

LAWS OF ATTRACTION

Press Release

Available to buy on DVD and to rent on VHS August 24, 2004

Director: Peter Howitt

Starring: Julianne Moore and Pierce Brosnan

MPAA Rating: PG-13 for sexual content and language

Total Running Time: 87 minutes

DVD Order Date: July 27, 2004

“Hot! Brosnan and Moore make a great screen couple.” – Leonard Maltin, HOT TICKET

“It’s a slick, lushly appointed romantic comedy.” – Rex Reed, THE NEW YORK OBSERVER

LOVE, LAUGHTER...AND LAWSUITS!

PIERCE BROSNAN AND JULIANNE MOORE STAR IN LAWS OF ATTRACTION AVAILABLE ON DVD AND VHS AUGUST 24

LOS ANGELES, CA (June 14, 2004) – Headlined by two of today’s hottest stars, New Line Home Entertainment’s Laws of Attraction brings loads of laughs to DVD and VHS on August 24, 2004. A razor-sharp romantic comedy starring Pierce Brosnan and Julianne Moore (Academy Award® nominee for The Hours and Far From Heaven), this hilarious “battle of the sexes” recalls the Katharine Hepburn–Spencer Tracy classic Adam’s Rib. The DVD edition features both widescreen and fullscreen versions of the film plus deleted scenes, an alternate ending, original trailers and a DVD-ROM enabled script-to-screen program and is available at a \$27.95 SRP; the VHS carries a \$22.99 SRP. The pre-order due date is July 27, 2004. “Laws of Attraction is a sharp romantic comedy with all the ingredients of a home video hit – a first-rate cast, laugh-out-loud dialogue and charming, relatable characters,” said Matt Lasorsa, executive vice president of marketing, New Line Home Entertainment. “We expect Laws of Attraction to find a broad home viewing audience, as the movie has an all-audiences appeal.”

MARKETING SUPPORT

The Laws of Attraction DVD release will be supported by a comprehensive advertising campaign in national magazines including People, Entertainment Weekly, Vanity Fair, US Weekly and In-Style, in addition to Internet sites such as Match.com and Lifetime.com. A major broadcast ad campaign will run on a number of cable networks including Lifetime, Bravo, Oxygen, The Food

Network, SoapNet, WE Entertainment and on national programs including The Oprah Winfrey Show, Ellen, Trading Spaces and daytime serials.

DVD SPECIAL FEATURES

- Deleted scenes
- Alternate ending
- Two original theatrical trailers
- DVD-ROM enabled – Script-to-screen
- 16 x 9 Widescreen (2.35:1) version of the film
- 4 x 3 Fullscreen version of the film
- 5.1 Surround Sound (English)
- Stereo Surround Sound (English)
- English subtitles and Closed Captions
- Spanish Subtitles
- Trailers for other New Line Home Entertainment releases

Academy Award® nominee Julianne Moore (The Hours, Far From Heaven) and Pierce Brosnan (The Thomas Crown Affair, Die Another Day) star as warring divorce attorneys who break ranks and fall in love in the romantic comedy Laws of Attraction, directed by Peter Howitt (Sliding Doors). At the top of their game, both Audrey Woods (Moore) and Daniel Rafferty (Brosnan) have seen love gone wrong in all its worst case scenarios. So, how bad could their chances be? Maybe getting married first is the best way to fall in love. The film's ensemble cast is led by Parker Posey (A Mighty Wind), Michael Sheen (Underworld), Frances Fisher (Titanic) and Nora Dunn (Bruce Almighty).

Title	Format	SRP	Cat. #	ISBN #	UPC #
Laws of Attraction	DVD	Keepcase	N7255	0-7806-4805-6	
		7 94043725524			
Laws of Attraction	VHS	Slipsleeve	N7253	0-7806-4803-X	
		7 94043 725333			
Laws of Attraction	VHS (Spanish)	Slipsleeve	N7254	0-7806-4804-8	
		7 94043 725432			

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 television as well as in all international markets. New Line Cinema is a unit of Time Warner.

For screener copies or artwork, contact Chris Reichert at creichert@mprm.com or faxed to (323) 939-7211.

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