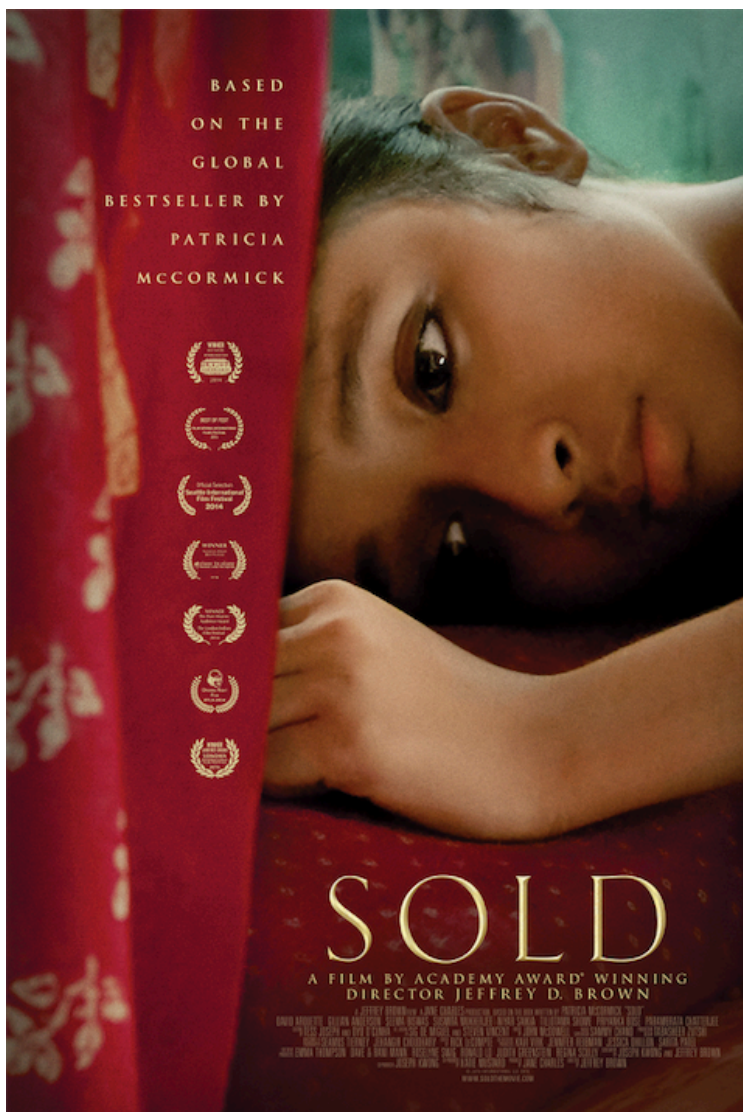


PRESS NOTES



SOLD – A film by Academy Award® Winning Director Jeffrey D. Brown

Based on the global bestseller by Patricia McCormick

From Executive Producer **Emma Thompson**

Produced by **Jane Charles**

Ensemble cast includes **Gillian Anderson** and **David Arquette**

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SYNOPSIS

A young girl, Lakshmi, leaves her home in a quiet village in the Nepali Himalayas in the expectation of a job in big city India. However, upon her arrival in Kolkata, she soon realizes she has been trafficked into a prison brothel, where she must struggle daily to survive against impossible odds. A US photographer (Gillian Anderson) hears her desperate cries for help and enlists the help of a local NGO, to spearhead a dangerous mission to rescue her. Finally, Lakshmi must risk everything for freedom. SOLD is a testament to the resilience of the human spirit and a clarion call to action.



Runtime

97 Minutes

Languages

English

Distributor

Matson Films

Genre

Drama

Official Film Website

<http://www.soldthemovie.com>

Press Materials

<http://www.soldthemovie.com/press/>

Official Film Trailer

<https://vimeo.com/100906572>

Social Media

[Facebook.com/soldthemovie](https://www.facebook.com/soldthemovie)

[Twitter.com/soldmovie](https://twitter.com/soldmovie)

#soldthemovie



THEATRICAL RELEASE – APRIL/MAY/JUNE 2016

OPENS IN NEW YORK – APRIL 1

OPENS IN LOS ANGELES – APRIL 8

OPENS IN SAN FRANCISCO, BERKELEY, SAN RAFAEL, SAN JOSE – APRIL 15

OPENS IN SEATTLE – APRIL 15

OPENS IN WASHINGTON, DC @ ANGELIKA POP-UP – APRIL 22

OPENS IN SANTA FE – APRIL 22

OPENS IN SEBASTOPOL – APRIL 22

OPENS IN PALM SPRINGS – APRIL 29

OPENS IN NEW ORLEANS – APRIL 29

OPENS IN DENVER – MAY 6

OPENS IN ATLANTA – MAY 6

OPENS IN ST. PETERSBURG – MAY 6

OPENS IN HARTFORD – MAY 6

FOLLOWED BY A NATIONWIDE RELEASE IN DOZENS OF TOP CITIES/MARKETS

*& TUGG THEATRICAL ON-DEMAND THAT WILL BRING IT INTO HUNDREDS OF
ADDITIONAL CITIES NATIONWIDE*

THE SOLD STORY – LONGER SYNOPSIS

Every year, millions of children disappear; trafficked and sold as slaves, for sex, for labor. This is happening in every country, on every continent around the world, yet this industry is largely invisible, its victims hidden. This is their story.

Based on the acclaimed and award-winning international best-seller by Patricia McCormick, *SOLD* tells the story of one girl who becomes a victim of human trafficking. The story is set in India and Nepal, where many such stories take place. *SOLD* is about an extraordinary thirteen-year old girl named Lakshmi who lives in a poor village in the mountains of Nepal.

When her father accepts an advance for her to work as a domestic servant in Kolkata, India, Lakshmi becomes obliged to work off the debt. This practice is common among traffickers and is known as “debt bondage.” Lakshmi goes willingly, believing she will work as a domestic and hoping to earn enough money to buy her mother a tin roof. She is trafficked across the border to India by a city woman who tells Lakshmi to call her Auntie Bimla. They embark together upon the long journey to India walking, hitch hiking, taking a bus and finally a train. At first, it seems like an adventure, but when they arrive in the big city, Lakshmi is handed over to Mumtaz, a Madam who presides over a brothel known as “Happiness House.” To her horror, Lakshmi discovers that she has been sold into prostitution.

With no means of escape or communication with the outside world, Lakshmi resists until she is duped and drugged into submission. Though she has lost her freedom and must cope with degradation at the hands of both clients and captors, Lakshmi retains her personal sense of honor and dignity. Gradually, she makes friends with other residents of Happiness House and we see that her strength, kindness and keen wits help her survive despite the circumstances.

She quickly learns the risks and dangers of working in a brothel, but soon realizes death would be better than continuing to work as a prostitute at Happiness House. Lakshmi begins to put a plan in motion, and hopes to become one of the lucky ones to break the chains and escape - but first she must be willing to risk her life.

BACKGROUND

The intense, emotional story of one 13 year-old girl's quest for freedom after finding herself a victim of human trafficking between Nepal and India, will hit the big screen in the feature film SOLD. Globally, the average age of a girl who is trafficked for sex is 13 years old, according to ECPAT, a global network dedicated to protecting children.

The acclaimed film is directed by Oscar®-winning filmmaker Jeffrey Dean Brown (MOLLY'S PILGRIM), executive produced by Oscar winner Emma Thompson, and produced by Jane Charles. The ensemble cast includes Gillian Anderson (X-FILES) and David Arquette. Based on the international bestselling novel by Patricia McCormick, inspired by true events, SOLD depicts the story of an extraordinary girl Lakshmi who is trafficked across the Nepal-India border and forced to work in a brothel in Kolkata, India. By telling one girl's story, SOLD gives voice to the millions of trafficked children who are unheard and unseen. McCormick's book has been translated into 32 languages and has frequently been the entry point for people to learn about the issue of modern day slavery.

SOLD stars an extensive cast and includes appearances by Gillian Anderson, the Golden Globe® and Emmy®-winning actress who portrays the US photographer Sophia, fighting against the odds to rescue girls like Lakshmi, together with the help of NGO workers Mrs Tripathi portrayed by Seirah Royin, and a U.S. volunteer Sam, portrayed by David Arquette, and Vikram, an undercover investigator, portrayed by Prambrata Chatterjee.

The film has won numerous awards and was the opening night film at numerous film festivals across the United States and around the world.

Brown believes that just as McCormick's book was a call to action for himself, this new film can serve as a call to global action on child sex trafficking. He said: "Our hope is that our film will foster global policy change and raise substantial funds for survivors in India, Nepal and the United States." Brown took inspiration from the Academy Award®-winning documentary Born Into Brothels. It is his intention that audiences experience Lakshmi's child-like view of the world. The average age of girls trafficked for sex between Nepal and India is 13-16 years old, according to Matthew Friedman an expert in trafficking and an advisor to the film.

FILMMAKER STATEMENT - BY JEFFREY D. BROWN

"I have a strong connection to India because my step-father was Indian and I traveled there when I was ten. I will never forget that experience. I saw a cow eat the food of a starving man, saw the funeral pyres of the dead burning at Varanasi. People either love India or are completely overwhelmed by it. There doesn't seem to be a middle ground. For me, reading SOLD was like reading a song/prayer/poem – I felt called to tell this story on film. I saw it visually as I read it and I responded to the urgency of the issue and the pain this girl felt. I also knew that by telling Lakshmi's story, we would give voice to the millions of invisible children trafficked every year all over the world."

An extended Director's Statement is available here:

<http://www.soldthemovie.com/press/directors-statement/>

ABOUT THE DIRECTOR - JEFFREY DEAN BROWN

Jeffrey Dean Brown studied film at Tisch School of the Arts at NYU. His first short with dialogue was an adaptation of a book called "Molly's Pilgrim." The dramatic short won an Academy Award for Best Live Action Short in 1986. Brown's first feature as a director is also a book adaptation, SOLD, written by Patricia McCormick. As a director, Brown has won numerous awards including an Emmy (for an After School Special), a Peabody, a Cine Golden Eagle, among others. He has directed 17 hours of episodic television shows such as: "The Wonder Years," "LA Law" and "Hooperman." He has also directed over 200 commercials. He Executive Produced and co-wrote with Finn Taylor; "Pontiac Moon" for Paramount and co-wrote and co-produced "Dream with the Fishes," an indie that premiered at Sundance. He lives in Northern California with his wife.

ABOUT THE PRODUCER – JANE CHARLES

Award-winning producer, Jane Charles' recent credits include: Fat Kid Rules the World, Switchmas, Grassroots and SOLD, which won "Best Narrative Feature" at AFME, and the Audience Awards at LIFF, FIFF and SIFF. Previously, Jane worked on the series: 21 Jump Street, Booker, Wise Guy and feature films: Bird On A Wire, Run and Pure Luck. She has produced countless television commercials, television shows and music videos (Sting, Harry Connick Jr, Our Lady Peace). Jane ran production companies (Apple Box Productions and Run Spot Run Films). Now she is committed to making cause-based films which entertain and enlighten. She is a co-founder of the Seattle non-profit Stolenyouth.org.

ABOUT THE EXECUTIVE PRODUCER – EMMA THOMPSON

Two-time Academy Award-winner Emma Thompson, numbers among her considerable acting credits such films as "Henry V," "Howards End," for which she won the Oscar as Best Actress, "Much Ado About Nothing," "The Remains of The

Day,” “In The Name Of The Father,” “Junior,” “Carrington,” “Sense and Sensibility,” for which she won a Best Screenplay Oscar, “Primary Colors,” “Love Actually,” “Pirate Radio,” three Harry Potter films and, most recently, “Saving Mr. Banks.” A many-faceted talent, Thompson, wrote and starred in two successful “Nanny McPhee” features, and also has notable television credits both in America and in the U.K. In addition to serving as executive producer on SOLD, Thompson also produced “Nanny McPhee Returns,” and executive produced “The Journey.” Thompson is also the president of the Helen Bamber Foundation which helps survivors of sex trafficking reclaim their lives in London.

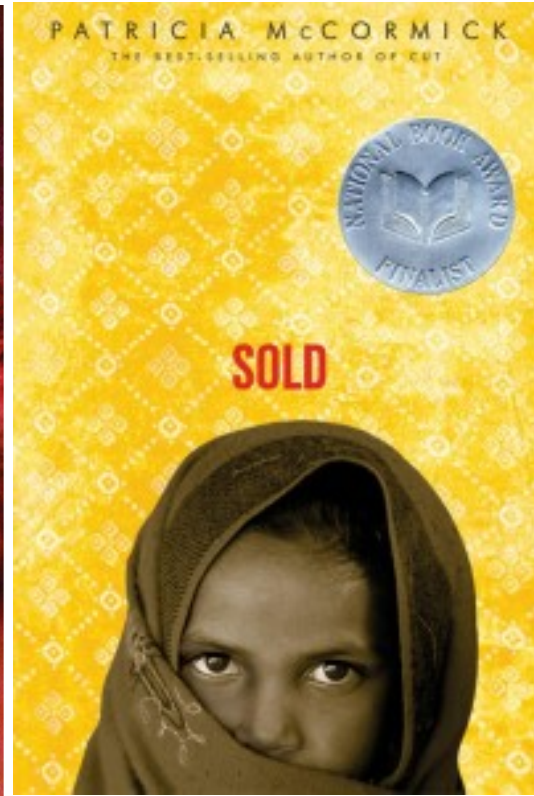
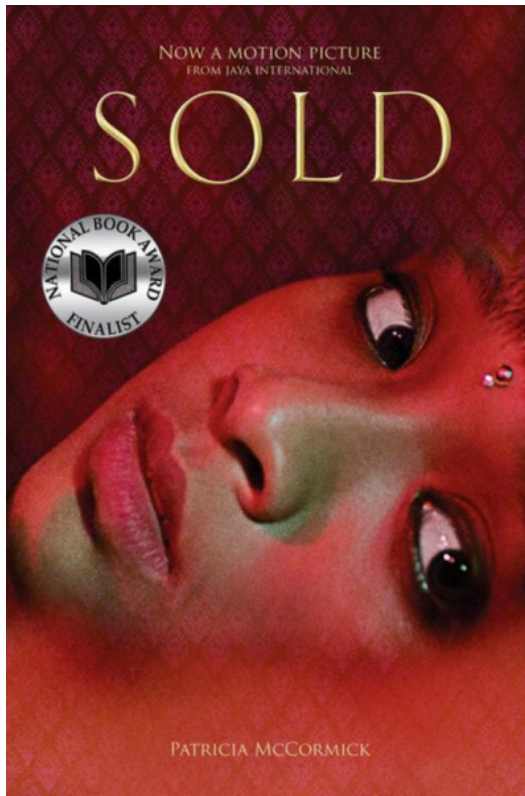
SOCIAL IMPACT INITIATIVE AND PARTNERSHIPS

SOLD is part of a wider effort to raise awareness and funds to address the issue of child trafficking.

The film team has a campaign called TaughtNotTrafficked which the release of the film SOLD will drive. The film, in partnership with many global and local non-profits: ECPAT, Save the Children, World Vision, United Way, Rotary International, ATEST, the Walk Free Campaign, Stolen Youth, Childreach International, Innocents at Risk, Apne Aap, Shakti Samuha, Buildanest.org and others, will leverage the power of the film to lead a major advocacy campaign tied with the theatrical release – intending to create real impact on the issue of sex trafficking. The goals of this campaign are to raise funds for: prevention through education, the healing and vocational training of survivors.

Unique Film: The filmmakers embrace the term “cause-based narrative” and intend to use the theatrical release to lead to real impacts. Goals of their effort include: raising the funds for Hope House and other safe houses for children of sex workers and survivors of sex trafficking. Re-building schools in Nepal and healing the PTSD of survivors using iRest Yoga.

Based upon **SOLD**, National Book Award nominee,
winner of the Quill Award, and an ALA "Best Pick."



CREDITS

Director/Co-Writer: Jeffrey Dean Brown

Producer: Jane Charles

Executive Producer: Emma Thompson

Co-Producer: Kate Mustard

Director of Photography: Seamus Tierney

Writer/Co-Producer: Joseph Kwong

Production Designer: Tabasheer Zutshi

Editor: Rick Lecompte

Music Supervisor: Sammy Chand

Composer: John McDowell

CAST

Niyar Saikia
Susmita Mukerjee
Tillotama Some
Parambrata Chatterjee
Gillian Anderson
David Arquette
Seema Biswas
Priyanka Bose
Aritrika Roy
and more

ABOUT THE CAST

NIYAR SAIKIA — “Lakshmi”

This is Niyar's first featured role though she has done a number of short films. Casting director Tess Joseph auditioned over 1,000 girls in Nepal and India for the role of Lakshmi, video taping over 700 of them. Niyar has a rare combination of profound intelligence, presence and grace. She is incredibly happy and yet can plummet into the depths of despair and sadness with her amazing acting abilities. Her father is a musician and composer and her mother is a singer. Niyar has grown up performing: dancing and singing and acting in school plays. She is from Northern India, an area close to the border of Nepal in the foothills of the Himalayan mountains. Niyar has been awarded an acting scholarship by the Indian government for her amazing talent. During the first week of shooting, Niyar celebrated her thirteen birthday on set with four cakes. We took a fifteen minute break, everyone shoveled down a piece of cake and we went right back to work. Niyar has a bright future ahead of her.

SUSMITA MUKERJEE — “Mumtaz”

Susmita Mukherjee completed her Masters in English literature from the University of Delhi with distinction and went on to complete three years at the prestigious National School of Drama, where she specialized in Acting. Subsequently she shifted to Mumbai where for the last 3 decades she has been acting on stage, TV and films, including world cinema as well as Bollywood films, including the films Dostana, Golmaal and King Uncle. She has lent her professional services, including voicing, to top grade production houses and directors in nearly 30 prime time shows and over 60 feature films. She has received several awards and accolades for her work. In an entrepreneurial attempt she has built an art village in a culturally rich rural area of central India. A book of short stories and a debut novel is pending publication.

TILLOTAMA SHOME — “Auntie Bimla”

Screen actress Tillotama Shome is known for her acclaimed portrayal of Alice in Mira Nair's Monsoon Wedding. She played a pivotal role as Deepa in director Florian Gallenberger's epic Shadows of Time (Schatten der Zeit) and appeared as Lara in Meneka Das's Little Box of Sweets; Jaya in Afia Nathaniel's short film Long After; and Miraal in Tanuj Chopra's Butterfly. Shome has acted in The Waiting City and recently played to lead with great acclaim in Qissa with Irrfan Khan.

PARAMBRATA CHATTERJEE — “Vikram”

To research his role, Parambrata met with undercover police who do rescues. He is beloved throughout India and especially in Kolkata where he comes from. Some of his other films include Kahaani, Baishe Srabon, Bhooter Bhabishvat.

GILLIAN ANDERSON — “Sophia”

Successful alternating between the big screen and the small and between America and England, Anderson is best known for creating the role of Agent Scully in the hit series “The X Files,” as well as in the feature films based on the show. Other films include “The Mighty,” “Playing By Heart,” “The House of Mirth,” “Tristram Shandy: A Cock and Bull Story,” “The Last King of Scotland,” and “Shadow Dancer.” Prominent television credits include “Bleak House,” “Great Expectations,” “Hannibal,” “The Fall,” and “The Crimson Petal and The White.” Anderson’s powerful performance as Blanche Dubois, in Street Car Named Desire, won her the Best Actress Award in London last year. The production opens in New York at St Anne’s Warehouse in April.

DAVID ARQUETTE— “Sam”

A scion of an acting family, Arquette began his career in his teens and has numerous credits in film, both mainstream and independent, and television. Features include “Where The Day Takes You,” “Buffy The Vampire Slayer,” “Airheads,” “Beautiful Girls,” “Johns,” “Scream,” and its three sequels, “Dream With The Fishes,” “300 Miles to Graceland,” “Eight Legged Freaks,” “The Darwin Awards,” and “Hamlet 2.” Among his numerous television credits are such series as “Double Rush,” “Dead Man’s Walk,” “In Case Of Emergency,” “Pushing Daisies,” “Tron: Uprising,” and guest appearances on “Friends,” “Cougar Town,” and “Medium.” Arquette serves as a producer on “Cougar Town,” a show he created with Courtney Cox Arquette, and has numerous other producing credits on his resume. He has recently directed several episodes of a number of popular series, including three of “Medium,” which starred his sister, Patricia.

SEEMA BISWAS— “Amma”

One of India’s most popular and honored character actresses, with credits in both classic Bollywood films and Indian “art” films, Biswas has appeared in such internationally acclaimed works as “Bandit Queen,” “Water,” and “Midnight’s Children,” the latter two directed by Oscar-nominee Deepa Mehta. Equally adept at performing in Hindi, English, and Tamil, she trained at the National School of Drama in New Delhi and, having subsequently joined their repertory company, her career is also firmly rooted in the theater.

PRIYANKA BOSE— “Monica”

Priyanka claimed the role of Monica with an amazing audition. Before acting, she was a dancer. With great instincts and natural charisma, she breaks hearts as Monica. Some of her other film credits include Johnny Gaddaar, Gangor, Gulab Gang, Sorry Bhai.

ARITRIKA ROY— “Shahanna”

After casting Aritrika, her principal had to be convinced to let her out of exams at school. After many cups of chai, she let her do our film to help the many girls forced into sexual slavery.

SAPTARSHI BASU ROYCHOWDHURY— “Harish”

Saptarshi, the smallest and youngest actor in our cast is also one of the most experienced. With two TV series and 3 features under his belt already. At the wrap party he danced like Michael Jackson.

RATNABALI BHATTACHARJEE — “Pushpa”

Ratnabali is a serious stage and film actress, with credits including Mumbai Calling, All that Glitters, Offshore.

ANKUR VIKAL — “Varun”

We wanted someone kind to work with Niyar. You'd never know what a gentleman Ankur is seeing him play Varun. He's an unforgettable villain. His other credits include Slumdog Millionaire, Maqbool, Striker, 24 Hours.

MADAN KRISHNA SHRESTHA — “Ganesh”

Nepali actors Madan and Hari Bansha have worked together for years. Nepalis love these two men for their humor and philanthropic work. He is also known for his work in Je Bho Ramrai Bho

GOPI DESAI — “Diya”

Gopi is a writer/director as well as an accomplished actress. She brings so much authority to her role as Diya, the tough cook with a heart of gold. Her other credits include: My Son the Fanatic, Mission Kashmir, 1942 A Love Story

SEIRAH ROYIN — “Mrs. Tripathi”

Seirah grew up in the United States, but her parents are from Southern India. She learned her Bengali accent from Urmi Basu, founder of New Light. Seirah is also an associate producer working as an integral member of our team.

NEERJA NAIK — “Anita”

Neerja is based in London. SOLD brought her to India for the first time and she loved it. She's credited as an associate producer for her invaluable assistance throughout this project. Other film credits include: Life Goes On, Hackney's Finest, Olivia Twist.