

FOR IMMEDIATE RELEASE

“Katt Williams is one of Hollywood’s most sought after comedians.”

- ROLLING STONE

KATT WILLIAMS “HUSTLES” ONTO DVD ON
NOVEMBER 20

**Special appearances by Jeremy Piven, Ludacris, Snoop Dogg, Da Brat,
Tamala Jones and more!**

Los Angeles, CA , October 19, 2007 – Salient Media and Vivendi Visual Entertainment bring back one of the country’s hottest comedians, Katt Williams (*The Pimp Chronicles Pt. 1*) to DVD on November 20 in *Katt Williams: American Hustle (The Movie)*.

Salient Media is releasing this film theatrically in the top 15 markets October 30 for an exclusive two week limited engagement run.

“Katt is one most electrifying comedians working today,” said Gary Binkow, CEO of Salient Media and producer of *Katt Williams: American Hustle*. “This movie has it all: it’s a road picture, it’s got stand-up, and most importantly it’s absolutely hilarious from start to finish.”

Katt Williams: American Hustle features lots of added bonus features including a hysterical blooper reel and extended scenes. People who purchase the DVD can also receive custom voicemail greetings from Katt Williams at KushMobile.com.

Katt Williams recently co-starred with Eddie Murphy in the comedy *Norbit* and stars in Sony’s upcoming theatrical release *First Sunday* (January ’08). Katt was recently hailed by Rolling Stone Magazine as “the next Richard Pryor.” He has two successful stand-up DVDs already under his belt including *Katt Williams Pimp Chronicles Pt. 1* and *Katt Williams Live*. Katt’s HBO Comedy special of 2007 *The Pimp Chronicles Pt 1* was HBO’s highest rated comedy special and one of the year’s hottest selling comedy DVD s.

Synopsis:

One of the country's hottest comedians, Katt Williams (*Pimp Chronicles pt. 1*) is back in his highly-anticipated theatrical comedy *Katt Williams: American Hustle*

Katt scores with his flashy street attitude in a hilarious story about returning to his roots. Katt is offered the opportunity to become a major Hollywood player. But there's a catch – he has to sell out by appearing in a musical penguin movie. Instead he ditches Hollywood, rounds up his crew of Luenell (*Borat*), Red Grant and Melanie Comarcho and hits the road in a wild cross-country comedy tour that will leave you in hysterics at every stop.

Unrated Version

Running Time: 92 minutes

Price: \$24.99 SRP

Letterbox

Language: English

Unrated CAT# SM0080DVD

Unrated UPC# 8-83476-00088-6

Also Available

Katt Williams- The Pimp Chronicles Pt. 1

Price: \$19.99

Genre: Comedy

CAT # CM0158DVD

UPC # 8-55280-0015-8-8

ABOUT SALIENT MEDIA

Salient Media is a full-service production, distribution studio producing and licensing content for both traditional and non-traditional outlets pursuing multi-level marketing initiatives including branded content, Internet, broadcast, wireless, live event and print promotions. Recent credits include KATT WILLIAMS: THE PIMP CHRONICLES PT. 1, MO'NIQUE: I COULDA BEEN YOUR CELLMATE, the number one rated comedy special of the year on Showtime, and NATIONAL LAMPOON'S: SPRING BREAK the highest selling DVD for Universal in early 2007. Upcoming releases include MR. WARMTH, THE DON RICKLES PROJECT, ALEX REYMUNDO'S HICKSPANIC and the LATIN DIVAS OF COMEDY.

Salient Media/The Collective is a joint venture with an A-list management and content production company representing some of the biggest stars in TV and Films.

About Vivendi Visual Entertainment

Vivendi Visual Entertainment (V V E), a division of Universal Music Group Distribution (UMGD), has become a leading force in home entertainment and a favorite choice among independent producers of films. The company's goal is to provide the highest quality of marketing, sales and distribution services. V V E's select product line features family, comedy, foreign, Latin, urban, fitness and theatrical releases. Studio partners include Salient Media, Open Sky Entertainment, Bauer Martinez Distribution, bodywisdom media, Code Black, Film Mates, First Independent Pictures, Freestyle Home Entertainment, Melee Entertainment, New Light Entertainment, Palm Pictures, Rising Entertainment, Razor and Tie, RuffNation Films, Shout! Factory, Uwe Boll Productions and Xenon Pictures. V V E benefits from UMGD's award winning team and customer-centric culture. UMGD's recent awards include American Business Awards, three consecutive NARM awards for Distribution Company of the Year and numerous retail awards.

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