



Feature Documentary “Giving It Up” Selected for Screening at the 42nd Annual “Hofer Filmtage” Festival in Germany

ShineReveille International Acquires International Rights

Los Angeles, October 21, 2008 -- “Giving It Up” directed by Frank Ruy, has been selected for screening in this year’s edition of the prestigious “Hofer Filmtage” which runs from October 21-26, 2008 in Hof, Germany. The “Hof” Film Festival, which has been often compared to the Telluride Festival in the USA, has grown to be one of the most recognized festivals in Germany since it was started by Festival Director Heinz Badewitz over four decades ago.

The Festival is known for showcasing the early works of notable directors such as Werner Herzog [“Rescue Dawn”], Mike Leigh [“Secrets and Lies”] and Peter Jackson [“Lord of the Rings” trilogy].

“Giving It Up” imbeds us in Hollywood’s “paparazzi wars” as it tells the story of two former LA gang members who co-founded “JFX Direct”, an “A” list celebrity photo agency. Although these two best friends have traded their “9s” and “Uzis” for cameras, they and their small team of photographers still battle daily on the streets of Los Angeles to “capture” valuable pictures of Brad Pitt, Britney Spears, Paris Hilton and other high profile names in the news.

ShineReveille International is handling international distribution and has already licensed the film in the United Kingdom, Belgium, Israel, Norway and Sweden.

“Giving It Up”, a Fleit/Daw/Ruy Production, was produced by Rachel Fleit and Brendan Daw, in association with New Amsterdam Entertainment. New Amsterdam is currently producing a new feature film adaptation of “Dune” with Misher Films and Film 44 for Paramount Pictures which is to be directed by Peter Berg [“Hancock”] and adapted by Joshua Zetumer.

About ShineReveille International

ShineReveille International is the sales and distribution arm of the Shine Group, a leading independent production and distribution company focused on exploiting worldwide intellectual property rights through scripted and alternative television formats. ShineReveille International distributes programming from the growing library of programming of the Shine Group, including Reveille, Kudos, Firefly and Princess Productions, along with a broad array of programming acquired from independent producers and U.S. networks, to more than 150 countries worldwide.

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