



Universal Pictures (UK) to launch indi VISION with *Anvil! The Story of Anvil*

June 2009, London – Universal Pictures (UK) launches a new DVD label today to drive awareness of niche market and alternative film genres that appeal to film fans and heavy DVD purchasers.

indi VISION will focus on non-mainstream titles including cult horror, arthouse and world cinema, erotic, contemporary and music & biography with over 70 titles in the **indi VISION** library at launch.

Brand new to the **indi VISION** label will be the heart-warming, critically acclaimed, documentary *Anvil! The Story of Anvil*, out on DVD and Blu-ray 15th June 2009. *Anvil! The Story of Anvil* is the uplifting tale of the 40-year long childhood dream from two of the world's most dedicated rockers. Steve LipsqKudlow and Robb Reiner. Following *Anvil! The Story of Anvil*, future releases for Universal Pictures (UK) and **indi VISION** will include: the delightful indie flick *Gigantic* starring Paul Dano (*There Will Be Blood*); *Fireflies In The Garden* featuring an all-star cast including Julia Roberts, Willem Dafoe and Ryan Reynolds; *Blind Dating* starring Star Trek's Chris Kirk+ Pine; Michael Keaton's directorial debut *Merry Gentlemen*; and slick horror *Psych 9*.

The **indi VISION** website (www.universalpictures.co.uk/indiVISION) will be a film resource for consumers and trade to find trailers, film synopses, cast and crew biographies, reviews and awards information.

indi VISION follows the success of Playback Universal Pictures (UK) TV label specialising in both classic and cult TV whose hit library includes *Heroes*, *Battlestar Galactica*, *Twin Peaks* and *Knight Rider*. Ian Foster, Managing Director of Universal Pictures (UK), explained, "indi VISION's trade strategy focuses on working closely with retail partners to reach the right consumer, making sure the product mix matches shopper profiles and delivers trade objectives.+ Bringing together specialist genres all under one roof, **indi VISION's** primary objective is focus, creating specialised and tailored campaigns to reach the core audience in the right environment.

Karen Charalambous, Marketing Director at Universal Pictures (UK) confirmed, "The benefit of **indi VISION** is that it has all the advantages of a studio together with an independent flair, allowing focus on niche market titles alongside Universal's big blockbusters.+

indi VISION launches in June 2009 with *Anvil! The Story of Anvil* out on DVD & Blu-ray 15th June 2009.

To check out the full **indi VISION** library visit www.universalpictures.co.uk/indiVISION