

## **PRESS RELEASE**

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### **Dailymotion to Host Exclusive “Jedi Junkies” Star Wars Documentary Film Premiere**

Feature-length documentary to be available for on-demand viewing, free of charge, beginning Thursday, May 20, 2010

[www.jedijunkies.com](http://www.jedijunkies.com)  
[www.dailymotion.com/jedijunkies](http://www.dailymotion.com/jedijunkies)

**NEW YORK, NY – DATE** – Dailymotion, one of the world’s largest video entertainment sites, announced today that it has obtained exclusive rights to premiere Jedi Junkies. The feature-length, documentary about Star Wars fans will be available for viewing on Dailymotion for 7 days beginning May 20, 2010.

**Jedi Junkies** is a one-of-a-kind, feature film about the world’s most dedicated Star Wars fans. From lightsaber wielding martial arts academies to a filmmaker who built the world’s only life-size Millennium Falcon, from a Monster Garage-esque sculptor whose professional livelihood is building custom lightsabers to metal-bikini wearing dancers who embody Slave Leia, the film offers viewers a rare glimpse into rabid fans’ personal and professional self expression that borders on obsession.

The film also gives viewers the perspective of celebrity insiders including G4’s Attack of the Show host Olivia Munn, Phantom Menace actor Ray Park (Darth Maul), Celebrity Fit Club’s Dr. Linda Papodopolis and Blair Witch Project director Ed Sanchez.

A film made by Star Wars fans, for Star Wars fans, Jedi Junkies will be released for no-charge, on-demand viewing in its entirety on Dailymotion for one week only, May 20th to the 26th. The film will also be available for rental and purchase through [www.JediJunkies.com](http://www.JediJunkies.com) and on a variety of major digital platforms in the coming weeks through digital distributor, New Video.

#### **About Jedi Junkies**

Star Wars has its hundreds of millions of “Star Wars Fans,” but there’s another kind of fan, one whose appreciation goes well beyond mere admiration for the films and becomes a part of their everyday life. This film is a fun, affectionate look at the men and women who have dedicated their personal and professional lives to all things Star Wars – we call them the “Jedi Junkies”. Directed by: Mark Edlitz. [www.JediJunkies.com](http://www.JediJunkies.com) <<http://www.JediJunkies.com>>.

#### **About Dailymotion**

As one of the leading sites for sharing videos, Dailymotion attracts 66 million unique monthly visitors and one billion videos views worldwide (source: comScore, January 2010). Dailymotion offers the best content from users, independent content creators and premium partners. Using the most advanced technology for both users and content creators, Dailymotion provides high quality and HD video in a fast, easy-to-use website that also automatically filters infringing material as notified by content owners. Offering 19 localized versions, Dailymotion’s mission is to provide the best possible entertainment experience for users and the best marketing opportunities for advertisers, while respecting content protection. [www.Dailymotion.com](http://www.Dailymotion.com) <<http://www.Dailymotion.com>>

**About New Video**

New Video is the world's leading independent Blu-ray, DVD and digital distributor specializing in cutting-edge documentaries, independent films, cult hits, collectible television series, sports and classic kids programming. Home to some of the most prestigious names in entertainment, including A&E®, HISTORY™, Lifetime®, Major League Baseball®, Major League Soccer®, Arthouse Films and Scholastic Storybook Treasures™, Arthouse Films, Docurama Films® and NEWVIDEO NYC, New Video showcases over 5,000 titles in its catalog. As the digital distributor arm, New Video Digital provides over 11,000 hours of film and television programming from more than 120 trusted brands to download and streaming platforms including iTunes, Hulu, YouTube, Netflix, Xbox, Sony Playstation and Amazon. Since 1990, the company's mission has been to further the goal of providing audiences with top-notch special interest content.