

FOR IMMEDIATE RELEASE

Press contact : Matt Giedlinski
(323) 669-0414 / MattG@PictureThisEnt.com

**PICTURE THIS! ENTERTAINMENT ACQUIRES NORTH AMERICAN RIGHTS TO
WORLD WAR II ERA COMING-OF-AGE FILM "BROKEN PROMISE" ("Nedodržený Sl'ub")**

**Real-life Story of Holocaust Survivor Martin Friedmann-Petrášek
Won "Best Narrative Feature" Award at 2009 Los Angeles Jewish Film Festival**

LOS ANGELES – Following in the footsteps of its previous World War II coming-of-age releases *Napola: Before the Fall* and *A Love to Hide*, Picture This! Entertainment announced today its acquisition of all U.S. and Canadian rights from Film Europe of ***Broken Promise*** (*Nedodržený Sl'ub*) directed by Jiri Chlumsky. Based on the autobiography of Martin Friedmann-Petrášek, the film had its World Premiere April 25, 2009 at the Los Angeles Jewish Film Festival, where it won the "**Best Narrative Feature**" award. Portraying how a young man's luck and athletic talent helped him avoid the death camps, the film opened April 30th (2009) in its native Slovakia to commercial success, finishing second in box office gross on its opening weekend behind *X-Men Origins: Wolverine*. The contract for North American distribution was negotiated by Doug Witkins, President/CEO of Picture This! Entertainment and Marta Lamperova, Managing Director of Film Europe.

Broken Promise follows Martin Friedmann, one of five sons of a Jewish poultry trader. As a child, Martin plays soccer, living with his family in the period after the First World War in an idyllic Slovakian town. But as Martin's bar mitzvah approaches, life begins to change, as Europe prepares for another war. When the family gathers to celebrate Martin's ascent to manhood, they promise to reunite in a year's time, not knowing that this will be the last time they will all be together.

In 1939, Slovakia declares its alliance with Nazi Germany, and all Slovak Jews are registered. Martin's friends and family leave his life one by one. Some flee to Palestine or farther abroad. Some are sent to Slovak work camps, others to concentration camps in Poland. Martin's own journey takes him far afield, into adulthood, away from home and family, to starvation, hard labor and ill health, to a new name and identity (Petrášek), and even into armed combat. All the while, the combination of chance and Martin's fierce will to live enable him to survive.

- more -



At screenings of the film, Friedmann / Petrášek tells the audience: "This film has to be a lesson and a warning: a lesson that everything in life could happen and a warning that a fascist's and dictator's regime must be defeated before it is too late."

Robert Hawk, independent film producer and consultant (www.filmhawk.com) says: "Jiri Chlumsky's **Broken Promise**, a gripping dramatization of the true story of Martin Friedmann-Petrášek, offers a virtually singular experience: a Holocaust film without one scene in a death camp. The young Martin, of pre-Munich Czechoslovakia, navigated the vicissitudes of chance and destiny with ingenuity and tenacity. He not only survived but triumphed, and is still alive today -- a vital and inspiring testimony to an indomitable life spirit. **Broken Promise** also offers a rare example of the high quality of Slovakian filmmaking today."

Following its translation from Czech into Slovak, Martin Petrášek's autobiography **Nedodržaný SI'ub** was adapted into the film of the same name. Genta Film, S.R.O. purchased the rights to the book and found Czech-American writer Jan Novák to pen the script. Further funding came from a grant by the Slovak Culture Ministry. Co-producers include **Slovenska Televizia**, **Ceska Televize**, JPEF, Inc. – A California based non-profit corporation, Studio 727, and **SPI International**.

A recognized trailblazer in distribution for 25 years, DW Diversified, Inc., through its Picture This! Entertainment and Picture This! Home Video labels, prides itself in bringing uncompromising and enlightening motion picture fare to discriminating audiences throughout North America. The Company previously released such highly pedigreed films as Sebastian Lipshitz's *Come Undone (Presque Rien)* and Dennis Gansel's commercial and critical success *Napola: Before The Fall*. The company's recent releases include: Alexis Dos Santos' 2007 New Directors/New Films Festival opener and Frameline 2007's Best First Feature Award winner *Glue*, Amnon Buchbinder's subtly powerful Toronto Int'l Film Festival selection and Outfest Narrative Feature Winner *Whole New Thing*, and Christian Faure's award-winning *A Love To Hide (Un Amour a Taire)*, official selection of more than twenty Jewish Film Festivals.

Hi-Resolution Photographs are available for download at the Picture This! virtual pressroom: <http://comingofagemovies.com/pressroom/broken-promise/index.html>

Crew

Directed by:	Jiří Chlumský
Written by:	Jan Novák
Produced by:	Iveta Černá Ivanová
Project by:	Vlado Černý
Director of photography:	Ján Ďuriš
Costumes by:	Simona Vachálková
Make up by:	Juraj Steiner

- more -

Cast

Martin Friedmann-Petrášek	Samuel Spišák
Vilo Friedmann	Peter Oszlik
Martin's Father	Ondřej Vetchý
Martin's Mother	Ina Gogálová
Móric Friedmann	L'ubomir Bukový
Smuel Friedmann	Norman Sáro
Alex Friedmann	Daniel Fischer
Dežo Friedmann	Dávid Hartl
Rachel Friedmann	Zuzana Porubjaková
Emanuel Friedmann	Peter Kočar
Herman Friedmann	Jakub Spišák
Fred Mahler	Juraj Sadilek
Shoemaker Feldman	Ivan Romančík
Mrs. Feldman	L'udmila Swanová
Doctor Feher	Vlado Černý
Schwartz	Vladimir Kittler
Brontoš	Alfréd Swan
Jozefina	Eva Kerekesová
Rabín	Marián Slovák
Doctor Kollár	Pavel Kříž
Goldsmith Fiscer	Dušan Kaprálik
Mrs. Šebová	Viera Topinková
Commander Vozár	Roman Luknár
Jožo Dobiáš	Ľubo Paulovič
Jánoš	Filip Renč
Kramer	Ady Hajdu

Director Jiří Chlumský

Chlumský studied film direction at the Prague Film Academy (FAMU). He began his career working as an Assistant Director for Krátký Film Praha and then worked for Czech Television. In 1991 Chlumský began creating advertisements and music videos. He's also directed documentaries for the BBC and Channel 4.

Screenwriter Jan Novák

Born in Czechoslovakia, Novák emigrated with his family to Chicago via Austria in 1969. He made his debut with the collection of short stories *Striptease Chicago*. His novel *The Willy's Dream Kit*, inspired by his father's life, was awarded the Carl Sandburg Award for Chicago writers, as well as a Friends of Literature Award. The foreword for the Czech translation of the book was written by Václav Havel.

Novák worked as a script consultant on Milos Forman's Oscar-nominated *Valmont*. He also co-authored Forman's autobiography *Turnaround: A Memoir*.

Cinematographer Ján Ďuriš

After graduating from the Prague Film Academy (FAMU), Ďuriš began his career as a documentary filmmaker. Ďuriš was nominated for a Czech Lion for his work on Juraj Jakubisko's award-winning *An Ambiguous Report About the End of the World* (*Nejasná zpráva o konci světa*). Since 2003 he has been head of the Cinematography and Photo Department of the Theatre and Film Academy in Bratislava.