

NEW UK FILM DISTRIBUTION COMPANY LAUNCHED - DOGWOOF PICTURES (DWP)

London, UK (August 21, 2004). Today, the launch of Dogwoof Pictures (DWP) has been announced. DWP is a UK film distribution company specialising in foreign language popular arthouse films. DWP also acquires domestic films to distribute among foreign partners.

Dogwoof Pictures encourages the transnational distribution of global cinema through the grouping of EU and other international theatrical distributors, by acting as coordinator of the grouping for a given project. Their overseas partnerships include so far Spain, France, Italy, Japan, and Argentina. *"The local knowledge of our partners is invaluable since it gives DWP first-hand access to foreign hits"*, says Andy Whittaker, CEO at DWP.

Our main objective is to build profitably the world's premier independent film distribution alliance, with a presence in all major world markets, by providing superior service and value for money in every market segment in which we participate, excelling in anticipating and quickly responding to customer need and competitor activity, partnering effectively to enable us to meet customer demand, and enabling exhibitors to show innovative yet commercial independent film.

To enable us to do this, DWP has put together a multicultural team, whose backgrounds are film production, marketing, distribution, and finance. The combined expertise of its management team - Anna Godas, Anne Howard, and Andy Whittaker -, together with their international partnerships, give the company the resources to position themselves strongly within the global independent marketplace. *"We speak the languages of the films we buy.. We know about audience, we know about story, we know about film, and we know how to best market it"*. For further information, go to <http://www.dogwoofpictures.com>

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Web site: <http://www.dogwoofpictures.com>

About DWP:

Dogwoof Pictures (DWP) is actively engaged in the worldwide distribution of motion pictures, home video and music. The company was launched to fill a gap in the market. We bring a different approach to independent film distribution, knowing film inside out and by ensuring we get first-hand access to foreign hits through our international partnerships.

We are genuinely interested in film and in film people, that is why we are coming up with ideas to help the film community, and promote cinema. We have so far set up our own research department, and we are currently working on the creation of a distribution contest - which will help talented film makers to distribute their films-, and a UK cinema event, to get as many people as possible to the cinemas, through cut-rate ticket scheme, with the participation of over 3000 cinemas across the UK.