



RELATIVITY MEDIA SELECTS IMDb TO HOST THE RAVEN'S OFFICIAL MOVIE WEBSITE

Collaboration Marks The First Time IMDb Has Hosted A Major Motion Picture's Website

Unique, Cross-Platform Campaign Includes Promotion on Kindle and Digital Photography Review

(Beverly Hills, Calif. and Seattle, Wash.) – April 25, 2012 – Relativity Media and IMDb (www.imdb.com), the #1 movie website in the world, today announced that IMDb is hosting the official movie website for Intrepid Pictures' *The Raven*, the stylish, gothic thriller starring John Cusack as infamous author Edgar Allan Poe, releasing nationwide by Relativity Media on April 27, 2012. The innovative, cross-platform campaign also includes integration on Amazon's Kindle with Special Offers and a photo competition on the Amazon-owned Digital Photography Review website.

This is the first time a movie studio has collaborated with IMDb to create a highly contextual, customized campaign in which IMDb's title page serves as the official movie website for a major theatrical release. *The Raven*'s title page on IMDb has already amassed more than 20,000 fans that have "Liked" the film via social plugins. *The Raven* is currently ranked #10 on IMDb's MOVIEmeter chart. As part of this innovative campaign, Relativity Media has driven all of *The Raven*'s online and offsite campaign media, including the movie trailer, to the film's official website on IMDb which is located at: www.imdb.com/theraven.

"IMDb is the online destination for movie fans, so we were delighted to be the first to tap into their rich landscape of assets, including Amazon's Kindle and Digital Photography Review, to execute this broad, multi-platform campaign," said Terry Curtin, Relativity's President, Theatrical Marketing. Curtin added, "We were able to naturally leverage IMDb's SEO rankings, page views, authority and built-in fan base for our film and connect *The Raven* with its online audience."

"We applaud Relativity for embracing innovation and being the first to collaborate with IMDb to create this new solution for the industry," said Col Needham, founder and CEO of IMDb. "As the #1 movie website in the world, IMDb is the leader in movie search results and has quietly amassed unrivaled fan bases for every upcoming release – passionate, savvy fans who have opted in to receiving updates about the films they like. Rather than investing time and resources into building a dedicated movie website and then trying to drive fans there during the theatrical release window, we encourage studios to utilize IMDb's film title pages as official movie websites and fan communication channels throughout the lifecycle of their films, including preproduction and theatrical, streaming, DVD and Blu-Ray release announcements."

"*The Raven*'s" official site features exclusive content, trailers, television spots, cast interviews, photo galleries, cast and crew information, social plugins, related news, user generated lists, message boards, trivia and more.

Additional campaign elements include a Kindle with Special Offers integration the week of release and a recently completed *The Raven* photo challenge on Digital Photography Review (www.dpreview.com). The Kindle with Special Offers execution launched today, and links users to the array of Edgar Allen Poe books available for free download in the Kindle store. Members of www.dpreview.com entered *The Raven* photo competition by submitting their own photographs inspired by one of the four weekly themes – Midnight, Entombed, Gothic and *The Raven*. Entries were judged by popular vote and featured on the site's homepage. See <http://www.dpreview.com/challenges/Series.aspx?ID=699> for details.

To learn more about *The Raven*, please visit the official website at www.imdb.com/theraven.

ABOUT THE RAVEN

The macabre and lurid tales of Edgar Allan Poe are vividly brought to life - and death – in this stylish, gothic thriller starring John Cusack as the infamous author. When a madman begins committing horrific murders inspired by Poe's darkest works, a young Baltimore detective (Luke Evans) joins forces with Poe in a quest to get inside the killer's mind in order to stop him from making every one of Poe's brutal stories a blood chilling reality. A deadly game of cat and mouse ensues, which escalates when Poe's love



(Alice Eve, *She's Out of My League*) becomes the next target. Intrepid Pictures' *The Raven* also stars Brendan Gleeson (*In Bruges*) and Oliver Jackson-Cohen (*Faster*). Directed by James McTeigue (*V For Vendetta*) from a screenplay by Hannah Shakespeare (*Loverboy*) & Ben Livingston (*Bruce Almighty*), *The Raven* was produced by Film Nation's Aaron Ryder, Intrepid Pictures' Marc D. Evans and Trevor Macy.

ABOUT RELATIVITY MEDIA

Relativity Media is a next-generation studio engaged in multiple aspects of entertainment, including full-scale film and television production and distribution, the co-financing of major studio film slates, music publishing, sports management and digital media. Additionally, the company makes strategic partnerships with, and investments in, media and entertainment-related companies and assets.

To date, Relativity has produced, distributed, and/or structured financing for more than 200 motion pictures. Released films have accumulated more than \$17 billion in worldwide box office receipts. Relativity's recent films include: "*Mirror Mirror*", "*Act of Valor*", "*Haywire*", "*Immortals*", "*Tower Heist*", "*Bridesmaids*", "*Limitless*", "*Hop*", "*Cowboys & Aliens*", "*Battle: Los Angeles*", "*Little Fockers*", "*The Fighter*", "*The Social Network*", "*Salt*", "*Despicable Me*", "*Grown Ups*", "*Dear John*", "*It's Complicated*", "*Couples Retreat*" and "*Zombieland*". Upcoming films for Relativity include: "*The Raven*", "*House At The End of the Street*", "*American Reunion*", and "*The Bourne Legacy*". Thirty-nine of the company's films have opened to No. 1 at the box office. Relativity films have earned 60 Oscar® nominations, including nods for "*The Fighter*", "*The Social Network*", "*The Wolfman*", "*A Serious Man*", "*Frost/Nixon*", "*Atonement*", "*American Gangster*" and "*3:10 to Yuma*". Sixty-two of Relativity's films have each generated more than \$100 million in worldwide box-office receipts.

RelativityREAL, Relativity's television arm, has 67 projects in production, including 17 original series that are currently airing or will air in the upcoming television season including *Police Women* for TLC, *Coming Home* for Lifetime and *The Great Food Truck Race* for Food Network. Relativity also owns and operates Roguelife, Relativity's digital content studio which is developing original content for the web and creating sustainable online platforms and communities. Relativity Music Group, a music division of Relativity Media and other major Hollywood studios. Rogue Sports is a fast-growing sports management company dedicated to providing high-profile athletes a full-range of professional development services. For additional information, please visit www.relativitymedia.com.

About IMDb

IMDb is the world's most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer site (www.imdb.com) is the #1 movie website in the world with a combined web and mobile audience of more than 160 million unique monthly visitors. IMDb offers a searchable database of more than 130 million data items including more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb provides -- including showtimes, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist -- when making viewing decisions. IMDb's portfolio of leading entertainment apps includes its popular "Movies & TV" app for iPhone, iPad, Kindle Fire, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been more than 50 million downloads of IMDb's mobile apps worldwide. X-Ray for Movies (www.imdb.com/x-ray) a feature that revolutionizes the movie-watching experience by bringing the power of IMDb directly to movies on Kindle Fire HD, launched in September 2012. To learn more, go to: (<http://www.imdb.com/apps/>). IMDb Pro (<http://www.imdbpro.com>) is a subscription version of IMDb designed exclusively for professionals who work in the entertainment industry. IMDb Pro provides contact information, in production listings for film and television projects and exclusive STARMeter rankings that are determined by user searches on IMDb. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), a marketplace for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online box-office reporting service. IMDb.com is operated by IMDb.com, Inc., a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (<http://www.amazon.com>). To learn more, go to: <http://www.imdb.com/press>.

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