



## **IMAGE ENTERTAINMENT ANNOUNCES EXCLUSIVE U.S. DISTRIBUTION AGREEMENT FOR ROB SCHNEIDER COMEDY "THE CHOSEN ONE"**

**Schneider joined by Steve Buscemi, Holland Taylor and Peter Riegert in new film**

CHATSWORTH, CA, May 19, 2008 - Image Entertainment, Inc. (NASDAQ: DISK), a leading independent licensee, producer and distributor of home entertainment programming in North America, announced today that it has entered into an exclusive distribution agreement with Q Black Media to acquire all U.S. rights to "The Chosen One," a new comedy starring Rob Schneider. The deal was finalized at the Cannes Film Festival.

In addition to Schneider ("Benchwarmers," "Deuce Bigelow: European Gigolo," "50 First Dates," "The Hot Chick"), the film stars Steve Buscemi ("Pulp Fiction," " Fargo," "I Think I Love My Wife," "I Now Pronounce You Chuck & Larry"), Holland Taylor (CBS's "Two And A Half Men," "Legally Blonde") and Peter Riegert ("Traffic," "The Mask").

Schneider stars as Paul Zadzik, a used car salesman who thought he had it bad. His wife dumped him, his brother (Buscemi) is a gay monk who hates him, and his mother (Taylor) is fixated on her dead husband. Paul hasn't sold a car at the dealership in weeks, his shoulder hurts and his houseplants are dying. Just when Paul is about to end it all, three South American shamans accompanied by a beautiful female translator arrive at his door. They insist that Paul is the "Chosen One" who will restore the balance between man and nature, and thus save the world. Paul's not so sure, yet when he finally starts to take them seriously, things in his life begin to blossom, including love, life, friendship and even his houseplants.

The film was written by Rob Schneider and Boon Collins. Joe Q. Bretz and John Schneider produced, with financing by Q Black Media partners Joe Q. Bretz, David Blackford and Chris Luu. The deal was negotiated by Wendy Rutland, managing director of Image Entertainment UK.

"I enjoyed working with Rob and John on this film, and like the good message it delivers," said Bretz, CEO of Q Black Media. "We're glad to be working with such a capable distribution partner as Image to help us make the film a success."

"The draw of Rob Schneider combined with the high-brow comedy and poignancy of the film ensures that 'The Chosen One' will be well-received by retailers and fans alike," said Bill Bromiley, chief acquisitions officer of Image Entertainment. "This is a great acquisition for Image and we're thrilled to be involved with this project."

"The Chosen One" is expected to be released in early 2009.

About Image Entertainment:

Image Entertainment, Inc. is a leading independent licensee, producer and distributor of home entertainment programming in North America, with approximately 3,000 exclusive DVD titles and approximately 250 exclusive CD titles in domestic release and approximately 450 programs internationally via sublicense agreements. For many of its titles, the Company has exclusive audio and broadcast rights and, through its subsidiary Egami Media, Inc., has digital download rights to approximately 2,000 video programs and over 300 audio programs containing more than 4,500 tracks.

The Company is headquartered in Chatsworth, California. For more information about Image Entertainment, Inc., please go to [www.image-entertainment.com](http://www.image-entertainment.com).

#### About Q Black Media

Q Black Media provides exceptional original entertainment via a multi-vehicle platform, with a dedicated focus on creating change in how movies, television, music, content, and live performance are produced and delivered. Q Black places a premium on innovation. In a constantly evolving medium, Q Black strives for the forefront in creation, production, and distribution of content

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