

THE BUTTERFLY EFFECT

Press Release

Available to buy or rent on infinifilm™ DVD and VHS July 6, 2004

Director: Eric Bress and J. Mackye Gruber

Starring: Ashton Kutcher, Amy Smart, Ethan Suplee, Eric Stoltz,
William Lee Scott, Elden Henson and Melora Walters

MPAA Rating: R for violence, sexual content, language and brief
drug use

Total Running Time: 114 minutes (theatrical) / 120 minutes
(director's cut)

DVD Order Date: June 8, 2004

Change one thing. Change everything.

ASHTON KUTCHER STARS IN

THE MINDBENDING THRILLER

THE BUTTERFLY EFFECT

AVAILABLE ON INFINIFILM™ DVD JULY 6

infinifilm™ DVD Packed with Special Features

Including a Never-Before-Seen Director's Cut

LOS ANGELES, CA (March 29, 2004) – Ashton Kutcher takes a dramatic turn in the psychological thriller *The Butterfly Effect*, available on infinifilm™ DVD and VHS from New Line Home Entertainment on July 6, 2004. With a box office take of more than \$56 million, *The Butterfly Effect* debuts on DVD with a never-before seen director's cut and mind-blowing special features that have become infinifilm's™ signature. "Beyond-the-Movie" extras include featurettes exploring the provocative concepts behind the storyline plus an "All Access Pass" that offers filmmaker commentary, deleted scenes, storyboards and creative featurettes. *The Butterfly Effect* infinifilm™ DVD will be available at a \$27.95 SRP and on VHS for a \$22.99 SRP.

“The infinifilm™ brand has come to represent the ultimate home viewing experience, and The Butterfly Effect truly pushes the limits of the format,” said Matt Lasorsa, senior vice president of marketing, New Line Home Entertainment. “A virtual thrill-ride from start to finish, the DVD includes a previously unseen director’s cut and bonus materials that take viewers beyond the movie.”

DVD SPECIAL FEATURES

- Beyond the Movie:

- o The Science and Psychology of the Chaos Theory
- o The History and Allure of Time Travel
- o Fact Track – Trivia Subtitle Track

- All Access Pass:

- o Filmmaker Commentary – Directors and Screenwriters Eric Bress and J. Mackye Gruber
- o Deleted/Alternate Scenes
- o The Creative Process
- o Visual Effects
- o Storyboard Gallery
- o Original Theatrical Trailer

- DVD-ROM Content:

- o Play Movie
- o Script-to-screen (directors’ cut)
- o Commentary Digest
- o Gallery

- o Scene Medleys
- o Link to Original Website
- o Link to Exclusive Content at infinifilm.com
- 16 x 9 Widescreen (1.85:1) version of the never-before-seen director's cut
- 16 x 9 Widescreen (1.85:1) version of the original theatrical cut
- Dolby Digital EX 5.1 Surround Sound (English)
- DTS ES 6.1 Surround Sound (English, director's cut only)
- Stereo Surround Sound (English)
- English Closed Captions (captions on added value material)
- Animated Menus
- Trailers for other New Line Home Entertainment releases
- What is infinifilm™?

ABOUT INFINIFILM™

Infinifilm™ takes home entertainment to the next level. Infinifilm™ takes viewers “beyond-the-movie” by providing both the movie itself and new and unique specially crafted, range of highly coordinated, in depth explorations of the film's subject matter and themes.

In addition to the special added-value supplemental material (filmmaker audio commentary, theatrical trailers, deleted scenes, behind-the-scenes footage, DVD-ROM script-to-screen capability) and the enhanced picture and sound quality that consumers have come to expect from New Line DVDs, New Line infinifilm™ gives viewers:

- Original content and productions uniquely created for infinifilm™ that take viewers beyond-the-movie;

- Supplemental material that can be accessed through “Pop-Up” navigation menus while watching the film, offering viewers more control of the movie watching experience;
- User friendly instructions and navigation.

These beyond-the-movie experiences feature specially crafted, in depth explorations of the title film’s subject matter and themes, presented within the context of the film.

Throughout his childhood, Evan Treborn (Kutcher) has struggled with severe memory lapses. In an effort to regain these missing moments, a psychologist encourages him to keep a journal detailing the events of his day-to-day life. As a result of his condition, studying memory becomes his fixation. Now a college psychology student, he comes to find that, if he concentrates as he reads from his childhood journals, he is inexplicably transported back in time.

Exploring this ability, he soon realizes that the notebooks he keeps are vehicles in which he can return to the past and reclaim his memories. Evan discovers that these recollections – and the resulting consequences they have on his life – only leave him feeling responsible for the damaged lives of his friends, most crucially that of Kayleigh (Amy Smart), his childhood sweetheart.

With his present-day mind occupying his childhood body, Evan purposely travels back in time, in an attempt to re-write history and undo certain events. What he learns is that the slightest change of just one thing affects everything that follows in unexpected ways.

The Butterfly Effect is a provocative thriller that represents an intriguing new direction for Ashton Kutcher (TV’s That ’70’s Show, Dude, Where’s My Car, Just Married) and features a dynamic ensemble cast including Amy Smart (Starsky & Hutch, Rat Race), Ethan Suplee (Cold Mountain, Blow), Eric Stoltz (TV’s Out of Order, The Rules of Attraction), William Lee Scott (Identity, Dumb and Dumberer: When Harry Met Lloyd), Elden Henson (Under the Tuscan Sun, Dumb and Dumberer: When Harry Met Lloyd) and Melora Walters (Boogie Nights, Magnolia). The film marks the feature directorial debut of Eric Bress and J. Mackye Gruber, (the writing

team behind the hit 2003 thriller Final Destination 2), who also penned the screenplay.

Title	Format	SRP	Cat. #	ISBN #	UPC #
The Butterfly Effect	DVD	\$27.95	N7173	0-7806-4799-8	7 94043 71732 1
The Butterfly Effect	VHS	\$22.99	N7171	0-7806-4797-1	7 94043 71713 0
The Butterfly Effect (Spanish)	VHS	\$22.99	N7174	0-7806-4807-2	7 94043 71743 7

New Line Home Entertainment distributes New Line Cinema and Fine Line Features theatrical films on DVD and VHS, including the premium DVD brand infinifilm™. The Company also distributes feature films and non-theatrical programs acquired or produced by New Line Home Entertainment and New Line Television. Founded in 1967, New Line Cinema is the leading independent producer and distributor of theatrical films and licenses its programming to ancillary markets including cable and broadcast in all international markets. New Line Cinema is a unit of Time Warner. New Line Cinema is a unit of Time Warner.

To download The Butterfly Effect DVD and VHS box images and production artwork, visit New Line's web site at www.moviepublicity.com; e-mail screener requests to Jennifer Abrams-Trager at jennifer.abrams@edelman.com or fax your request to Jennifer Abrams-Trager at (212) 704-0244.

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