

'CHASING LEGENDS' AND TOUR DE FRANCE CYCLING HEROES IN CINEMAS ACROSS EUROPE FOR ONE NIGHT ONLY ON THURSDAY 21st OCTOBER

*Film to be accompanied by live Q&A with Mark Cavendish beamed by satellite
to over 50 sites across the UK and Europe*

LONDON, 1 OCTOBER 2010 – 'Chasing Legends', the acclaimed documentary about the Tour de France, is to be released in cinemas across Europe, accompanied by a Q&A session beamed live via satellite from London's O2 Cinema. The Grippid Films production is being distributed by Arts Alliance Media, in association with Evans Cycles and Creative Direction.

The exclusive live Q&A will feature the 'fastest man on two wheels', British cycling star Mark Cavendish, who stars in the film, as well as the film's director Jason Berry, and legendary cycling commentator Phil Liggett. Audience members will get the chance to submit questions for the panel in advance via the film's website or AAM's Twitter page.

'Chasing Legends' documents the intense journey through the most arduous bike race on the planet, the Tour de France, and follows the story of the 2009 Team HTC-Columbia from the Monaco Prologue into the Pyrenees, via the Alps and finally into Paris. Narrated by Phil Liggett, the film features a cast of the sport's most venerated heroes, including Eddy Merckx and Lance Armstrong, as well as stars of today including George Hincapie and Jens Voigt. The film delves into the rich history, passion and true grit of The Tour, as seen through the eyes of Team HTC-Columbia and protagonist sprinter Mark Cavendish, and shows the highs, lows, triumphs and tragedies of those that make it through three long weeks of blood, sweat and tears to the fanfare and glory that awaits on the Champs Elysees.

Using totally original footage and a stunning array of HD cameras mounted on bikes, cars, helicopters and helmets, Chasing Legends takes viewers inside the pro peloton on a roller coaster ride of action, history and emotion. The movie tracks the humble but no-less heroic origins of 'Le

Tour', from the inaugural 1903 event to what has become the modern-day epic, turning Team HTC-Columbia 'inside out' during the 2009 Tour

Presented in stunning 2k digital cinema, with a fully orchestrated original soundtrack composed by Haik Naltchayan, Chasing Legends, already acclaimed in the US, will be shown in cinemas for one night only, on Thursday 21st October.

A full and up to date list of cinemas in Europe screening the film can be seen on the official website: http://chasinglegends.com/film_tour/. Questions for the Q&A can be submitted via the website, by email to chasinglegends@artsalliancemediacom

"Pure Visual Adrenaline!" - **CycleSport Magazine**

"An Instant Classic!" - **Road Magazine**

"Intense. Daring. Majestic." - **VeloNews**

"Gripping! Compelling!" - **Los Angeles Times**

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UK CINEMA LIST – correct as of 1st October 2010

Aberdeen	Cineworld Aberdeen (Union Square)
Basingstoke	Odeon Basingstoke
Birmingham	Cineworld Birmingham Broad St
Birmingham	Vue Birmingham Star City
Boldon	Cineworld Boldon
Bradford	Cineworld Bradford
Bristol	Showcase Cinema de Lux Bristol
Bury St Edmunds	Abbeygate Picturehouse, Bury St Edmunds
Cardiff	Showcase Cinemas Cardiff (Nantgarw)
Cardiff	Odeon Cardiff
Castlebar	Mayo Movie World, Castlebar
Cheltenham	Cineworld Cheltenham
Coventry	Showcase Cinemas Coventry
Crawley	Cineworld Crawley
Dartford	Showcase Cinemas Bluewater
Derby	Showcase Cinema de Lux Derby
Didsbury	Cineworld Didsbury
Dundrum	Movies@Dundrum
Dungarvan	SGC Dungarvan
Ellesmere Port	Vue Cheshire Oaks
Finchley Road	Vue Finchley Road
Glasgow	Odeon Braehead
Gorey	Movies@Gorey
High Wycombe	Empire High Wycombe
Islington	Vue Islington
Leeds	Showcase Cinemas Leeds
Leicester	Showcase Cinema de Lux Leicester
London	Cineworld Fulham Road
London	Cineworld Greenwich The O2
London	Cineworld Wandsworth
London	Empire Leicester Square
London	Odeon Covent Garden
London	Odeon Kingston
London	Vue Westfield
Manchester	Odeon Manchester Printworks
Milton Keynes	Cineworld Milton Keynes
Newcastle	Tyneside Cinema
Norwich	Odeon Norwich
Nottingham	Cineworld Nottingham
Nottingham	Showcase Cinemas Nottingham
Paisley	Showcase Cinemas Paisley
Peterborough	Showcase Cinemas Peterborough

Plymouth	Vue Plymouth
Portsmouth	Vue Portsmouth
Reading	Showcase Cinemas Reading
Romford	Vue Romford
Sheffield	Cineworld Sheffield
Southampton	Odeon Southampton
Stevenage	Cineworld Stevenage
Stirling	Macrobert, Stirling
Swindon	Empire Swindon
Swords	Movies@Swords
Teesside	Showcase Cinemas Teesside
Tunbridge Wells	Odeon Tunbridge Wells
Uckfield	Picture House, Uckfield
Walsall	Showcase Cinemas Walsall
Wigan	Empire Wigan
York	York Picturehouse

NOTES TO EDITORS

Credits

CHASING LEGENDS

A Grippid Films Production

Starring

MARK CAVENDISH, GEORGE HINCAPIE, PHIL LIGGETT, EDDY MERCKX, PAUL SHERWEN AND JENS VOIGT

Produced by

KEN BELL

Directed by

JASON BERRY

Original Score by

HAIK NALTCHAYAN

Running time 1h 30m

Screening Thursday October 21st, 8pm (UK Time)

Presented in association with Evans Cycles (www.EvansCycles.com)



About Arts Alliance Media:

Arts Alliance Media, based in London, Paris, Amsterdam and Barcelona, is Europe's leading provider of digital distribution services, committed to building the largest digital cinema delivery network in Europe, and to supply digital content - films, alternative programming and live events. AAM provides end-to-end digital cinema solutions encompassing equipment selection, financing and integration, operator training, installation and 24/7 helpdesk support, and content management and delivery. Currently, AAM has deployed over 700 digital screens with over 2300 screens signed up, and has Virtual Print Fee agreements in place with five Hollywood studios. All screens installed are DCI compliant, and the company's strategic partnership with Arqiva Satellite & Media allows exhibitors to benefit from satellite delivery of alternative content events and features. The company's in-house digital cinema lab has mastered almost 1000 digital titles to date. AAM also sources, manages and promotes 'Alternative Content' programming for cinemas. AAM was founded in 2003 by Thomas Høegh who serves as Chairman of the board. More information can be found at www.artsalliancemediacom

About Creative Direction:

Creative Direction is a UK-based international event management company specializing in corporate sector Motivation, Conferences, Hospitality & Travel experiences. CDM is an experienced operator of worldwide programmes for clients looking for imaginative solutions in all these service areas. Business credentials, contact details and samples of the agency's work can be seen at: www.creative-direction.co.uk



About Grippped Films:

Jason Berry, Director

After a successful career as a senior art director, Jason Berry turned his talent to film and editing. Jason has produced multiple features for broadcast with ESPN and National Geographic. Jason has also produced three award-winning feature-length adventure documentaries as well as a wide array of corporate work in the Washington DC marketplace. Working late into the night in our Arlington, VA studio, Jason takes occasional breaks for his other passions; cycling, surfing and white water kayaking. Jason also manages the Grippped Films Cycling Team

Ken Bell, Producer

Right out of college, Producer, Ken Bell, got his start as a freelance graphic designer. He later shifted gears and opened his own business TradeShow Direct, designing, manufacturing, and supplying tradeshow products to many major corporations in the US. Grippped Films began as a hobby for Ken, but he now manages our Harrisonburg, VA office and spends his time researching new gear and managing logistics. When Ken is not at work, he's riding his bike or chasing his three sons.

About Team HTC-Columbia:

World's Most Successful Team – For three consecutive years, Team HTC-Columbia, owned and operated by High Road Sports Inc., has been the world's most winning cycling team. Its international roster of 39 men and women is comprised of talented young cyclists and supported by a leadership group of experienced riders and management. Together, its teams achieved 389 victories in 2008, 2009 and 2010 combined, more than any other team. In 2010 the current win tally is at 108 and counting.

About Evans Cycles

Evans Cycles are the UK's leading quality cycle retailer with the best range of bikes, cycle clothing and accessories from the world's leading brands. Not to be beaten on price the Evans Cycles price promise will match any genuine quote on stock to ensure the best deal! With over 40 stores nationwide, mail order and a huge online store you can always have your local bike shop nearby!

All stores and www.evanscycles.com have a huge selection of products to suit experienced cyclists and novices alike. Furthermore, full workshop facilities in every store with trained cytech mechanics cover bike servicing needs. However, mechanics cannot be available all the time. To help cyclists get back on their bikes Evans Cycles now run Fix it! - FREE bi-monthly sessions on basic cycle maintenance in every store. All staff have been trained by a Cytech mechanic to demonstrate the best methods of home maintenance and are eager to share these techniques, simply pop in to your local store book your place in an upcoming session.

Looking for a new challenge and fun on two wheels? The Evans Cycles Ride It! organised mountain bike and sportive road ride event takes place every second weekend throughout the UK. These organized rides take the hassle out of your weekend ride with marked routes and various difficulty options, it's a great way to explore your local area!

The Evans Cycles cycle to work scheme, Ride2Work, has been developed to help businesses take advantage of the government's Green Transport Plan. Benefitting from some unique tax incentives, the Evans Cycles Ride2Work programme takes care of everything; the bike, the accessories, the advice and administration, allowing employees huge savings on a new price of a bike and getting people active!

www.evanscycles.com