

For Immediate Release

Hosay Lah!

Launch of Hosaywood DVD

Named as one of Singapore's most exciting young filmmakers by The Straits Times Life!, Jacen Tan's collection of short films like *Tak Giu* (Kick Ball), *Zo Gang* (Go Work) and *Kwa Giu* (Watch Football) have gained a cult following due to its Singaporean context.

Popularising the local slang "Hosay" ("great!") has helped Tan stand out as a filmmaker who has embraced being a Singaporean by touching on topics close to the hearts of the people. He creates scenarios all Singaporeans can relate to such as youths desperately trying to find a place to play football because they are banned from doing so at HDB void decks.

"Many people have been asking me whether my films are available on DVD. I'm excited to finally release this compilation of all my short films, packed with bonus features and unseen footage. I'm also proud to premiere my latest film *Kwa Giu*. *Kwa Giu* is my most important film yet, a documentary filmed at the now demolished National Stadium. With the recent announcement of Singapore's return to the Malaysia Cup, there has been massive interest in Singapore football. *Kwa Giu* will preserve those memories and the nostalgia of the legendary Kallang Roar." says Jacen Tan.

His collection of tongue-in-cheek and very Singaporean short films is now available for the first time on DVD. Be amused by the traits and characteristics that make us Singaporeans.

Hosaywood is available on DVD from Objectifs.

Film details

1. Tak Giu (Kick Ball)
2. Zo Peng (Go Army)
3. Zo Gang (Go Work)
4. Zo Hee (Make Movie)
5. Kwa Giu (Watch Football)

Special Features: Bloopers and outtakes, Director's notes

Extra Special Features: Jacen Tan interviews himself, BALLS! 25-sec animated film and HOSAY ALL OVER THE WORLD clip.

130 minutes/ Comedy, Documentary/ PAL

RRP: \$16.50

Hosaywood is distributed by Objectifs Films.

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Annex A: Biography of Filmmaker

Jacen Tan was named by The Straits Times, Life! as one of Singapore's most exciting young filmmakers. He is known for his funny and entertaining short films.

Jacen got lucky when his first short film, TAK GIU (Kick Ball), became a viral hit on the Internet.

In 2005, his 2nd film, ZO PENG (Go Army), won 2nd place at the Panasonic MDA Digital Film Fiesta.

His series of films ZO GANG & ZO HEE (Go Work & Make Movie) continue his well-received style of filmmaking with a unique sense of local humor. ZO HEE was specially commissioned by The Substation Moving Images in 2007 to celebrate its 10th anniversary.

In 2011, Jacen will release HOSAYWOOD, a DVD compilation of his short films. He will also premiere KWA GIU (Watch Football), a documentary tribute to Singapore's National Stadium, filmed during its last ever full-house match on 31 Jan 2007.

Visit Jacen's website at www.hosaywood.com.

Annex B: About Objectifs Films

Started in January 2006, Objectifs Films is the only international short film distributor based in Singapore and the Southeast Asian region, dedicated to bringing the world of Asian short films to a global audience.

Objectifs Films distributes Asian short films of all genres and types to various platforms including television stations, Internet sites, educational institutions, airlines and other screening venues internationally. We select and represent quality short films from countries such as Singapore, Malaysia, Thailand, Indonesia and the Philippines. Our growing catalogue of films are carefully chosen based on quality, innovation and the profile of the filmmaker. In addition to short films, Objectifs Films now represents selected quality documentaries and independent feature films.

Driven by an executive team with experience in film development, marketing and education, Objectifs Films is poised to provide a launching pad for the myriad of visual voices from Southeast Asia to worldwide viewers.

Objectifs Films is jointly owned by Kinema Entertainment (the media investment company that owns Singapore's leading post-production facility, Infinite Frameworks), Objectifs – Centre for Photography and Filmmaking and Shooting Gallery Asia.