



Babelgum™

**FLOORED FEATURE DOCUMENTARY – MAY 10, 2010
GLOBAL DAY-AND-DATE ONLINE, MOBILE, AND P2P RELEASE**

***To Premiere on Mobile Phones, Online, and via Legal Progressive Download
Followed by a Multi-Platform, Multi-Territory Release in Theaters***

Exclusive Episodic Online and Mobile Release available Worldwide via Babelgum

New York / London (Monday, May 3rd, 2010) – Independent Web and mobile video content platform **Babelgum**, **UbicMedia**, and **TraderFilm** announced today a global day-and-date mobile, online, and legal progressive download premiere for **James Allen Smith's** feature-length documentary *Floored*, an unprecedented insider's look at Chicago's open-outcry trading floor. A groundbreaking distribution strategy, this marks the first time a feature film has premiered globally day-and-date on mobile phones, on the Internet, and via hi-definition peer-to-peer (P2P) and legal progressive download. Additionally, **FilmBuff** will release the documentary on various VOD platforms throughout the rest of the year.

Beginning May 10th, Babelgum will distribute the film worldwide as an eight-part series, online and on the Babelgum mobile platforms. A new segment will be available daily for eight days. Also on May 10th, UbicMedia will release the full-length film internationally as a paid, hi-definition P2P and legal progressive download. In advance of the launch, due to popular demand in the trading community, Chicago and New York will have special advance runs of *Floored*. In New York, *Floored* will debut May 7th at the Quad Cinema. In Chicago, *Floored* will return to The Gene Siskel Film Center for a run beginning April 30th. The film played in a limited engagement at the Center in January and broke thirty-year box-office records for the Gene Siskel Center. The Wilmette Theater in Wilmette, IL, will also open the film beginning May 7th. Additionally, *Floored* is scheduled to play several special-event screenings with appearances by the filmmakers including in Washington D.C. at the Avalon Theatre and on Chicago's South Side at the Beverly Arts Center.

Karol Martesko-Fenster, General Manager and SVP of Babelgum's Film Division, said, "We are thrilled to be working with James Allen Smith on this cross-media rollout of *Floored*. The timing of the release could not be better with the current renewed focus on the machinations of the finance world. The revealing portraits of the personalities involved in open-outcry trading shed a bright light on what it takes to win big or lose it all. Our participation in the release of the film highlights the true potential of our mobile and online platforms acting as complementary venues in an overall distribution strategy. Babelgum's pioneering and exclusive episodic premiere of *Floored* reaffirms our mission to be the leading mobile and online destination for timely and cutting-edge independent film."

Olivier Pfeiffer, CEO UbicMedia USA, stated, "Babelgum has proven to be a leader and innovator in day-and-date cross-platform releases of independent films, so we're delighted to partner with them in bringing *Floored* to audiences overseas via our paid hi-def PUMit system. We are thrilled to time the activities during the first week of the Cannes Film Festival and look forward to debuting the PUMit system in the US in June with *Floored*."

Steve Prosniewski, TraderFilm's Managing Partner, said, "We always wanted to incorporate multiple new media platforms into our release strategy and to find a novel approach to bringing *Floored* to both new and traditional film audiences. We are delighted to be working with Babelgum and UbicMedia, who we see as true partners in crafting an innovative global distribution model."

In *Floored*, director James Allen Smith takes us into a world where pandemonium reigns and reckless ambition rules: the financial trading floors of downtown Chicago. Here, men use strange hand signals to buy and sell everything from pork belly to soybeans while wearing the weight of our complex economy on their shoulders—along with their neon jackets. It's a physical, bruising place, one where a slight gain creates heroes, rich beyond what their high-school educations should ever afford. But the wrong move on the wrong day can ruin lives. Smith examines the cult-like profession of open-outcry trading and its closely held customs by introducing us to the intensely competitive men behind the mayhem. Though eccentric and outspoken, they're also a likable bunch of cigar-chomping nuts for whom no party is too big—and no risk too great.

OVERALL TIMELINE AND RELEASE SCHEDULE

- Monday, Apr. 26th: **"Floored" "Superpage" www.babelgum.com/floored and www.flooredmovie.com**
Theatrical Trailer and exclusive selects from *Floored*
Worldwide
- Friday, Apr. 30th: **The Gene Siskel Film Center** - Advance Theatrical Run
Chicago, IL
- Friday, May. 7th: **Quad Cinemas** - Advance Theatrical Run
New York, NY
- Friday, May. 7th: **Wilmette Theatre** - Advance Theatrical Run
Chicago, IL
- Friday, May. 7th: **Special Screening at the Beverly Arts Center**
Chicago, IL
- Monday, May. 10: **Babelgum premieres episode #1 of eight-part series online and mobile**
Worldwide
- Monday, May. 10: **UbiMedia premieres paid full-length feature version of *Floored***
Worldwide outside of North America
- Tuesday, May. 11: **Babelgum premieres episode #2 of eight-part series online and mobile**
Worldwide
- Wednesday, May. 12: **Babelgum premieres episode #3 of eight-part series online and mobile**
Worldwide
- Wednesday, May. 12: **DVD pre-orders begin at www.flooredmovie.com**
North America
- Thursday, May. 13: **Babelgum premieres episode #4 of eight-part series online and mobile**
Worldwide
- Thursday, May. 13: **Special private screening at the Landmark E Street Cinema**
Washington, D.C.
- Friday, May. 14: **Babelgum premieres episode #5 of eight-part series online and mobile**
Worldwide
- Saturday, May. 15: **Babelgum premieres episode #6 of eight-part series online and mobile**
Worldwide
- Sunday, May. 16: **Babelgum premieres episode #7 of eight-part series online and mobile**
Worldwide
- Sunday, May. 16: **Special Screening at the Avalon Theatre**
Washington, D.C.
- Monday, May. 17: **Babelgum premieres episode #8 of eight-part series online and mobile**
Worldwide

Monday, June 14: **UbicMedia premieres paid full-length feature version of *Floored***
North America

Tuesday, June 15: **FilmBuff to release *Floored* on iTunes and Amazon VOD**
North America

July 2010: ***Floored* available on DVD**
North America

About Babelgum (www.babelgum.com)

Babelgum is an integrated web and mobile video content platform free for users and supported by advertising available on-demand to a global audience. Babelgum Mobile is an original application currently available in the United States, UK, Italy, Germany, France and Spain which brings regionally tailored programming to smart phones – at present iPhone 3G, iPod Touch, Google Android G-Phones 1 and 2, Nokia (N96, N95 and 6210) – via 3G and WiFi (www.babelgum.com/mobile).

Positioned between user generated video hubs and network TV-oriented destinations, Babelgum's programming is comprised of exclusive original productions as well as independent and mainstream titles. Babelgum's content partners include, among others, EMI, Sony Music, the New York Times, PBS, BBC, VBS, Lonely Planet, Coolhunting, National Geographic, Off the Fence, Funny or Die, T5M, Shine Limited, Cinetic Rights Management, Content Republic, Gong Anime, FilmBuff, WorkBook Project, Cinelan, Reverse Shot, Shooting People, Film Independent, Power to the Pixel, and the Spirit Awards as well as the Encounters, Los Angeles, and Hamptons film festivals.

The company has also set up a series of online contests to nurture independent film, music and art talent: the *Babelgum Online Film Festival*, the *Babelgum Music Video Awards* and the *Babelgum Metropolis Art Prize* chaired respectively by Spike Lee (BOFF1 & 2), Michel Gondry and Isabella Rossellini.

Babelgum is an independent and privately held company with offices in the UK, United States and Italy.

ABOUT UBICMEDIA (www.ubicmedia.com)

UbicMedia develops and markets a revolutionary Internet content protection and distribution technology called the "PUMit system." It relies on a new self secured Internet object called the "nomadic file", or PUM file, which removes content from constraints pertaining to any specific distribution channel and users from any registration processes. Content can be copied across media (Internet, HD, memory cards, connected devices) without compromising the rights holders copyrights and monetization potential.

Current partners and clients include "l' Académie des César", Côté Cinéma online (promotion of "Alice in Wonderland" for Disney, Memento Distribution), Europa Distribution, Avalanche Productions, Peopleforcinema.com ("Brothers" for Wild Bunch/Lionsgate). UbicMedia is in discussions with major rights holders, ISPs, telecom operators and hardware manufacturers in the USA.

UbicMedia is a privately held company with offices in France and in the United States.

ABOUT TRADERFILM

Formed in 2006 by two commodity traders and one filmmaker, TraderFilm is a production company focusing on bringing quality entertainment to and from the trading and finance community. It's close connection and understanding of finance and economy paired with it's lean and innovative approach to filmmaking puts TraderFilm in a unique position to bring real-life stories from the trading and finance world to a global audience.

For additional information and materials, please visit www.flooredmovie.com

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