**VIMEO ANNOUNCES DIGITAL PREMIERE OF**

**“HALF OF A YELLOW SUN” STARRING CHIWETEL EJIOFOR ON VIMEO ON DEMAND**

**The critically acclaimed romantic drama based on Chimamanda Ngozi Adichie’s novel, “Half of a Yellow Sun” makes a US digital premiere on Vimeo On Demand**

**New York, NY (June 26, 2014)** – Currently in theatres in over 40 cities, Vimeo and monterey media are proud to announce a US VOD premiere of director Biyi Bandele’s film ***“Half of a Yellow Sun”*** on Vimeo On Demand. The film will be available for purchase and rental on Vimeo On Demand (<http://vimeo.com/ondemand/halfofayellowsun>) on June 29th.

Based on the award winning novel by Chimamanda Ngozi Adichie adapted and directed by Biyi Bandele and produced by Andrea Calderwood (“The Last King of Scotland” and “The Constant Gardener”), ***“Half of a Yellow Sun”*** first premiered with critical acclaim at the 2013 Toronto International Film Festival.

***“Half of a Yellow Sun”*** follows two glamorous twins, Olanna (Thandie Newton) and Kainene (Anika Noni Rose), from a wealthy Nigerian family, who upon returning to a privileged city life in newly independent 1960s Nigeria after their expensive English education, take very different life paths. Olanna shocks her family by going to live with her lover, the “revolutionary professor” Odenigbo (Academy Award nominee Chiwetel Ejiofor) and his devoted houseboy Ugwu (John Boyega) in the dusty university town of Nsukka; Kainene turns out to be a fiercely successful businesswoman when she takes over the family interests, and surprises even herself when she falls in love with Richard (Joseph Mawle), an English writer. Preoccupied by their romantic entanglements, and a betrayal between the sisters, the events of their life seem to loom larger than politics. However, they become caught up in the events of the Nigerian civil war, in which the lgbo people fought an impassioned struggle to establish Biafra as an independent republic, ending in chilling violence, which shocked the entire world.

“Half of a Yellow Sun is a beautiful, touching story which has deeply engaged fans of film and history,” said Sam Toles, Vice President Content Acquisition and Business Development, Vimeo. “We are thrilled to partner monterey media as a digital launch platform for this important film.”

“We are very excited to team up with Vimeo to share the release of this timely film with their vast audience,” said Scott Mansfield, CEO and Managing Partner of monterey media.

***“Half of a Yellow Sun”*** is rated R and runs 113 minutes.

The acclaimed film will be available to rent for $3.99 and for purchase for $12.99 through Vimeo On Demand in the US.

**Trailer Embed Code:** <iframe src="//player.vimeo.com/video/97563529?color=ff0179" width="500" height="281" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe> <p><a href="http://vimeo.com/97563529">Half of A Yellow Sun - Trailer</a> from <a href="http://vimeo.com/montereymediavod">Monterey Media VOD</a> on <a href="https://vimeo.com">Vimeo</a>.</p>

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**About monterey media inc.**

monterey media is celebrating 30 plus years as an exclusive distributor of quality films. It is a privately owned entertainment industry company specializing in uniquely tailored distribution and marketing for independent films. monterey media films have been nominated or won the Independent Spirit Award, Golden Globe Award, and NAACP Image Award, and includes film premieres at Sundance, TIFF, SXSW, and the Tribeca Film Festivals, as well as being included on Roger Ebert’s 10 Best Independent Films list.

For more information, please visit: <http://www.montereymedia.com/>

**About Vimeo**

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share and discover videos. Vimeo has over 26M registered members and reaches a global monthly audience of more than 170M. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

**MEDIA CONTACT:**

Jessica Casano-Antonellis

[Jessica@vimeo.com](mailto:Jessica@vimeo.com)

212-524-7164