



PUBLIC ENEMIES

“Breathtaking. An Action Thriller...A Classical piece of American Art”



BIG Home Video releases Johnny Depp’s action thriller ‘Public Enemies’

Mumbai, November 17, 2009: BIG Home Video in association with Universal Pictures International BV brings to you on home video an action-thriller, *Public Enemies*. Acclaimed filmmaker Michael Mann directs Johnny Depp, Christian Bale and Academy Award winner Marion Cotillard in the story of legendary Depression-era outlaw John Dillinger (Depp)—the charismatic bank robber whose lightning raids made him the number one target of J. Edgar Hoover’s fledgling FBI and its top agent, Melvin Purvis (Bale), and a folk hero to much of the downtrodden public.

No one could stop Dillinger and his gang. No jail could hold him. His charm and audacious jailbreaks endeared him to almost everyone—from his girlfriend Billie Frechette (Cotillard) to an American public who had no sympathy for the banks that had plunged the country into the Depression.

But while the adventures of Dillinger’s gang—later including the sociopathic Baby Face Nelson (Stephen Graham) and Alvin Karpis (Giovanni Ribisi)—thrilled many, Hoover (Billy Crudup) hit on the idea of exploiting the outlaw’s capture as a way to elevate his Bureau of Investigation into the national police force that became the FBI. He made Dillinger America’s first Public Enemy Number One and sent in Purvis, the dashing “Clark Gable of the FBI.”

However, Dillinger and his gang outwitted and outgunned Purvis’ men in wild chases and shootouts. Only after importing a crew of Western ex-lawmen (newly baptized as agents) and orchestrating epic betrayals—from the infamous ‘*Lady in Red*’ to the Chicago crime boss Frank Nitti—were Purvis, the FBI and their new crew of gunfighters able to close in on Dillinger.

Public Enemies has been released on Blu-ray (Rs.1299), DVD (Rs. 599) with two language options of Hindi and English. The VCD is also available in Hindi (Rs. 99) and English (Rs. 299).

The marketing initiatives largely included online contests and reviews, outdoor - promo & contest on digital screens pan India, radio contests & RJ mentions & Mailers were sent out to the BIG Home Video, Afaqs.com and Exchange4media.com databases. The Public Enemies promo is being aired across a

network of 5000 screens pan India. The screens are present across various verticals including corporate offices, fine dining restaurants, fast foods, clinics, malls etc. A *Public Enemies* Contest is also being aired across the digital screens network, giving the consumers a chance to win movie VCDS.

Radio activations have been undertaken on Radio Mirchi, BIG FM & Radio One. These include RJ mentions and contests on the film. Online contests are being uploaded on various websites like Contests2win.com, Zapak.com, 1takemedia.com & BIGOye.com, the consumer gets a chance to win DVD & VCD of the film. The movie has also been promoted extensively on social media platforms.

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.

For press queries kindly contact:

Ms. Meghna Girohtra
Corporate Communications
BIG Music & Home Video
Mobile: +91 93243 12744
Email: meghna.girohtra@bigmusicvideo.co.in