



'Footprints' A "GREAT Success" in US DVD Retail Market

May 7, 2016

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

Salem, OR – May 7, 2016 – New Shepherd Films, LLC announced earlier today that Mill Creek Entertainment reported 1Q US DVD retail sales of the faith and family film *Footprints* have been very strong. Based solely on word of mouth and a strong social media fan base, *Footprints* has had a solid showing during the first quarter of this year which included the Easter season.

Jeff Hayne, Vice President, Content Acquisitions with Mill Creek Entertainment, said "*Footprints* has been nothing short of a GREAT success! It has been a success virtually everywhere it's gone." Mill Creek Entertainment is the licensee for the faith and family film *Footprints* and has made the film available on DVD in retail and online stores throughout the US, most notably WalMart, Target, Barnes and Noble, and Amazon, among others.

"This a major celebration for the film and it happened organically. As one might imagine for an indie film company, our budget for advertising is non-existent. But the story of *Footprints* is one that resonates with a large and diverse audience. And stories like that find a way to get out. Our fans deserve a lot of credit for making this happen. Getting to the shelves was a one accomplishment but getting to people's heart was the real success!", says Jim Huggins, New Shepherd Films' President/CEO. Huggins went on to add, "New Shepherd Films owes a huge thanks to the dedication and efforts of Ani Khachorian and her team at C3 Entertainment, Inc. This would never have happened without them." C3 Entertainment, Inc. is New Shepherd Films' major representative and distributor and is responsible for over 15 distribution and licensing deals for *Footprints* in the past three years alone.

Footprints is based on the true 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 '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, this is "...a wonderful story, the kind of story our troubled times needs more of." - (Bob Kemp, Renew America Magazine)

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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