

MEDIA RELEASE

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QUICKFLIX IN WORLD FIRST HOLLYWOOD BLOCKBUSTER PRODUCTION QUICKFLIX NAMED AS OFFICIAL ONLINE MOVIE COMMUNITY PARTNER

Quickflix has been named official online movie community partner in the production of *The Drowner*, backed by Icon Productions and Impian Films.

In a world first, members of online movie rental company Quickflix will be actively involved in the official development and production of *The Drowner*, to be adapted from the award winning novel of the same name written by Robert Drewe.

A unique deal has been struck with producer Impian Films for the 200,000 members of Quickflix's online movie community to have direct involvement with the filmmakers throughout development and production including casting, characters and plot development. Quickflix members will have access to a range of exclusive content throughout the movie's production and will also be invited to cast for acting roles.

The Drowner is to be produced by Impian Films and Icon Productions (owned by Mel Gibson and Bruce Davey) with a budget of approximately A\$50 million and will be filmed on location in the United Kingdom, Kalgoorlie Goldfields and Perth, Western Australia.

The novel is being adapted by screenwriter John Collee (*Happy Feet, Master and Commander*) and the producers are currently in negotiations with Scott Hicks (*Shine*) to direct. Mel Gibson, Cate Blanchett, Liam Neeson, James McEvoy and Emily Blunt are some of the cast already, or about to be, approached.

Quickflix Founder and Executive Director Stephen Langsford said the partnership between Quickflix and the producers on *The Drowner* would give Quickflix members a once in a lifetime opportunity to be involved in the development and production of a major Hollywood feature film and Australian classic.

"Quickflix members will be directly plugged in to every aspect of the development and production of this film, from being able to provide feedback on casting, character development and plot to some unique 'hands-on' opportunities that will be revealed as we move from development into production," he said.

Producer Dr Stephen Van Mil of Impian Films said that there was very strong interest in the *The Drowner* film project particularly as it is an Australian classic in the making. The Quickflix deal gives the producer a unique opportunity to involve the audience right from the beginning.

"The film industry is evolving and Quickflix provides an exciting opportunity for Icon and ourselves to involve Australian movie lovers in this unique online collaboration," he said

"We're very excited to be sharing the filmmaking process with Quickflix members and we're genuinely committed to giving them a unique insight into this project."

-ENDS-

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About Quickflix

Quickflix is Australia's largest independent online movie subscription company with a choice of over 36,000 film, TV series, documentary and sporting titles across 400 genres in DVD and high definition Blu-Ray formats.

Quickflix delivers rental DVDs to anywhere in Australia free of charge (next day in major cities) and there are no late fees or return deadlines. Since commencement Quickflix has delivered over five million DVDs and now delivers almost 200,000 DVDs each month.

Quickflix (QFX) was listed on the Australia Securities Exchange in 2005.

www.quickflix.com.au

About Impian Films

Impian Films was created with the guiding principals of 'hopes and dreams'. Stephen Van Mil founded the independent Australian film production company, which is based in Sydney. Impian Films first feature film is based on the multi-award winning novel *The Drowner* by Robert Drewe. Development began in 2008 with production expected to begin 2010. Ex-pat West Australian filmmaker Stephen, is producing the feature film with Mel Gibson and Bruce Davey's Icon Productions, and has contracted renowned Australian-based screenwriter John Collee (*Master and Commander*, *Happy Feet*, *Creation*) for the script adaptation.

Stephen Van Mil also founded Animal Media Australia after 20 years experience in television, print and film. Previous productions include *White Lions – King of Kings* (2006) for Discovery Network/Animal Planet International and *Saving Orangutans* for the Ten Network Australia. In conjunction with Fork Films, the award winning *The Last Trimate* (2008) was a world released documentary narrated by Mel Gibson and featuring the amazing life-work of Birute Mary Galdikas and orangutans in Indonesia. Upcoming projects include *Big Fish*, a global odyssey to unravel the mystery of the remarkable whale shark, the biggest fish in our oceans, *Naked Angels*, examining a group of people recovering from addictions, and *Elephant Wars*, which reveals the escalating problem of Human-Elephant Conflict in Africa and Asia. A former Veterinarian, a dedicated animal lover and a conservationist, Stephen's Animal Media specialises in all aspects of media involving our wonderful creatures of the world.

About Icon Productions

Icon Productions is an American independent production company founded by actor/director Mel Gibson and Australian producing partner Bruce Davey. Unlike most other independents, Icon internally funds most of its development and packaging costs, allowing it to retain creative control of projects through production.

Icon Productions has made 49 films including *Fahrenheit 451* (2010), *Apocalypto* (2006), *The Passion of the Christ* (2004), *The Night We Called It a Day* (2003), *The Blind Assassin* (2002), *The Magic Pudding* (2000), *What Women Want* (2000), *Maverick* (1994), *Airborne* (1993), *The Man Without a Face* (1993), *Forever Young* (1992) and *Hamlet* (1990).

The company also produces and distributes films in the UK and Australia through its subsidiary Icon Entertainment International. Icon has distributed 22 films including *Mary and Max* (2009), *Hunger* (2008), *The Black Balloon* (2008), *Romance & Cigarettes* (2005), *I Heart Huckabees* (2004), *Foyle's War* (2002), *Ned* (2003), *The Man Who Sued God* (2001) and *The Legend of Bagger Vance* (2000)

In 2008, Icon entered the exhibition business for the first time by purchasing Dendy Cinemas, Australia's largest independent film distributor and art house cinema chain.