



For Immediate Release

**D&E ENTERTAINMENT PRODUCE & DISTRIBUTE HD DIGITAL CINEMA
PREMIERE OF RECORDING ARTISTS O.A.R.'S NEW CONCERT FILM
"BEHIND THE BACKLINE"
FROM THEIR 'LIVE FROM MADISON SQUARE GARDEN' DVD/CD**

D&E Entertainment Utilizes Digital Cinema Technology and Implements Comprehensive Marketing Campaign To Create A Unique Viewing Experience and Promotional Campaign For Musical Content

Hollywood, CA (May 23, 2006) – On June 5th at 8pm, **D&E Entertainment** has been selected by recording artists **O.A.R.** and their record label **Atlantic Records** to produce and distribute the Digital Cinema Theatrical Premiere of O.A.R.'s new concert film, "**Behind The Backline**" from their '**Live From Madison Square Garden**' DVD/CD as it will be presented in High Definition and 5.1 Surround Sound. This premiere will take place simultaneously in 13 cities, including New York, Boston, Chicago, Indianapolis, Austin, St. Louis, Seattle, Atlanta, Washington DC, Detroit, San Francisco, and San Diego.

D&E's strategy enables **Atlantic Records** and **O.A.R.** to have a Theatrical Release Event to showcase the High Definition content that can only be experienced via digital delivery and DLP-Cinema[®] Projectors.

The two-CD set, and 2 disc DVD set feature all 18 songs recorded live during an incredible sold-out performance at Madison Square Garden earlier this year.

Directed by Sam Erickson (My Morning Jacket's *OKONOKOS*, John Mayer's *Any Given Thursday*), the feature film interweaves documentary footage with highlighted songs from the band's performance at the World's Most Famous Arena. In 2006 D&E produced and distributed the theatrical Premiere for Sam Erickson's film 'Okonokos' to sold out movie theatres.

Evan Saxon, Co-President of **D&E Entertainment** said, "Sam Erickson has captured O.A.R. in a way that makes the fan feel they are in the front row of a sold out Madison Square Garden. 'Behind The Backline' gives O.A.R. fans a unique and insightful time drawing the fans even closer to the band. Our use of Digital Cinema to give the film the High Definition presentation it deserves gives O.A.R. and their fans the latest technology and the absolute best presentation possible"

"Atlantic Records and Red Light Management have seen the future of using digital cinema to promote and market frontline and catalogue releases. O.A.R.'s "Live From Madison Square Garden" will be a part of a theatrical marketing campaign that will showcase this exclusive show to fans nationwide" said **Doug Kluthe**, Co-President of **D&E Entertainment**.

O.A.R.'s "Live From Madison Square Garden" CD & DVD will be in stores on June 5th, 2007.

Other D&E Entertainment Events include: Bruce Springsteen With The Sessions Band Live In Dublin on June 4 in the United States and Bob Marley 'Live At The Rainbow' featuring a Q&A with Damian and Stephen Marley on June 19 in the UK.



About D&E Entertainment:

D&E Entertainment is a partnership between entertainment industry executives **Doug Kluthe** and **Evan Saxon**. Together they have been involved in the marketing of high profile tours and directing live concerts captured for video and DVD. **D&E's** experience and understanding of the entertainment community have enabled them to continually work with key artist managers, record labels, music retailers, movie theatres, advertisers and the film community. For content holders, **D&E** have the ability to create a marketing campaign that harnesses the power of radio, retail, press, online and our in-theatre partners to enhance the visibility and value of their client's content.

For more information:

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