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VIVENDI ENTERTAINMENT ACQUIRES NORTH AMERICAN RIGHTS TO DEEP IN THE VALLEY

VE to release rated and unrated version of sex comedy on DVD in October 2009.

UNIVERSAL CITY, CA, March 25, 2009 – Vivendi Entertainment (VE) has acquired the North American home video, television, digital and mobile rights to one of the year's most outrageous sex comedies, *Deep In The Valley*. The rated and unrated versions will hit shelves in October 2009.

Directed and written by Christian Forte (writer of *Albino Alligator*), the film stars Chris Pratt (*Bride Wars, Wanted.*), Brendan Hines (*Lie To Me, Terminator: The Sarah Connor Chronicles*), Rachel Specter (*Alone In The Dark 2, House Bunny*), Scott Caan (*Oceans Eleven, Oceans Twelve, Oceans Thirteen*), Denise Richards (*Spin City, Blonde and Blonder*), Tracy Morgan (*30 Rock, First Sunday*) and Kim Kardashian (*Keeping Up With The Kardashians*). This Persistent Entertainment production was produced by Judd Payne, Matthew Rhodes and Bryan Brucks, and executive produced by Geoff Pence and Bob Pence.

Deep In The Valley is the comic story of uptight Carl (Hines) and his best friend and roommate Lester (Pratt), two twenty-something's just trying to make it through the day when a mysterious video booth transports them to an alternate dimension where the world is straight out of an adult film. It is up to sorority babes Bambi (Specter) and Daphne (Kate Albrecht) to help Carl and Lester outwit Rod "Supercop" Cannon (Caan) and his lusty detective partner Suzi Diablo (Blanca Soto).

"*Deep In the Valley* is a clever and funny movie featuring some of today's brightest young talent," stated Yolanda Macias, VE's senior vice president of business development and acquisitions. "The film offers a hysterical and original take on the clichés of the adult film industry that have never before been taken to such comedic heights."

Commented executive producer Geoff Pence, "We are confident we have a cult classic on our hands and Vivendi is the perfect fit to help the film reach that status."

About Vivendi Entertainment

Vivendi Entertainment is a full service domestic film distribution company representing a vast range of genres including action, comedy, thriller, urban, family, fitness and stand-up comedies. Vivendi has been a favorite choice of independent content providers. Vivendi has built an

extensive catalog of over 1,500 titles and its customer-centric business model was founded on the principles of collaboration and financial transparency. Vivendi Entertainment will release the highly anticipated anthology *New York, I Love You* in 2009.

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