

FOR IMMEDIATE RELEASE

AWARD-WINNING KHMER FILM *PRICE OF LOVE*, PREMIERES ONLY ON IFLIX



PHNOM PENH, February 15, 2018 - iflix, the world's leading entertainment service for emerging markets, is thrilled to premiere multi-award winning romantic comedy, *Price of Love*. From today, iflix subscribers can now stream or download *Price of Love* just one month following its cinematic release – exclusively on iflix.

Directed by Matthew Robinson and starring Yubin Shin, Sambath Yim, Tommy Real, Phillip Savin and Lay Thavy, *The Price of Love* is a comical take on a young man's quest to avoid an arranged marriage by pretending to be in love with someone else. Desperate for freedom, Rith persuades a beer girl, Chhaya to pose as his girlfriend. Set against the beautiful coastal landscape of Kampong Som, the film follows Rith's antics as his parents fall unexpectedly in love with Chhaya.

Produced by leading Cambodian production house Khmer Mekong Films, *Price of Love* won four top awards at the recent Cambodian National Film Festival in 2017 including "Best Film" and "Best Actress" for Yubin Shin.

iflix Head of Indochina, Adeana Greenlee said: “The addition of *Price of Love* is a continuation of our commitment to provide our subscribers with content that is fresh and in tune with what our subscribers want to watch. With *Price of Love* available just one month following its cinematic release, iflix subscribers can now stream and download the latest KMF blockbuster unscheduled and on demand.”

“It is a fantastic way to celebrate Valentine’s Day, as we continue to support the Cambodian entertainment industry by providing a global platform to showcase local talent. We are confident that audiences across Asia, the Middle East and Africa will fall in love with *Price of Love*,” she added.

Now available to over one billion consumers across 25 territories throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming. Offering consumers, a vast library of top Hollywood, Asian and Middle Eastern regional, and local TV shows and movies, including many first run exclusives and award-winning programs, each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever.

ABOUT IFLIX

iflix is the world’s leading entertainment service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection everyone’s favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies, live sports and more from Hollywood, the UK, Asia, The Middle East and Africa, iflix places the entertainment people want at their fingertips to either stream or download. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let’s play.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana, Nepal, Bangladesh and Zimbabwe.

For more information, please contact:

Zaya Pono
Regional PR & Communications – Asia
zaya@iflix.com



LET'S PLAY

+6017 9292 754