



SIN CITY GOES 3D FOR LIVE VIRTUAL PREMIERE

The World's First LIVE 3D Red Carpet Broadcast For *SIN CITY: A DAME TO KILL FOR* on August 19, 2014

LOS ANGELES, CALIFORNIA (August 18, 2012) - The Weinstein Company with its new release *SIN CITY: A DAME TO KILL FOR* has taken its unique visual translation of a graphic novel to the next level with the addition of **eye-popping 3D**, creating an unparalleled immersive experience.

On August 19, 2014 beginning at 6:30 PM PST/9:30 PM EST viewers around the world will have the opportunity to tune in to the first LIVE 3D red carpet broadcast with the premiere of *SIN CITY: A DAME TO KILL FOR*. This **never-been-done-before** event will also be broadcast live before the film at the premiere, **in the TCL Chinese Theater in Hollywood and at advance screenings across the country.**

Viewers at home can watch in 3D via Apple TV or the NowLive player on a 3D-compatible TV. The extraordinary 3D and HD Production for this live premiere will be handled by Live Media Group. The web experience will be powered and delivered by Live Media Group's NowLive© Multi-stage, Multi-camera, Picture in Picture and Grid View player. The experience and technology gives viewers the ability to take control of their own broadcast with multiple video feeds which are all switchable in real time.

Fans at home without 3D viewing capabilities will not be left behind: They can watch the stunning Live HD version of the premiere through the NowLive player with all of the same great features.

For technical support from LMG, please contact Charles Cook at ccook@lmg-west.com or 818-435-3010. For production information, please contact Terence Brady at tbrady@lmg-west.com or 818-435-3017. For press or editorial please contact Bladimiar.Norman@weinsteinco.com.

For 3D Viewing Instructions and/or Embed Code Options, please visit:
<http://live-media-group.com/2014/08/sin-city-dame-kill-3d-premiere>

For more about the movie or The Weinstein Company, please visit the official website at www.weinsteinco.com