



**For Immediate Release**

**D&E ENTERTAINMENT TO MAKE PETTY/BOGDANOVICH 'DREAM'  
A HI-DEF DIGITAL EVENT**

**WORLDWIDE DIGITAL CINEMA THEATRICAL PREMIERE OF  
TOM PETTY AND THE HEARTBREAKERS' 'RUNNIN' DOWN A DREAM' – DIRECTED BY PETER BOGDANOVICH –  
SCORES DIGITAL BIG SCREEN KICKOFF IN MULTIPLE CITIES ON OCTOBER 15**

**Hollywood, CA (October 12<sup>th</sup>, 2007)** – On October 15 at 7:00 pm, hall of fame rock icon Tom Petty and legendary Director/author Peter Bogdanovich will join thousands of rock and movie fans across the country in a roaring welcome for the creative duo's unprecedented look inside the story of America's truest rock n' roll band – Tom Petty And The Heartbreakers – in the worldwide digital cinema multiple-city theatrical premiere of Bogdanovich's documentary, 'Runnin' Down A Dream.' D&E Entertainment ([www.DandEntertainment.com](http://www.DandEntertainment.com)), the digital cinema/music marketing imprint selected by the legendary band and their management to exclusively market and distribute the worldwide HD theatrical premiere of the Petty film, describes the simultaneous event as a chance to "offer followers of both Mr. Bogdanovich's historic work and Tom Petty's inspiring rise the most spectacular viewing and listening environment ever created for movie and music fans." D&E will be rolling out the digital red carpet on Monday, October 15 at 7:00 pm in select theatres across the U.S. including Los Angeles, New York, Austin, San Diego, Dallas, Detroit, Chicago, San Francisco, and Mr. Petty's hometown of Gainesville, FLA, for two nights – October 15 and 16 – among other cities.

'Runnin' Down A Dream' has also been selected to close the 2007 New York Film Festival at the legendary Walter Reade Theater on October 14. The film includes performances from the 30th anniversary concert at the O'Connell Center on September 22nd, 2006, rare television footage, never before seen interviews from the archive, clips from Bogdanovich's discussions with such Heartbreaker friends and family including Eddie Vedder, Stevie Nicks, Rick Rubin, Jeff Lynne, and others, focusing not only on The Heartbreakers' inspiring ride to the top but the story of what they did when they got there. In addition to tracking the Heartbreakers over their decades together, "Runnin' Down A Dream" also follows Tom Petty's solo adventures and his time as a Traveling Wilbury alongside George Harrison, Bob Dylan, Jeff Lynne and Roy Orbison. A celebration of what can happen when artists are given the chance to explore the depths of their own talent, "Runnin' Down A Dream" is the story of an artistic victory unlike any other.

Tom Petty And The Heartbreakers' digital-friendly approach in inviting fans to simultaneous HD premieres represents another milestone for music loving cinema fans. Stated Mr. Bogdanovich: "'Runnin' Down A Dream' was a true labor of love, just as Tom Petty And The Heartbreakers' exuberant legacy has remained steadfast and true for more than 30 years. To be able to premiere the film in an 'event' setting in the highest standard of HD is a special gift to rock and movie fans hungry for the authentic theatrical experience."



## ABOUT TOM PETTY AND THE HEARTBREAKERS

TOM PETTY AND THE HEARTBREAKERS released their debut album in 1976. Since that time they have sold more than 50 million records and remain one of the biggest touring acts in the business. Despite the scale of their success and the creative range of their work, the Heartbreakers maintain a reputation as a rock-and-roll band, always true to the music's original inspiration. Between the Heartbreakers' recordings and his solo work, Tom Petty has received 18 Grammy nominations. Honored with lifetime achievement awards including Billboard's Century Award, MTV's Video Vanguard Award, and induction into the Rock and Roll Hall of Fame, Tom Petty, with the Heartbreakers at his side, has achieved the status of legend among his fellow musicians and listeners worldwide.

## ABOUT PETER BOGDANOVICH

Peter Bogdanovich has earned a reputation as one of American cinema's great filmmakers. In addition to his work as a director, Bogdanovich has received acclaim as an author, a critic, a screenwriter, a documentarian, an actor, and a historian. His films, including "The Last Picture Show," "Paper Moon," and "Mask," have been Oscar-winning landmarks. "The Last Picture Show" is a National Treasure as declared by the Library of Congress. Viewers know him for his recurring role and directing work on "The Sopranos." Film historians and movie buffs alike know him for his monographs on Orson Welles, Alfred Hitchcock, and John Ford. On the heels of "Runnin' Down A Dream," Bogdanovich will return to feature film directing with a new film entitled "Star-Crossed," based on a true Hollywood love story. He's also planning a return to the theater to do a Broadway production of Tennessee Williams's last play, "In Masks Outrageous and Austere," which is being co-presented by Gore Vidal.

## ABOUT D&E ENTERTAINMENT:

D&E Entertainment is a company formed by entertainment industry executives Doug Kluthe and Evan Saxon – a unique partnership experienced in the marketing of digital cinema technology and innovative alternative content solutions in the groundbreaking digital format. D&E has created marketing campaigns via radio, retail, press, online and in-theatre partnerships impacting music and movie audiences across the globe, including theatrical premieres for Pearl Jam, Bruce Springsteen, Bob Marley, Duran Duran, Morrissey, Ramones, The Grateful Dead, Iron Maiden, Slipknot and others.

Upcoming D&E Premieres include: Bob Marley 'Live At The Rainbow,' Jimi Hendrix 'Live At Monterey,' Steve Miller Band 'Live in Chicago,' and Smashing Pumpkins 'Live at the Fillmore.' TICKET AND EVENT INFO CAN BE FOUND AT: [www.DandEntertainment.com](http://www.DandEntertainment.com)

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