

SHOWBOX / MEDIAPLEX

AFM 2010 LINE-UP



CONTACT IN AFM

SUITE 454 LOEWS HOTEL T 310 458 6700

EXECUTIVE ATTENDEES

Judy AHN Head of Int'l Business / Sales & Acq. | E judy@showbox.co.kr | US Mobile 213 268 4138

SooJin JUNG Senior Manager / Sales | E soojin@showbox.co.kr | US Mobile 213 268 3786

Sonya KIM Manager / Sales & Festival | E sonyakim@showbox.co.kr | US Mobile 213 268 6787

June Lee Acquisitions & Int'l Marketing | E yoolis@showbox.co.kr | US Mobile 213 268 38363

>> MARKET SCREENING

THE HAUNTED HOUSE PROJECT

4 NOV (THU) 13:00
FAIRMONT 3

MAN OF VENDETTA

5 NOV (FRI) 13:00
FAIRMONT 2

FOXY FESTIVAL

6 NOV (SAT) 11:00
AMC SANTA MONICA 2

> PROMO AVAILABLE

THE YELLOW SEA
ROMANTIC DEBTORS

> COMPLETED

HE'S ON DUTY
A BAREFOOT DREAM

> UPCOMING 2011

IN LOVE AND THE WAR (W/T)
THE FRONTLINE (W/T)
DETECTIVE K: SECRET OF A PEDDLER'S INN (W/T)
CHAMP (W/T)
THE THIEVES (W/T)

*In 42 years, 6 went missing, 8 had accidents and 11 were murdered in the house.
Stay out if you want to stay alive*

THE HAUNTED HOUSE PROJECT

페가

> MARKET SCREENING

4 NOV (THU) 13:00
FAIRMONT 3

Genre	Horror
Running Time	87 min
Directed by	LEE Cheol-ha (LOVE ME NOT)
Starring	SHIN Kyung-sun YOUN E-na JUN In-girl LEE Hwa-jung HYUN Tae-ho SHIN So-yul
Release	Aug 19, 2010



Synopsis

Three haunted house club members and three camera crew travel to a haunted house to shoot a documentary. Ignoring all signs from the other world, they enter this haunted house and disappear without a trace. A video footage of what they shot during their visit was since recovered by staff members who went to look for them. The clues to their disappearance may contain inside the tape.

*8 years passed since he lost his daughter,
but she comes back alive with the kidnapper!*



MAN OF VENDETTA

파괴된 사나이

> MARKET SCREENING

5 NOV (FRI) 13:00
FAIRMONT 2

Genre	Thriller
Running Time	114 min
Directed by	WOO Min-ho
Starring	KIM Myung-min (CLOSER TO HEAVEN / tv-BEETHOVEN VIRUS) UHM Ki-june
Release	July 1, 2010



Synopsis

Pastor JOO Young-su is a man of rock solid faith. His life is shattered when his 5-year-old daughter is kidnapped. He seeks God with desperate prayers for her safe return but to no avail. Feeling betrayed and distraught with anguish, Ju renounces his faith and leads a completely secular life. Eight years pass and he receives a call about his daughter – that she is still alive and is living with the kidnapper. Once again, Ju's resolute attempt to rescue his daughter begins.

Everybody has different fantasy in sex, and a little secret



FOXY FESTIVAL

페스티벌

> MARKET SCREENING

6 NOV (SAT) 11:00
AMC SANTA MONICA 2

Genre Erotic Comedy
Running Time 111 min
Directed by LEE Hae-young (LIKE A VIRGIN)
Starring SHIN Ha-kyun (THIRST / JOINT SECURITY AREA)
 SHIM Hye-jin (DELIVERING LOVER / OVER THE BORDER)
 RYU Seung-bum (NO MERCY / CRYING FIST)
 UM Ji-won (A TALE OF CINEMA / ROMANTIC DEBTORS)
 OH Dal-soo (THE SERVANT)
 SUNG Dong-il (TAKE OFF)
 BAEK Jin-hee (BANDUBI)
Release Nov 18, 2010



Synopsis

Jang-bae, a police officer with high confidence in his sexual prowess is shocked when he discovers his girlfriend's vibrator. Sun-shim, an elegant traditional dress-maker one day finds herself unexpectedly excited at the sight of a whip and handcuffs while visiting a hardware store. A high school girl, Ja-hye, makes extra pocket money from selling her used underwear on the black market. A middle-aged school teacher discovers a whole new world of festish after trying on a piece of lingerie he got for his wife. Ordinary people with secret desires venture out to pursue their sexual fantasies.

To Pay off gambling debt, a man is tricked into entering a dangerous trap



THE YELLOW SEA

황해

> PROMO AVAILABLE

Genre	Action, Thriller
Status	In Post-Production
Directed by	Na Hong-jin (THE CHASER)
Starring	HA Jung-woo (THE CHASER / TAKE OFF) KIM Yoon-suk (THE CHASER / WOO CHI)
Release	Dec, 2010
Co-presented by	FOX INTERNATIONAL PRODUCTIONS



Synopsis

On the Chinese side of Chinese-Russian-North Korean border, there is a region called Yanji Korean Autonomous Prefecture. The film tells a story of a man from here, who embarks on an assassination mission to South Korea in order to pay off his mounting debt. He is only given some money in advance and takes on the job without knowing much about his target. However he is endangered by a series of conspiracy and betrayal, and eventually realizing that he is tricked into a vicious trap.

*The uncomfortable relationship started with a credit card bill,
their love blooms even in debt*



ROMANTIC DEBTORS

불량남녀

> PROMO AVAILABLE

Genre	Romantic Comedy
Running Time	TBD
Directed by	SHIN Keun-ho
Starring	LIM Chang-jung (SEX IS ZERO) UM Ji-won (A TALE OF CINEMA / FOXY FESTIVAL)
Release	Nov 4, 2010



Synopsis

Keuk-hyun is a detective who excels at doing things that annoys women. He is in a serious situation with his credit card debt and to him, the customer relations representative from the card company, Mu-ryeong, is a real pain in the neck. Mu-ryeong makes her living pressing the debtors day and night. Her dream is to save up enough money to get her mother's repossessed house back. She dreads Keuk-hyeon who bombard her with foul languages if he doesn't avoid her calls. No longer able to put up with his behavior, she sets out to face her nemesis at the police station. Through following chain of events the two start to grow on each other little by little.

Mr. Bang's tearful and comic journey to success!



HE'S ON DUTY

방가? 방가!

Genre	Comedy
Running Time	110 min
Directed by	YOOK Sang-hyo (IRON PALM / HI, DHARMA 2)
Starring	KIM In-kwon (HAEUNDAE / SECRET) KIM Jung-tae (I CAME FROM BUSAN)
Release	Sept 30, 2010



Synopsis

BANG is a clumsy but a righteous, sincere and pleasant man. Due to his dark skin and short height, he's been teased as a South East Asian since he was young and constantly fails to land a job. He finally gets hired at a factory but only after he poses himself as a Bhutanese foreign worker named 'Banga'...

The children of East Timor who found hope in the sports



A BAREFOOT DREAM

맨발의 꿈

Genre	Sports, Drama
Running time	119 min
Directed by	KIM Tae-kyun (HIGANJIMA / ROMANCE OF THEIR OWN / VOLCANO HIGH)
Starring	PARK Hee-soon (7 DAYS / THE SCAM)
Release	June 24, 2010

The Korean Entry for 83rd Academy Awards' Best Foreign Language Film Category



Synopsis

Won-kang, a former soccer prospect whose life didn't turn out quite promising, is at the end of rope when he goes to East Timor. There seems to be not much hope until he comes across the street kids playing a ball with bare feet. At first, he thinks he can sell soccer goods to the kids. But he soon realizes none of them can afford to buy any of it. With deep regrets on his idea of taking advantage of these poor kids and his passion to soccer, he decides to teach the kids how to play ball. His dedication and dream of the kids meet up to form the first youth soccer team of East Timor. Based on a true story of East Timor Youth Soccer Team.

IN LOVE AND THE WAR (W/T)

적과의 동침

Genre War Drama, Romance
Status In Production
Directed by PARK Gun-young (LIFTING UP KING KONG)
Starring KIM Ju-hyuk (THE SERVANT / LOVE ME NOT)
 CHUNG Ryeo-won (CASTAWAY ON THE MOON)
Release Spring, 2011



Synopsis

June 1950, soon after the break out of Korean War, a troop of North Korean soldiers enter a small South Korean village. Captain Jeong-woong proclaims that they came to liberate the villagers but their true agenda is to ferret out the reactionaries. The villagers and Seol-hee who is separated from her fiancé on her wedding day, offer them heartfelt hospitality and cooperation to avoid falling out of the army's favor. Eventually friendship starts to build up between the soldiers and the villagers.

DETECTIVE K : SECRET OF A PEDDLER'S INN (W/T)

조선명탐정

Genre Drama, Comedy
Status In Production
Directed by KIM Sok-yun (OLD MISS DIARY)
Starring KIM Myung-min (MAN OF VENDETTA / CLOSER TO HEAVEN)
 HAN Ji-min (CAVAVER)
Release Spring, 2011



Synopsis

Wherever he goes or whatever he does, trouble seems to follow detective PARK. He receives a special mission from the king to investigate LIM's family, one of the royal families. LIM is suspected of funneling taxes to be paid to the king and it is PARK's mission to find the evidence to support that suspicion. During his investigation, he acquaints LIM's daughter-in-law Ah-young, whose reputation for her loyalty to one man is well known all over the town. With the help of Ah-young, PARK uncovers a conspiracy despite LIM's constant interference. PARK falls deeper into the rabbit hole and endangers himself in the process.

THE FRONTLINE (W/T)

고지전

Genre War Drama
Status In Production
Directed by JANG Hun (SECRET REUNION / ROUGH CUT)
Starring SHIN Ha-kyun (THIRST / JOINT SECURITY AREA)
 GOH Soo (WHITE NIGHT)
 KIM Ok-vin (THIRST / THE ACTRESSES)
Release Summer, 2011



Synopsis

Towards the end of the Korean War, a South Korean battalion is fiercely battling over a hill on the front line border against the North. KANG is dispatched to the front line in order to investigate the tacit case that's been happening there. But he gets spiraled into the war that's more terrifying than death itself when he meets his friend KIM, who has transformed into a war machine, and his unit. Will this war ever end?

CHAMP 챔프

Genre Drama
Status In Pre-Production
Directed by LEE Hwan-kyung (HE WAS COOL / LUMP OF SUGAR)
Starring CHA Tae-hyun (HIGHWAY STAR / SCANDAL MAKERS)
Release Summer, 2011

Synopsis

Horse jockey Seung-ho lost his wife and his sight in a fatal car accident. He leads an aimless life with his little daughter but loses all his savings when he tried to cheat at the horse track and flees to a remote ranch in Jeju Island. There he meets a violent and limping horse Woo-bak and he trains the horse ready for race. Against all odds, Seung-ho and Woo-bak finishes first in the preliminaries but when Seung-ho's blindness is discovered by the officials, they're disqualified from the finals. Woo-bak rejects all other jockeys and direly awaits Seung-ho to come back. The limping horse and his blind jockey bet everything to race one last time.

THE THIEVES 도둑들 2010 PUSAN PROMOTION PLAN (PPP) PROJECT

Genre Crime, Action
Status In Development
Directed by CHOI Dong-hoon (WOO CHI / TAZZA: THE HIGH ROLLERS)
Starring TBD
Release Winter, 2011

Synopsis

Nine of the best thieves from Korea and China get together in Macao to steal the world's most prized diamond. But everyone has their own agenda. Only one will walk away with the diamond. Who will succeed and live to see another day?



SUITE 454 LOEWS HOTEL T 310 458 6700

E sales@showbox.co.kr W www.showbox.co.kr/english