



NEWS

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TWENTIETH CENTURY FOX HOME ENTERTAINMENT ANNOUNCES *AVATAR* BLU-RAY DISC AND DVD GLOBAL RELEASE DATES

**Much-Anticipated Blu-ray and DVD Launch of James Cameron's
History-Making Epic Begins April 22 -
Coinciding with the 40th Anniversary of Earth Day**

LOS ANGELES (March 16, 2010) – Twentieth Century Fox Home Entertainment today announced that it will launch director James Cameron's history-making motion picture *AVATAR* on Blu-ray Disc and DVD on Thursday, April 22.

AVATAR on Blu-ray presents the ultimate high definition experience for home viewing audiences. Fans around the world will soon be able to discover every detail and relive every moment of James Cameron's *AVATAR* in the comfort of their own home. Blu-ray is recognized for presenting optimal picture and sound, and now *AVATAR*'s masterful cinematography, art direction and visual effects will lend itself to awe-inspiring clarity when you become absorbed in the extraordinary all-encompassing experience in the living room.

Since its global theatrical release last December, *AVATAR* has continued to make motion picture history. Written by James Cameron and produced with his long-time collaborator Jon Landau, *AVATAR* stars Sam Worthington, Zoë Saldana, Sigourney Weaver, Stephen Lang, Michelle Rodriguez, Giovanni Ribisi, Joel David Moore, CCH Pounder, Wes Studi and Laz Alonso.

Oscar® and Golden Globe® winning epic is the highest grossing film of all time, taking in over \$2.6 billion in worldwide box office. Director James Cameron takes audiences to a spectacular world beyond imagination, where a reluctant hero embarks on a journey of redemption and discovery as he leads a heroic battle to save a civilization. *AVATAR* delivers a fully immersive cinematic experience of a new kind, where the revolutionary technology invented to make the film disappears into the emotion of the characters and the epic nature of the story.

AVATAR will be available on Blu-ray Disc and DVD everywhere in the United States and Canada on Earth Day, April 22. Please see below for additional release dates around the world:

FRANCE – April 21

NETHERLANDS – April 21

CHINA – April 22

RUSSIA – April 22

BELGIUM – April 21

SPAIN – April 21

BRAZIL – April 22

NORTH AMERICA – April 22

GERMANY – April 23
SWITZERLAND – April 23
UK – April 26
NORWAY – April 28
NEW ZEALAND – April 28
FINLAND – April 30

JAPAN – April 23
MEXICO – April 23
DENMARK – April 27
SWEDEN – April 28
AUSTRALIA – April 29
ITALY – May 6

About Twentieth Century Fox Home Entertainment

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC (TCFHE) is the worldwide marketing, sales and distribution company for all Fox film and television programming on DVD, Blu-ray Disc (BD) and Digital Copy as well as acquisitions and original productions. The company also releases all products around the globe for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets -- from mass merchants and warehouse clubs to specialty stores and e-commerce - throughout the world. Twentieth Century Fox Home Entertainment LLC is a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company.

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