



FREEFORM

hulu

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**FREEFORM & HULU ACQUIRE LINEAR AND DIGITAL RIGHTS TO
THREE FEATURE FILMS FROM STXfilms**

'HUSTLERS,' 'I FEEL PRETTY' AND 'THE UPSIDE' TO ROLL OUT BEGINNING IN 2020

In advance of today's Television Critics Association Winter Press Tour, Freeform and Hulu announce the acquisition of three hit films from STXfilms. The two Walt Disney Television entities struck a deal to license STXfilms' "Hustlers" and "The Upside," each of which generated over \$100 million during their North American theatrical run, as well as the STX hit comedy "I Feel Pretty," which generated over \$94 million worldwide. The films will simultaneously debut on Freeform and Hulu.

Starting with the Amy Schumer comedy "I Feel Pretty" in August 2020, the films will premiere day-and-date on both Freeform and Hulu. "The Upside," starring Kevin Hart, Bryan Cranston and Nicole Kidman, and "Hustlers," starring Constance Wu and Jennifer Lopez, will premiere over the course of the multiyear partnership.

The new deal reinforces Freeform's commitment to high-quality, award-winning entertainment in addition to bold original programming, including "grown-ish," "Good Trouble," "The Bold Type," and breakout series "Party of Five" and "Everything's Gonna Be Okay." It also marks yet another example of Hulu's continued success in bringing popular feature films to its growing film offerings, which also includes recent hits like "Us," "Aquaman" and "Green Book."

I FEEL PRETTY: A woman who struggles with feelings of deep insecurity and low self-esteem (Amy Schumer) that hold her back every day, wakes from a brutal fall in an exercise class believing she is suddenly a supermodel. With this newfound confidence, she is empowered to live her life fearlessly and flawlessly, but what will happen when she realizes her appearance never changed? Written and directed by Abby Kohn and Marc Silverstein, the film is produced by McG, Mary Viola, Alissa Phillips, Dominic Rustam, Nicolas Chartier and Amy Schumer.

THE UPSIDE: Directed by Neil Burger ("The Illusionist," "Limitless"), with a screenplay by Jon Hartmere, and produced by Escape Artists' Jason Blumenthal, Todd Black and Steve Tisch, "The Upside" chronicles the unexpected friendship between Phillip Lacasse (Cranston), a Park Avenue billionaire left paralyzed after a paragliding accident, and ex-con Dell Scott (Kevin Hart), a man in need of a fresh start. Newly paroled and in desperate need of a job, Dell is frustrated by the menial opportunities available to an ex-con. After finding himself at the wrong job interview, Dell uses his irreverent charisma to charm Phillip, who, despite protests from his chief-of-staff Yvonne (Nicole Kidman), offers him the home aid position. Despite a rocky start, the two quickly realize how much they can learn from each other's experiences. From worlds apart, Phillip and Dell form an unlikely bond, bridging their differences and gaining invaluable wisdom in the process, giving each man a renewed sense of passion for all of life's possibilities.

“The Upside” is inspired by the 2011 box office hit French film “Les Intouchables.”

HUSTLERS: “Hustlers” follows a crew of savvy former strip club employees who band together to turn the tables on their Wall Street clients. The film is inspired by the article published by New York Magazine entitled “The Hustlers at Scores,” written by Jessica Pressler. The film stars Constance Wu, Jennifer Lopez, Julia Stiles, Keke Palmer, Lili Reinhart, with Mercedes Ruehl and Cardi B. The film also stars an outstanding ensemble cast that includes Lizzo, Mette Towley, Madeline Brewer and Trace Lysette. The film is written and directed by Lorene Scafaria. The producers are Jessica Elbaum, Elaine Goldsmith-Thomas, Jennifer Lopez, Benny Medina, Will Ferrell and Adam McKay.

About Freeform

Freeform connects to audiences with bold original programming and immersive social engagement that moves the cultural conversation a little forward. As Walt Disney Television’s young adult television network, Freeform channels the force and momentum of its audience in its quest for progress with authentic, groundbreaking original series such as “grown-ish,” “The Bold Type,” “Good Trouble,” “Siren,” “Party of Five,” “Everything’s Gonna Be Okay” and more. The network also programs tentpole events such as “31 Nights of Halloween,” “Kick Off to Christmas” and “25 Days of Christmas.” Upcoming original series includes “Motherland: Fort Salem.”

About Hulu

Hulu is the leading premium streaming service offering live and on-demand TV and movies, with and without commercials, both in and outside the home. Launched in 2008, Hulu is the only service that gives viewers instant access to current shows from every major U.S. broadcast network; libraries of hit TV series and films; and acclaimed Hulu Originals like Emmy® and Golden Globe Award-winning series *The Handmaid’s Tale* and *The Act*, Golden Globe Award-winning series *Ramy*, Emmy® Award-nominated series including *The Looming Tower*, *Catch-22*, *Castle Rock*, and *Pen15* alongside hit series *Marvel’s Runaways*, *Dollface*, *Shrill* and Oscar® and Emmy®-nominated documentary film *Minding the Gap*. The service also streams live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Discovery Networks – available all in one place. Upcoming Hulu Originals include *Little Fires Everywhere* from Reese Witherspoon and Kerry Washington and *The Dropout* based on the ABC News investigative podcast and starring Kate McKinnon.

About STX Entertainment

STX Entertainment is a global, next-generation media company whose mission is to unlock the value of the direct connection stars have with their fans through the development, financing, production, marketing and distribution of film, television, digital video, music and live entertainment content. It is the industry leader in transforming beyond traditional platform-driven content to creating talent-driven enterprises.

The company is led by accomplished businessman and entrepreneur Robert Simonds. Investors include the global private investment firm TPG Growth; Hony Capital, a leading private equity firm in China; PCCW, Southeast Asia’s largest Internet and cable services provider; Tencent Holdings, China’s leading provider of online products and services; Liberty Global, the world’s largest distribution platform; Dominic Ng, Chairman of East West Bank; New Enterprise Associates (NEA);

DNS Capital (representing the business interests of Gigi Pritzker and her immediate family); and Beau Wrigley, former Chairman and CEO of the Wm. Wrigley Jr. Company, among others. With these strategic relationships, the company is uniquely positioned to maximize the impact of content worldwide, with direct passage into the China market. For more information, please visit <http://www.stxentertainment.com>.

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