



(FOR IMMEDIATE RELEASE)

MULTIPLE MEDIA ENTERTAINMENT ACQUIRES FEATURE DOC HIP HOP EH

TORONTO, ON – June 19, 2013 – Multiple Media Entertainment Inc., a full service media content creation and distribution company, has acquired the exclusive Canadian Television and Video on Demand distribution rights to the feature-length documentary film *Hip Hop Eh*.

Five years in the making, this impressive project provides a behind-the-scenes look into the world of Canadian hip hop through interviews with the artists who helped shape it. What is the identity of Canadian hip hop? This film sheds light on the history of the Canadian scene, the pioneers, the underground movement, the radio stations that play it and the state of the industry, providing the audience with greater insight into the culture.

Hip Hop Eh features behind the scenes footage and interviews with artists such as Maestro Fresh Wes, Buck 65, Kardinal Offishall, Dj Kemo, Dream Warriors, Michie Mee, Cadence Weapon, Tom Green, Classified, Z-Trip, Rascalz, Swollen Members, Moka Only, Shad, Chin Injeti, Grand Analog, Flipout, Scratch Bastid, Bird Apres, Bubba B, Arowbe, Kilo C, The Incredible Ease, Checkmate, Concise, Kyle Kraft, Big C, Evil, Eazy Mike, Macenroe, Son Real, Snak, Kamau and Mark Keston.

"The authenticity of the music is rooted in the artist's stories of struggle and continued passion for their art, as well as the unwavering support of the fans," says Jennifer Graham, Senior Vice President of Sales & Acquisitions for Multiple Media Entertainment.

Audiences in select theatres across Canada were able to enjoy the film, released through Hlibka Entertainment. *"We are thrilled to be working with Multiple Media on the release of Hip Hop Eh with their excellent track record and market savvy expertise,"* says Jonathan Hlibka, Owner of Hlibka Entertainment.

About Multiple Media Entertainment Inc.

Multiple Media Entertainment is a full service media content creation and distribution company with offices in Toronto and Vancouver. The company continues to enhance its current listing of new releases, while providing a diverse catalogue of library content including television classics. With strong partnerships and a growing presence in the Canadian market, Multiple Media Entertainment aims to offer content that audiences across all platforms can enjoy.

About Hlibka Entertainment Inc.

Hlibka Entertainment Inc (HEI) is a film packaging, production and distribution company based in Toronto. HEI is the brainchild of film and entertainment entrepreneur Jonathan Hlibka. HEI currently owns and operates Big Picture Cinemas in Toronto, has a release slate of 20 feature films and currently in production on 5 feature films in 2013.

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