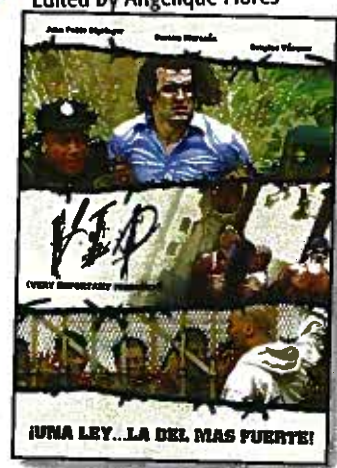


Edited by Angelique Flores



Alebrije Signs Deal With Navarre

The studio has recently launched a video arm for Latino films

By Angelique Flores

SUPPLIER The newest player in the Latino home entertainment market is expanding its reach.

Alebrije Home Entertainment (AHE) has inked a distribution deal with Navarre Distribution Services.

The label, based in Cooper City, Fla., launched under Alebrije Entertainment to focus on home video and video-on-demand content for the Latino markets in the United States and Canada. The parent company has been around for 10 years distributing content, such as theatrical and nontheatrical U.S. feature films as well as television shows for the Latin-American television market.

"The U.S. Hispanic market is now the second-largest Spanish-speaking market behind Mexico with over 45 million people," said CEO Javier Salgado. "And now there are 12 million Hispanic households that need to be served."

Alebrije launched its home video division last September. Through the rest of 2008, the company released the theatrical Mexican films *Un Mundo Maravilloso*, *Como Tú Me has Deseado* and *Tú Te lo Pierdes* as well as the direct-to-video releases *La Re-*

portera Salvaje and *Pecados de una Profesora*.

The label's content will be mostly Spanish-language theatrical films from Mexico, said Al Perez de la Mesa, the company's VP of sales and acquisitions. He said the slate also will include films from Latin America and Spain, independent English-language films that have a Latino theme, novelas and direct-to-video titles. All the titles will be subtitled in English to maximize the potential of the films beyond the Spanish-speaking market.

AHE plans to release 12 to 15 titles a year, Perez de la Mesa said.

So far this year, the label has released the suspense film *El Secreto de Jimena*, which streeted in April.

Upcoming DVDs include *VIP (Very Important Prisoners)*, a Spanish-language thriller from Guatemala (June 30); *I.R.A. King of Nothing*, an actioner starring Damian Chapa (July 28); and *The Last Getaway*, an English-language horror film (prebook July 31, street Aug. 25). Each of the DVDs is priced at \$14.98.

Alebrije in September is planning to release on home video and pay-per-view a comedy special *Polo Polo: VIP 1*, featuring the popular Mexican comedian Polo Polo.



PEOPLE

■ MAYA EXPANDS HOME ENTERTAINMENT ARM

Maya Entertainment has made three new executive appointments in its home entertainment division. Mary Escobedo has been promoted to VP of sales for home entertainment. Kristi Alires has joined the company in the newly created position of VP of marketing for home entertainment. Christina Hirigoyen is now director of sales for home entertainment

Maya for two years, most recently serving as director of sales where her leadership and sales experience expanded Maya's entry into the Latino DVD marketplace by creating key partnerships with Blockbuster Inc. and increasing the division's revenue.

Escobedo has more than 15 years of sales experience. Prior to Maya, she held positions at Universal Music & Video Distribution and Urban Vision Entertainment.

Alires is responsible for establishing

As director of sales, Christina Hirigoyen is responsible for the growth and management of key accounts such as Ingram, VPD, Baker & Taylor and AEC. She was regional director of sales at First Look, managing key national accounts and developing new business. In addition, she was sales manager for Warner Music Latina and supervisor of national sales for Fonovisa.

"With the tremendous growth in Latino themed cinema, we are overwhelmed with the need for additional coverage in key ar-

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