narrated by Morgan Freeman, "B.B. King: The Life of Riley" examines the life of blues guitar legend through a sophisticated combination of archive footage and high-profile interviews. Familiar faces include Buddy Guy, one of King's own contemporaries, as well as Carlos Santana, Eric Clapton, Ringo Starr and Bono.

Director Jon Brewer's background as a manager for David Bowie and The Rolling Stones -- two musical acts profoundly influenced by the blues -- contributes to the film's credibility as a measure of cultural impact. As the opening scene seems to suggest, the film does not aspire to objectivity. In fact, the sentimentality expressed for King and his legacy is key to what makes the blues, *the blues*.

Check out the B.B. King site to find out when the film will be playing in a city near you. You can watch the full trailer below. "B.B. King: The Life of Riley" premieres on VOD June 1st and DVD, Blu-ray, and digital platforms June 17th.



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Go Behind U2 and B.B. King's Incredible Collaboration in New Doc Clip

Watch two legendary artists go back and forth in a scene from new King film 'The Life of Riley'

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By NICK MURRAY

MAY 19, 2014 10:15 AM

In the 1988 U2 concert film *Rattle and Hum*, the Irish rockers relish a special moment with a real legend when they share the stage with B.B. King, for whom they'd written "When Loves Comes to Town." Bono gets a chance to revisit that famous collaboration in the new documentary *The Life of Riley*, which traces the life and music of the blues icon from his birth "in a sharecropper's cabin over the cotton fields of the Mississippi Delta" through his eventual stardom. Today we're premiering an exclusive clip from the doc, which includes incredible footage of U2 and King together.

🔗 [Billy Gibbons on why B.B. King is one of the all-time great guitarists](#)

After the band and King whip through rehearsals of "When Love Comes to Town," the quick and lively King graciously tells Bono that he's "mighty young to write such heavy lyrics." In fresh interview footage, Bono recalls the band trying to show King the song's changes, to which the guitarist replied, "Gentlemen, I don't do chords."

"It was a lesson, in that he is as Keith Richards describes: a specialist," Bono says.

Life of Riley also features interviews from Eric Clapton, Santana, Mick Jagger, Derek Trucks, Dr. John and Susan Tedeschi, as well as a few quotes from the President Barack Obama.

The movie enters theaters on Wednesday, goes on demand on June 1st and will be released on DVD and Blu-ray on June 17th. The career-spanning soundtrack, meanwhile, will be released tomorrow. For more information on either, visit B.B. King's official website.

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