

PRESS RELEASE

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**NOS LUSOMUNDO TO DISTRIBUTE 'THE RIGHT JUICE'
FEATURE FILM WITH THE TITLE 'O SONHO CERTO – UMA
HISTORIA DO ALGARVE'**

PREMIER IN FARO ON 29 AUGUST FOLLOWED BY PUBLIC RELEASE

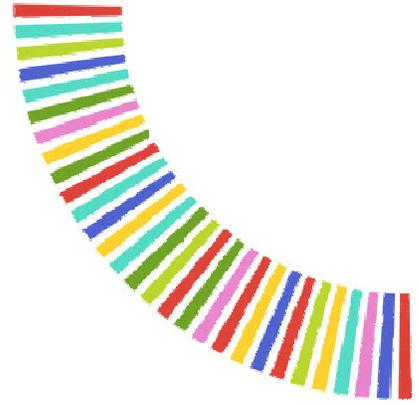
NOS has acquired the rights to THE RIGHT JUICE for Portugal, the Portuguese speaking African countries and Equatorial Guinea. The independent feature film will be released in these regions with the title O SONHO CERTO. The film stars Lúcia Moniz (Love Actually), Mark Killeen (Game of Thrones), Miguel Damião, Ellie Chidzey and Beau McClellan and is directed by Kristjan Knigge in his directorial debut. The announcement was made today by Saúl Rafael, Marketing Director of NOS and BJ Boulter, Producer of the THE RIGHT JUICE.

THE RIGHT JUICE is a comedic drama about a 40-something ex-banker who moves from London to the Algarve to re-invent himself as an orange farmer. Through his quest to find water for his trees, save his marriage and make peace with his past he discovers that simply changing the venue and his career doesn't deliver the life changes he expects. He finds out that he's up against all odds but among new friends. In the words of one of the mentors he meets along the way: "Sometimes a man need not change what he does, but why he does it."

According to Saúl Rafael, "*THE RIGHT JUICE fits perfectly in our content strategy as it is deeply rooted in Portuguese culture although is presented in an English style which connects with a broad audience.*"

Director Kristjan Knigge shared, "*THE RIGHT JUICE is proof that the Algarve is a paradise for the filmmaker, it's a wonderful place to create maximum impact at minimal cost and that's what we were able to do while telling this very human story about a man at one of life's cross roads.*"

The film was shot completely in the Algarve with a cast and crew from Portugal, Denmark, the Netherlands and the United States. THE RIGHT JUICE is unique as it is one of the first feature films to receive a Portuguese certificate of origin with the majority of the dialogue is in English. The film was financed independent of grants through the contribution of time and equipment by the cast and crew, the sponsorship of local businesses, an international crowd funding campaign and with direct investment by the producers.



The Portuguese premiere will be on Friday, 29 August 2014 at the Teatro das Figuras in Faro, Algarve and will be followed by a public release throughout the Algarve and then throughout Portugal in early October. Tickets for the premier are available directly from the theatre at www.teatromunicipaldefaro.pt or +351 289 888 110.

About NOS

We are the biggest communications and entertainment group in Portugal.

We are leaders in pay TV, in latest generation broadband and in cinema distribution and exhibition. We have more than 3.2 million mobile phone customers, around 1.5 million television customers, 1.5 million fixed telephone customers and 927 thousand broadband Internet customers. We are quoted on the main Portuguese stock market (PSI-20), with a capitalisation in excess of 2.5 thousand million Euros.

We have more than 200 cinemas open to the public in Portugal, while for those, who prefer to stay at home, we have the biggest video club in the country with thousands of films, drama series, cartoons and documentaries.

About Fluxo Banal

Fluxo Banal is an Algarvian film production company which bring over seventy years of film and television production experience to the region. As a truly independent family company, they are able to produce material of remarkable quality while respecting the expectations and budgets of their local and international clients.

See <http://www.therightjuice.net/press/> for graphics and images.