

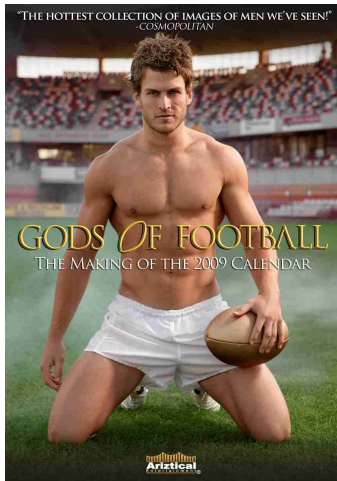
PRESS RELEASE

PROVOCATIVE NEW DVD GOES BEHIND-THE-SCENES
AS MORE THAN FORTY AUSTRALIAN PROFESSIONAL FOOTBALLERS
POSE NUDE FOR A CHARITY CALENDAR.

GODS OF FOOTBALL

Gods of Football: The Making of the 2009 Calendar
to be Available on DVD May 19, 2009

FOR IMMEDIATE RELEASE:



LOS ANGELES, CA (March 31, 2009) -- The nude rugby player calendar is an annual tradition in Australia, but this is the first time a video crew has been granted access to the production. The *Gods of Football* DVD follows these Hollywood-handsome players to beautiful Australian locations for their male model makeovers and photo shoots with top Australian fashion photographer Pedro Virgil.

Because the calendar and DVD raise funds and awareness for a breast cancer charity, these Aussie sports stars mustered the courage and accepted the challenge to get “naked for a cause” and create some of the hottest and sexiest images ever captured on film! The *Gods of Football 2009 Calendar* was an international bestseller.

Gods of Football: The Making of the 2009 Calendar grants unprecedented access to these professional athletes and their transformation from macho “footy” players to nude calendar models for a day. Fly-on-the-wall style camerawork captures all the sizzling action on set and many players share touching and surprisingly personal motivations for taking part. Funny outtakes and bloopers give the DVD an element of lighthearted fun.

The DVD brings to life the stunning, iconic images of the footballers captured for the *Gods of Football* calendar. Built, hot, sexy, and getting “naked for a cause!” These men are The Gods of Football!

The Gods of Football campaign was a major news and sports story in Australia with weekly segments on Network 9’s *The Footy Show* (like our *Inside the NFL*) and extensive coverage by national and local newspapers.

The *Gods of Football* calendar and DVD raise awareness and funds for The McGrath Foundation. The non-profit places breast care nurses throughout rural and regional Australia and campaigns to educate young women to be “breast aware.”

"I'm overwhelmed by the support the players have shown us and we really hope the public gets behind *Gods of Football* to help us raise funds for much-needed breast care nurses," said Tracy Bevan, Executive Director of the McGrath Foundation.

The *Gods of Football* play for the Australian National Rugby League and Australian Rules teams and the project has boosted the global profile of several players, including: **David Williams, Nick Youngquest, Kayne Lawton, and Daniel Conn.**

Gods of Football: The Making of the 2009 Calendar

Directed by Grant Carroll

Produced by Gabriel Ayoub for Gods of Football Pty Ltd, Sydney Australia

Creative Direction and Still Photography by Pedro Virgil

Format: DVD

Street Date: May 19, 2009

Prebook: April 7, 2009

Genre: Documentary

Running Time: 80 minutes + extras

MSRP: \$24.95

UPC: 631008069593

Distributed by Ariztical Entertainment

Official website: www.Gods2009.com

For nearly twenty years, Ariztical Entertainment has been distributing a wide range of award-winning films to the home entertainment marketplace. Under three distinct labels they serve to "build bridges and break through barriers of gender and culture." The indie has produced several films over the past five years, including the film festival favorites EATING OUT (1 and 2), starring Mink Stole and Jim Verraros. For more information, please visit: www.ariztical.com.

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