



## New Shepherd Films Signs DVD/Digital Licensing Deal With Mill Creek Entertainment For 'Footprints' Distribution

July 16, 2013

| New Shepherd Films, C3 Entertainment, Mill Creek Entertainment, Footprints

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*Fall River, MA – July 16, 2013* – New Shepherd Films, LLC announced Mill Creek Entertainment as a licensee for the faith and family film *Footprints*. The film will be available in the near future on DVD and digital in retail and online stores throughout North America.

This represents a major breakthrough for the Fall River, MA-based indie film company because distribution into major retail outlets is extremely difficult. Even more significant is that first-time films rarely have that opportunity. But through the efforts of C3 Entertainment, Inc., New Shepherd Films' representative and distributor, *Footprints* has that chance. "This is a milestone for New Shepherd Films. Being able to get a first-time film such as *Footprints* on store shelves is almost unheard of.", says Jim Huggins, New Shepherd Films' President/CEO.

Based on a true story, *Footprints* is the story of a man who finds the healing power of love only after he's lost everything he valued and had given up. It's the true story of a dog who learned to trust only after she'd been abused and discarded as worthless. They embarked on a journey neither knew would bring them together and demonstrate that just because you had a bad past doesn't mean you can't have a great future.

The recipient of numerous awards, including the Dove Award for family entertainment and a "4+ Exemplary" rating from MovieGuide.org in Hollywood, *Footprints* is gaining worldwide recognition. As one reviewer wrote (Bob Kemp, Renew America Magazine), this is "...a wonderful story, the kind of story our troubled times needs more of."

### **About New Shepherd Films, LLC:**

New Shepherd Films, LLC is an independent film production studio devoted to producing high-quality, family entertainment with Christian-oriented themes based on real life events. Avoiding the typical "sermon in a box" story approach that has defined the genre, New Shepherd Films desires to entertain viewers with world-class creative talent and technological capabilities while simply telling true stories about God at work in everyday lives. And to do so with films that deliver great stories, spectacular visual imagery and a sensibility that appeals to both children and adults as well as people of faith or not.

**About Mill Creek Entertainment:**

Mill Creek Entertainment is the industry's leading provider of value-priced DVD and Blu-ray features and compilations. Their television, movie, kids and special interest compilations have reset the bar for consumer value and gained massive adoption by traditional and non-traditional retailers alike.

Their product line includes contemporary and classic films and television series, documentary series and popular kids programming, as well as independent films, Latino cinema, early learning and fitness. These products can be found in thousands of retail locations in a wide range of environments including mass merchants, membership clubs, consumer electronics, grocery, chain drug, convenience and specialty chains as well as online, catalog and direct response channels.

**About C3 Entertainment, Inc.:**

C3 Entertainment, Inc. is a diversified Entertainment and Media company engaged in motion picture, television, digital and home entertainment production and worldwide distribution, as well as licensing and brand management of world famous classic brands and personalities. C3 is the primary worldwide representative and distributor for New Shepherd Films. C3 is The Three Stooges® brand owner. C3 most recently produced *The Three Stooges Movie* (2012) released by 20th Century FOX, *The Three Stooges 75th Anniversary Special* (2007) for NBC, and *The Three Stooges* (2003) biopic for ABC. Upcoming Three Stooges projects include a new live-action family film titled *The Three Little Stooges*.

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For more information regarding *Footprints* or upcoming productions from New Shepherd Films, contact:

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For licensing, product placement, advertising, and promotions opportunities, please contact:

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