



BIG HOME VIDEO releases 'Harry Potter and the Half-Blood Prince' on Blu-ray, DVD & VCD

"A triumph of visual wonder and emotional storytelling"

Peter Travers, ROLLING STONE

"witty, spectacular and... spellbinding"

Claudia Puig, USA TODAY



Mumbai, November 16, 2009 – Wizards and muggles beware! No one is safe as Harry Potter returns for his sixth year at Hogwarts in ***Harry Potter and the Half-Blood Prince***, which releases on Blu-ray and DVD on November 16th with the rest of the world. The entire ensemble cast is back for the sixth installment of the record-breaking franchise based on the best-selling book series by J.K. Rowling.

Harry Potter and the Half-Blood Prince has created over Rs.4500 Cr Box-office magic worldwide, taking the franchise earnings to over Rs.25000 Cr in theatres worldwide. In this sixth installment, Voldemort tightens his grip on Hogwarts as Harry and Dumbledore work to find the key to unlock the Dark Lord's defenses. But the students are under attack from a very different adversary—teenage hormones. Love is in the air, but tragedy lies ahead and Hogwarts may never be the same again.

From celebrated director David Yates (*Harry Potter Year 5*), ***Harry Potter and the Half-Blood Prince*** brings back the highly-acclaimed cast including Daniel Radcliffe (*December Boys*), Rupert Grint (*Driving Lessons*) and Emma Watson (*The Tale of Despereaux*) as well as two-time Academy Award Winner Maggie Smith (*Gosford Park, A Room With A View*), Academy Award Nominee Helena Bonham Carter (*Sweeney Todd, Tim Burton's Corpse Bride*), Alan Rickman (*Love Actually, Die Hard*) and Michael Gambon (*The Good Shepherd, Gosford Park*). ***Harry Potter and the Half-Blood Prince*** also introduces Academy Award® winner Jim Broadbent (*Iris, Moulin Rouge!*) as Professor Horace Slughorn.

Harry Potter and the Half-Blood Prince is available on Blu-ray (2-disc, Rs.1499), DVD (2-disc, Rs.599), VCD (English, Rs.299) & VCD (Hindi/Tamil/Telugu, Rs.99).

The 2-disc Blu-ray disc features Warner Bros. Maximum Movie Mode, an interactive viewing experience that examines the entire film with such features as Focus Points, Picture-in-Picture, photo galleries and more. Maximum Movie Mode includes a commentary from director David Yates, producers David Heyman and David Barron.

The 2-Disc Special Edition DVD features:

- **Close-Up with the Cast and Crew of Harry Potter**
- **J.K. Rowling: A Year in the Life:** A fascinating and intimate look into the life of J.K. Rowling over the last year of writing "Harry Potter and the Deathly Hallows."
- **One Minute Drills:** The cast has 60 seconds to describe their character's personality, history, relationships and other traits before time runs out.

- **What's On Your Mind:** Hosted by Tom Felton, the cast is put on the spot when asked a series of rapid-fire questions on their likes and dislikes.
- **Universal's *The Wizarding World of Harry Potter Sneak Peek*:** Get an "inside look" at the amazing world of magic and excitement being created at Universal Orlando® Resort in Florida
- **Additional Scenes**

Mr. Kulmeet Makkar, CEO, Big Music and Home Entertainment stated, "*Harry Potter and the Half-Blood Prince* takes the story forward and doesn't disappoint with its superlative performances set against a backdrop of emotions, drama & tragedy, fantastic production quality and wonderful special effects. BIG Home Video is proud to release the sixth film in the Harry Potter franchise."

The Home Video launch of **Harry Potter and the Half-Blood Prince** has been supported by innovative marketing programmes. The Blu-ray & DVD releases were preceded by a pre-release campaign at stores across the country & on popular shopping portals. Customers were given the opportunity to pre-book this coveted title before the November 16th release date. Each customer on pre-booking won exclusive Harry Potter merchandise: the Slughorn cap, Quidditch gym bag, limited edition film cells, liquid gel mouse pads & sketch books!

One will see the **Harry Potter and the Half-Blood Prince** promotional campaign Online - on blogs, virals, forums & quizzes on social networking sites and in exciting online contests. A 4-week out-of-home campaign will also run in over 4200+ out-of-home screens across restaurants, multiplex screens & indoor entertainment outlets. Retail outlets will treat **Harry Potter and the Half-Blood Prince** as the event of the year: a customer will be greeted with Harry Potter life-size cut-outs in-store & Harry Potter balloon gateways.

There are also cool magical offers on the previous five Harry Potter titles for those wanting to add to their collection.

Planet M will host a 3-day activity fest with the DVD release. Floor-staff at key outlets will be dressed up in Harry Potter t-shirts & the trade-mark glasses. There will be round-the-clock contests & lucky customers can win Harry Potter merchandise.

The DVD release will also be supported by a week's Radio campaign across 6 cities – Mumbai, Delhi, Bangalore, Hyderabad, Chennai & Kolkata.

About BIG Music & Home Entertainment:

BIG Music & Home Entertainment has taken significant strides towards its objective of emerging as the dominant player in Indian Music & Home Entertainment.

The company is the exclusive licensee to 3 of Hollywood's prestigious studios Universal Pictures International BV, Warner Home Video, Paramount Home Entertainment Global & Dream Works Animation SKG, Inc. With its robust pan India distribution network, the company will ensure reach for these Hollywood products, not only in urban market but also mass markets.

BIG Home Video has launched iconic movies like Harry Potter and the Half-Blood Prince, The Godfather Trilogy, Public Enemies, Gran Torino, The Curious Case of Benjamin Button, State of Play, Moonwalker and Monsters Vs. Aliens, amongst others in Blu-ray, DVD and VCD formats. Our forthcoming releases include 2009's blockbusters such as The Hangover, G.I. Joe - Rise of Cobra, Inglourious Basterds and Watchmen.

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