

“I am excited that AVATAR will be available on a Blu-ray. It is a landmark film”, Rakeysh Omprakash Mehra.

CAMERON promises to plant One million trees by year end, to mark Earth Day.

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Eminent film director Mr Rakeysh Om Prakash Mehra celebrated EARTH DAY and released the DVD and Blu-Ray of James Cameron's AVATAR, on April 22nd at Landmark, Infinity Mall, Andheri [west].

Mr Mehra quoted that, “AVATAR is a landmark film and a milestone in cinemas history. I'm excited that it will be now available on DVD and Blu-Ray.”

The brief yet exciting event saw Rakeysh Omprakash Mehra and James Cameron sharing stage, though the latter in a digital form, having sent a pre-recorded message, celebrating the global release of AVATAR's DVD and Blu-ray discs. Cameron also promised to plant one million trees by end of the year to spread the environment message on Earth day.

Rakeysh Mehra, who released the DVD and Blu-ray discs, also clicked the remote to mark the formal release dubbed versions of AVATAR in English, Hindi, Tamil and Telugu.

Landmark stores across India also plays host to a unique 'STAND TALL AND GAIN' contest, where a customer gets a chance to win gift vouchers, after measuring his height, on the AVATAR height chart, on his purchase of the AVATAR DVD or BLU-RAY. He can redeem this voucher on his next purchase of an EXCEL product.

In another contest an individual has to merely click a picture with the AVATAR image and upload the picture on facebook, with a message on EARTH DAY, and he gets a chance to win fantastic prizes. These contests go on till the 5th of June which is the ENVIRONMENT DAY.

About Avatar:

Since its global theatrical release last December, AVATAR continues to make motion picture history. The Golden Globe® and Oscar® winning epic is the highest grossing film of all time, taking in over \$2.6 billion in worldwide box office, with \$1.9 billion derived from international markets.

Written by Cameron and produced with his long-time collaborator Jon Landau, AVATAR stars Sam Worthington, Zoë Saldana, and Sigourney Weaver; as well as Stephen Lang, Michelle Rodriguez, Giovanni Ribisi and Joel David Moore.

About Blu-ray

Blu-ray Disc (also known as BD or Blu-ray) is an optical disc storage medium designed to supersede the standard DVD format. Its main uses are for storing high-definition video, capable of carrying 1080P picture resolution and 7.1 lossless surround sound. It is for use only with Blu-ray Disc Players, Blu-ray Disc computer disc drives and PlayStation 3 Game consoles. With up to 25 GB per single layered, and 50 GB per dual layered disc, the disc has the same physical dimensions as standard DVDs and CDs but can carry data which is 5 times more than a DVD and 70 times more than a VCD.

About Excel:

A recognized company, EXCEL HOME VIDEOS is the nationwide marketing, sales and distribution unit for all Twentieth Century Fox Home Entertainment LLC (TCFHE) products. In its other Avatars under Excel Interactive and My Baby Excels, it also distributes Interactive Games and Toys across a wide range of stores throughout India. EXCEL HOME VIDEOS BELIEVES IN BRINGING ENTERTAINMENT HOME.

The AVATAR DVD will be sold across all music, books, toys, games, departmental and DVD stores all over INDIA. The price of a DVD will be Rs 499 and the Blu-Ray will cost Rs 1299.

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