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B-Side Entertainment Acquires Negin Farsad's "Nerdcore Rising"

Film launches at Penny Arcade Expo in Seattle with
live performance by star MC Frontalot

B-Side partners with Song Fight to offer national contest
"Nerdcore Rising Song Fight" to all aspiring Nerdcore artists

"Honest and heartfelt. You couldn't ask for a better primer." – **Wired**

"Makes for a hell of a fun ride. Director Negin Farsad has created an awesome documentary.
This turned out to be one of my favorite films this year." - **Ain't It Cool News**

Austin, TX (September 1, 2009) – Today, B-Side Entertainment announces the acquisition of the critically acclaimed film "Nerdcore Rising" by filmmaker Negin Farsad. B-Side will officially launch "Nerdcore Rising" at Penny Arcade Expo in Seattle this Friday, September 4, with a live performance by the film's star MC Frontalot. Additionally, B-Side is partnering with national song competition site "Song Fight" (www.songfight.org) to create the "Nerdcore Rising Song Fight" competition with a grand prize of a trip to an upcoming MC Frontalot's show.

"Nerdcore Rising" introduces a new wave of hip-hop to the world called "Nerdcore," where computer-obsessed geeks bust rhymes about the hard knock life of nerdism. The gut-busting comedy follows MC Frontalot, the "Godfather of Nerdcore", on his first national tour where the roots of the genre, the dorky complexities of its artists, and one MC's fight for nerd stardom is revealed. Notable artists who popularized the genre, including Weird Al Yankovic, Prince Paul and Jello Biafra, provide commentary in the film.

To officially kick off the launch of the film's screening program, MC Frontalot will perform live this Friday, September 4, at 10:00 PM, at Penny Arcade Expo, the annual gamer festival held in Seattle at the Washington State Convention and Trade Center. He will be on hand to autograph copies of the "Nerdcore Rising" DVD for fans at the festival. Beginning later this week, fans can sign up to host their own screenings of "Nerdcore Rising" at www.nerdcorerisingthemovie.com.

Nerds, aspiring musicians and "Nerdcore" groupies are also encouraged to submit their best "Nerdcore" work to "Nerdcore Rising Song Fight", a national contest in partnership with Song Fight, an online competition judged by Internet users. Details of the contest can also be found on the "Nerdcore Rising" website. The winner of the contest will receive a trip to one of MC Frontalot's upcoming shows in the United States.

“Nerdcore Rising’ reveals an unapologetically uncool musical phenomenon that has amassed a loyal following across the country,” said B-Side Founder and CEO Chris Hyams. “B-Side is excited to bring this film to a broader audience and help them to discover their inner nerd.”

“Nerdcore Rising” is B-Side’s fourth acquisition this year. The company plans to acquire ten films in 2009.

About B-Side Entertainment

B-Side Entertainment (www.bside.com) is a specialty film distributor that uses digital marketing and exhibition to connect films directly with audiences. The key to B-Side's unique distribution model is its technology platform which powers the web sites for more than 250 international film festivals, capturing feedback from 4 million audience members each year. B-Side distributes films globally using theatrical and non-theatrical venues, and through partnerships with DVD, digital, and television distributors. B-Side has offices in Austin and New York.

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