

FTO PRE-ORDER ASSETS

TITLE	THE UPSIDE
RATING	TBC
RELEASE DATE	TBC
PRE-ORDER DATE	Friday 11 th January 2019
<p>PRE-ORDER ARTWORK (ARTWORK TBC)</p>	<p>Download here</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="373 703 647 1144"> <p>PACKSHOT</p> </div> <div data-bbox="679 703 1402 1144"> <p>LANDSCAPE</p> </div> </div>
<p>THEATRICAL ARTWORK & GUIDELINES (For Merchandising)</p>	<p>Download layered 1 Sheet here Download layered Quad here</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="373 1279 703 1760"> </div> <div data-bbox="727 1279 1390 1760"> </div> </div> <ul style="list-style-type: none"> • Please include talent names where possible on any banners/merchandising • Please include “Based on a true story” sub text
FILM STILLS	Download here



TRAILER

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SYNOPSIS

Directed by Neil Burger (*The Illusionist*, *Limitless*), with a screenplay by Jon Hartmere, *THE UPSIDE* chronicles the unexpected friendship between Phillip Lacasse (Bryan Cranston), a Park Avenue billionaire left paralyzed after a paragliding accident, and ex-con Dell Scott (Kevin Hart), 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.

KEY TITLE INFO

Genre – Drama, Comedy

Director – Neil Burger

Key cast:

Bryan Cranston (TV's "Breaking Bad",
Kevin Hart (Jumanji: Welcome To The Jungle, Ride Along)
Nicole Kidman (TV's "Big Little Lies", The Beguiled)

Running Time – approx. 2 hours 5 minutes

TARGET AUDIENCE

Adults 25+, Fans of cast, Fans of drama and comedy, Fans of original French film *Untouchable* (*Intouchables*)

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