

DOUBLE DUTCH INTERNATIONAL ACQUIRES WORLDWIDE RIGHTS TO TIFF PREMIERED LUCKY

Critically acclaimed drama will lead DDI into upcoming American Film Market

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Double Dutch International, a division of Double Dutch Media, announced it has acquired the International rights to LUCKY the critically acclaimed drama that had its world premiere at the 2011 Toronto International Film Festival.

With incredible performances from renowned Indian actress Jayashree Basavaraj and 12-year old Sihle Dlamini, LUCKY is currently touring festivals worldwide, playing recently at Busan and Abu-Dhabi where Basavaraj was given the award for best actress.

“This movie is an absolute must see” said Jason Moring, President Double Dutch Media. “After seeing it at TIFF it was a priority to add to our International offering. The story will resonate with audiences around the world and the performances by Jayashree and Sihle will stay with you long after the film has ended. ”

Double Dutch International has acquired all Worldwide media rights, excluding South Africa, on the film from How Town Productions and will begin sales efforts at next week’s American Film Market in Santa Monica, CA.

“When I first saw Avie Luthra's award winning short film, Lucky, at the Milan Film Festival in 2006, I knew, as a producer, we had to attempt to make the short into a feature film”, Wilmot said. "Six years later, and after a lot of blood, sweat, and tears, Lucky, through Double Dutch Media, is ready for the marketplace. We couldn't be more excited.”

LUCKY is a South African feature length film about a ten-year-old South African orphan who leaves his Zulu village to make his own life in the city...only to find no one will help him, except a formidable Indian woman called Padma. Through an odyssey marked by greed, violence, and ultimately, belonging, LUCKY shows how a child's spirit can bring out decency, humility and even love in adults struggling to survive in the new South Africa.

About How Town Productions

Christopher J. Wilmot founded How Town Film Productions, LLC, in Rochester New York, in 2009. Lucky's intellectual property is wholly owned by How Town, which consists of three partners; Wilmot; Lucky's director and screenwriter, Avie Luthra; and a minority, silent partner. The name, "How Town", is derived from a poem by Mr. Wilmot's favorite poet, e.e. cummings. It is the intent of the partners to produce additional films under the How Town moniker, in the not too distant future.

About Double Dutch Media

Double Dutch Media is an integrated Canadian entertainment company dealing in all aspects of acquiring, brokering, managing, distributing, and retailing high quality entertainment content. throughout the world through its wholly owned subsidiaries Double Dutch Films and Double Dutch International. More information is available at www.doubledutchmedia.ca .