

NEWS RELEASE



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NATIONAL SCRABBLE CHAMPIONSHIP SPELLS NEW ERA FOR INDEPENDENT FILMMAKERS

ORLANDO, FL – QWERTY The Movie will forge a new era of crowd-sourced independent film distribution at the National SCRABBLE Championships on August 14 at 8:00 PM at the AMC Universal Cineplex 20.

QWERTY, a dark romantic-comedy tells the alternately caustic and heartwarming story of two reclusive nerds who recognize the rebel in each other, as shy Zoe competes to become the second female National Scrabble Champion and help irascible Marty step back from the brink of suicide.

To bring their film to the National SCRABBLE Championships, QWERTY has partnered with Tugg, Inc., an innovative distribution model that allows film-aficionados to choose the movies that play at their local theaters. As a result, QWERTY is now available for screenings at nearly any digital projection movie theater in America.

Tugg empowers individuals to select a film, theater, a screening time and date, then use social networking tools to promote the event. Once a minimum number of patrons commit to attending, Tugg will reserve the theater, manage ticketing and ensure delivery of the film, allowing the audience to sit back and enjoy the show. Tugg users who become "Promoters" are rewarded with a percentage of the screening's revenue.

Nat Dykeman, QWERTY's producer, said, "Using a simple 'supply and demand' model makes so much sense for our film. It allows micro-budget filmmakers like us the opportunity to offer a full-screen experience anywhere there's demand for our film. For us, there's no higher concentration of devoted Scrabble fans than in Orlando this August."

Utilizing crowd sourcing techniques is not new to QWERTY's producers, who generated more than \$10,000 in donations in late 2011 to finish the production. Using crowd sourcing to distribute films, however, ushers in a new-era of opportunity for all independent filmmakers.

QWERTY's award-winning director Bill Sebastian said, "I remember watching *Die Hard* on a 19" TV. Even then it was enough to inspire me to want to make films. Now I can see it on the big screen. I'm excited that Tugg's new democratization of film-exhibition not only resurrects great films from the past in their proper setting, it allows films like ours to circumvent conventional theatrical distribution companies that tend to overlook truly independent films."

In addition to being available in nearly every local market via Tugg.com, QWERTY will be screened at the prestigious Gene Siskel Film Center in Chicago from July 28 through August 1; the Prescott Arizona Film Festival on August 2 and 4; and the Port Townsend Film Festival in Washington State in September.

Roger Ebert gives QWERTY 3 out of 4 stars, and calls it "charming, winning and sweet"... a film "that knows where it wants to go and how to get there." The Dallas Observer says QWERTY is "what every romantic comedy should be". QWERTY thrilled jurors at the Nashville Film Festival, where it took multiple honors including the Honorable Mention – Narrative award.

The National SCRABBLE Championship is the nation's most prestigious and highly attended annual word competition in North America.

To learn more about QWERTY The Movie or how to plan a Tugg screening of the film in your community, please visit www.QWERTYtheMovie.com or www.Tugg.com/titles/QWERTY.

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