



A NIGHTMARE ON ELM STREET - THE FIRST NAME IN HORROR

FOR IMMEDIATE RELEASE

June 28, 1999

THE MOST COMPREHENSIVE DVD BOX SET EVER CREATED
WILL BE LAUNCHED WITH NEW LINE HOME VIDEO'S
PLATINUM SERIES RELEASE

A NIGHTMARE ON ELM STREET

**Digitally Remastered And Available On September 9,
Groundbreaking DVD Box Set Features All Seven Films, First 3-D DVD
From A Major Studio And Specially Created Collector's "Dream" Disc,
"The *Nightmare* Series Encyclopedia"**

**Unprecedented DVD-ROM Content Includes Interactive Freddy Character,
Multi-Level Trivia Contest, Screenplay, And Screen Savers**

LOS ANGELES, CA -- The most comprehensive DVD ever released, *A Nightmare On Elm Street*, arrives on September 9 as a Platinum Series box set from New Line Home Video. In addition to all seven Nightmare films, this ultimate Freddy collection includes a specially created disc, "The *Nightmare* Series Encyclopedia," as well as two pairs of 3-D glasses for the 3-D sequence in *Freddy's Dead*. Featuring embossed collectible packaging, the collection also includes a 36-page exclusive DVD booklet which contains the original production notes, essays, photos and more. Created by Wes Craven (*Scream*, *Scream 2*) and celebrating its 15 year history, all seven films have been digitally remastered and tout extensive DVD-ROM content. Available for the first time on DVD, the series includes early performances from Johnny Depp, Patricia Arquette and Laurence Fishburne. In addition to being available in the box set for \$129.98, the first film, *A Nightmare On Elm Street*, will also be sold separately for \$24.98. A VHS boxset that includes all seven films will be available for \$89.98 or each film on VHS for \$14.98. The *A Nightmare On Elm Street* box set is the only package all seven films will be available on DVD.

"Grossing more than \$225 million at the box office, *A Nightmare On Elm Street* is the franchise credited for establishing New Line as a major independent studio," remarks Steven Einhorn, New Line Home Video president and chief operating officer. "In celebration of the 15 year anniversary, we are truly excited about creating the most comprehensive box set."



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NIGHTMARE ON ELM STREET DVD BOX SET

"THE NIGHTMARE SERIES ENCYCLOPEDIA" (BONUS DISC)

The specially created disc, "The *Nightmare* Series Encyclopedia," features ground-breaking DVD and DVD-ROM added-value content providing Nightmare fans with the ultimate source of Freddy Krueger information. With elaborate animated menus, the added-value content includes interviews with all seven directors, other horror directors, fans and actors from the series. Other features include interactive Freddy screensaver, final trivia game, all seven trailers, multiple music videos, as well as behind-the-scenes footage from the films and on the set footage of Freddy on MTV. "The *Nightmare* Series Encyclopedia," can be explored in three special areas:

- "The Labyrinth:" Weave through this interactive environment and unlock the interviews, footage and photos from the best-selling horror series in a maze of original menus
- "Welcome To Primetime: A History Of The Series" An original documentary exploring the *Nightmares* on DVD
- "The *Nightmare* Series Encyclopedia Index:" An unabridged, clickable listing of the disc's content

CONSUMER PROMOTION

As part of the added-value DVD-ROM content on each disc, the "Dream World Trivia Game" features eight original trivia games, one on each disc comprised of 60 original questions each. As users win each game on the first seven DVDs, they will be given passwords which will unlock the final game on "The *Nightmare* Series Encyclopedia" disc. If users win the game on the eighth disc they will automatically be entered into a random drawing. Prizes include the entire New Line Platinum Series on DVD (10 winners) and "Freddy Packs" full of Nightmare merchandise. (25 winners)

A NIGHTMARE ON ELM STREET 1-7 (BOX SET)

SET TOP DVD FEATURES

Available in widescreen, each DVD in the series features "Jump To A Nightmare" navigation where viewers can launch directly to their favorite nightmare scenes, and original theatrical press kit cast and crew biographies. The animated menus are developed by a television production company utilizing each film's theme and original score. In addition to these features, *A Nightmare On Elm Street* and *Wes Craven's New Nightmare* feature additional added-value content including feature-length commentaries by Wes Craven, a 3-D sequence and two pairs of glasses.

NIGHTMARE ON ELM STREET DVD BOX SET

PC-ENHANCED FEATURES

DVD-ROM contents on each disc include the original screenplay with the ability to watch the film while you scroll the screenplay, up-to-the-minute cast and crew biographies and trivia courtesy of Internet Movie Database, individual levels of the "Dream World Trivia Game" featuring title-specific questions, as well as a link to the Freddy portal web site (www.NightmareOnElmStreet.com).

A NIGHTMARE ON ELM STREET (DVD SINGLE)

Available in widescreen and full screen format, *A Nightmare On Elm Street* is also available separately and features an audio commentary with Wes Craven, Heather Langenkamp, John Saxon and the film's director of photography. The disc also contains the original theatrical trailer, original theatrical press kit cast and crew biographies, and more.

NEW LINE PLATINUM SERIES

The New Line Platinum Series delivers a superior home entertainment experience to the widest possible consumer audience. DVDs that are designated by New Line as Platinum Series showcase motion pictures using the highest standards of video compression and audio fidelity. In addition to high-caliber video mastering, Platinum Series discs provide bonus features that are both intriguing and fun for the target audience of the film.

These added-value elements include behind-the-scenes featurettes, scenes originally deleted from the film, audio commentaries by the filmmakers, storyboard comparisons, original animation, original music compositions, or music videos from bands featured on the film's soundtrack. These premium added-value items are in addition to theatrical trailers, cast biographies and filmographies, and interactive menus that allow viewers to jump to their favorite scenes. The role of the special features is to enhance consumers' enjoyment of the DVD. Platinum Series titles span the various film genres and include *Lost In Space*, *Blade*, *The Sweet Hereafter*, *Austin Powers International Man Of Mystery*, *The Sweet Hereafter*, *Boogie Nights*, and others. Many New Line Platinum Series discs also deliver an enjoyable entertainment experience for consumers using a DVD-ROM drive on laptop or desktop computers.

NEW LINE'S DVD-ROM INITIATIVE

According to computer industry estimates, over six million PCs were equipped with DVD-ROM drives by January 1999. All DVD video titles can be viewed on these DVD-ROM drive equipped PCs. New Line is a leader in developing special features that enhance the entertainment experience of viewing a motion picture on a home computer. "By including such elements as the screenplay, original games, and active internet web links, New Line DVDs provide an unparalleled entertainment experience for PC users," states Steve Ramirez, Vice President of Marketing, Sell-Through. New Line's first DVD-ROM titles have quickly become best sellers. The *Lost In Space* Platinum Series DVD and *Blade* Platinum Series DVD both broke the record for first week sales. To date, more than 20% of New Line's DVD-ROM discs have been used in a PC. As a result, New Line plans to release at least 10 day-and-date DVD-ROM titles in 1999.

NIGHTMARE ON ELM STREET DVD BOX SET

New Line Home Video distributes all of New Line Cinema and Fine Line Features theatrical films on video and select titles on DVD. The company also distributes feature films and non-theatrical programs acquired or produced by New Line Home Video and New Line Television. New Line Cinema is the leading independent producer and distributor of theatrical films. New Line also licenses its films to ancillary markets including cable and broadcast television as well as in all international markets.

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For screening cassettes or artwork, please mail your request to
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NIGHTMARE ON ELM STREET BOX SET

Price: \$129.98
Street Date: 9/7/99
Pre-book Date: 8/10/99
Catalog Number: N4788
Movie Running Time: 671 minutes
Languages: English
MPAA Rating: R
Closed Caption

NIGHTMARE ON ELM STREET DVD

Price: \$24.98
Street Date: 9/7/99
Pre-book Date: 8/10/99
Catalog Number: N4664
Running Time: 92 minutes
Languages: English
MPAA Rating: R
Closed Caption