

## **Constantin Film opts for Blu-ray format**

Munich, January 10, 2008                      Constantin Film AG, Germany's leading independent film production and distribution company, has chosen the Blu-ray format for exploitation of its hi-def products in the home entertainment field. Up to now, the company has supported both the HD DVD and the Blu-ray technology. Releases will be appearing solely in the Blu-ray format from March 1, 2008 onwards.

Last weekend, the major US studio Warner Brothers already rejected a dual-format strategy too and communicated its decision in favour of the Blu-ray technology. By taking this trendsetting decision, the market-leading US film group has helped to bring about faster the urgently needed clarification of the situation and to end the "format war", that has been going on for years now.

Franz Woodtli, Home Entertainment Director at Constantin Film AG: "In taking our decision in favour of the Blu-ray format, we are clearly following the international trend. The longstanding dispute about the successor to the DVD caused considerable uncertainty among consumers in 2007 in particular and has led to a delay in the mainstream introduction of hi-def as a result. Clear positioning therefore has advantages for consumers, producers and retailers."

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