



SAMUEL GOLDWYN FILMS ACQUIRES THE ISRAELI COMEDY 'HOLY AIR' BY WRITER-DIRECTOR SHADY SROUR

Los Angeles, CA – May 22, 2017 —Samuel Goldwyn Films announced today that they have acquired North American right to Shady Srour's **HOLY AIR**. The film stars Srour (Ana Arabia), Laetitia Eido (A Borrowed Identity), Samuel Calderon (Munich), Tarik Copti, Dalia Okal, and Byan Anteer. **HOLY AIR** had its world premiere at Tribeca Film Festival.

Adam is a Christian Arab living in Nazareth – member of a vanishing minority within a minority in the Holy Land and the Middle East. His wife Lamia is a strong, beautiful and progressive Arab woman, who runs a foundation for women's rights. When Adam hears that Lamia is pregnant and his father falls very ill, he evaluates his life and realizes that he has not achieved much. Despite all his business ideas failing so far, he gives one last try to make it big. And what's better to sell in the Holy Land other than the very air that the Virgin Mary breathed during her annunciation? But in order to, as one priest tells Adam during confession, bring such product into the market he needs to find allies from the three cultures ruling over Nazareth – the Jewish politicians, the Muslim mafia boss and the Catholic church officials. In a politically unstable world where religion is just another merchandise, can the Holy Air be Adam's salvation or is it just an illusion?

Ben Feingold of Samuel Goldwyn Films said, "HOLY AIR is a contemporary comedy that not only transcends barriers of religion, gender, and culture, but is also intelligent and funny. I was reminded of THE BAND'S VISIT, which is one of my favorite films of all time. We look forward to working with Shady and releasing his film here in the US."

"Holy Air is my passion project, which took eleven years to make, " says writer-director Shady Srour. "I feel so excited to get a serious distribution opportunity with Samuel Goldwyn Films. The message of the film deserves to reach the audience and show them part of my world in Nazareth."

HOLY AIR was produced by Ilan Moskovitch and Shady Srour.

The deal was negotiated by Ben Feingold on behalf of Samuel Goldwyn Films and Jan Naszewski of New Europe Film Sales, on behalf of the filmmakers.

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About Samuel Goldwyn Films

Samuel Goldwyn Films is a major, independently owned and operated motion-picture company that develops, produces and distributes innovative feature films and documentaries.

The company is dedicated to working with both world-renowned and emerging writers/filmmakers and committed to filmed entertainment that offers original voices in uniquely told stories. This is best exemplified by the Academy Award® nominated THE SQUID AND THE WHALE, SUPER SIZE ME, AMAZING GRACE and Julie Delpy's hit comedy 2 DAYS IN PARIS. Past Goldwyn titles include: HARRY BROWN starring Michael Caine, the box office smash FIREPROOF and the 2010 independent hit MAO'S LAST

DANCER. Samuel Goldwyn Films also released THE WHISTLEBLOWER, a powerful, ripped-from-the-headlines thriller starring Academy Award® winner Rachel Weisz, and the 2012 critics' darling ROBOT & FRANK, starring Academy Award® nominee Frank Langella and Academy Award® winner Susan Sarandon.

Additional Samuel Goldwyn Films releases include: Gilles Bourdos' RENOIR, the lush film about the famous painter's later years and France's official submission for the 2014 Academy Awards®; Jason Wise's films SOMM & SOMM: Into the Bottle; 2015 Academy Foreign Language Film Award® nominee TANGERINES; the Sundance cult-hit LILA AND EVE starring Academy Award® winner Viola Davis and Jennifer Lopez; and Morgan Matthews compelling drama A BRILLIANT YOUNG MIND. Current Samuel Goldwyn Films releases include: festival favorite CHICKEN PEOPLE, directed by Nicole Lucas Haines about three show chicken competitors; TRANSPECOS, the directorial debut and 2016 SXSW Audience Award Winner by Greg Kwedar; Ian Old's award-winning BURN COUNTRY with Academy Award® winner Melissa Leo, James Franco and breakout lead Dominic Rains; Carles Torrens' physiological thriller PET starring Dominic Monaghan; YOUTH IN OREGON, the dramatic comedy of a 3,000 mile journey about life with Academy Award® nominated Frank Langella, Billy Crudup, Christina Applegate, Mary Kay Place, and Josh Lucas; and the contemporary fairy tale THIS BEAUTIFUL FANTASTIC starring Jessica Brown Findlay, Academy Award® nominated Tom Wilkinson, Andrew Scott, and Jeremy Irvine. Upcoming films include Avi Neshet's Israeli box office hit PAST LIFE; Justin Chon's racially charged GOOK; and the British children's classic SWALLOWS AND AMAZONS. www.samuelgoldwynfilms.com

About TREE M Productions

TREE M Productions is an Israeli production company that produces arthouse films, both features and documentaries. The CEO of the company is Ilan Moskovitch, who for 20 years has been an integral player and a senior partner in the Israeli film industry, as producer, director, casting director and artistic consultant for over 30 films, some of which were selected for Cannes Film Festival, Venice Film Festival, Toronto Film Festival and the International Documentary Film Festival Amsterdam, most notably "Kippur", "Kadosh" and "Free Zone", directed by Amos Gitai.

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