



Scilla Andreen | Biography

Scilla Andreen is the CEO & Co-Founder of IndieFlix, a next generation film distribution company founded in 2005 to help independent filmmakers take advantage of new media and connect with their audience.

An award-winning producer, director, Emmy-nominated costume designer and creator of Film Festival in a Box, Scilla has deep roots in the entertainment industry and is a popular speaker, juror and tireless champion of independent film.

In 2005, after a successful stint in Hollywood, this newly divorced mom of two kids packed her bags and moved back to her hometown of Seattle to embark on a new career. After connecting with long time friend and filmmaker Carlo Scandiuzzi, Scilla decided to turn the Hollywood

movie industry upside down by changing the way short films are distributed and by allowing filmmakers not only to keep the rights to their movies but also receive a majority stake in all revenue streams.

Today with over 2,000 film titles from a growing number of countries in its ever-expanding film library, IndieFlix is launching Film Festival in a Box, a new interactive movie game just in time for holiday gift giving.





IndieFlix | Fact Sheet

IndieFlix is a next generation film distribution company founded in 2005 by Scilla Andreen and Carlo Scandiuzzi in Seattle to help independent filmmakers take advantage of new media and connect with their audience. IndieFlix provides filmmakers with a fair deal and gives film lovers access to work they can't find anywhere else.

IndieFlix is Unique

Filmmakers keep their rights

Transparency

Founded and run by
filmmakers

Focus on community with an
interactive website and
screening events across the
country

Film Festival in a Box: New
delivery platform for short
films

Sample Media Coverage

New York Times, 2005

http://www.nytimes.com/2005/10/23/movies/23ande.html?_r=1

Entertainment News Weekly,
2005

<http://news.movieretriever.com/article-ICI-201233613/indieflix-unveils-new-indie.html>

Daily Crommet, 2010

<http://www.dailygrommet.com/products/indieflix-film-festival-in-a-box>

New York Times, 2010

<http://www.nytimes.com/2010/11/14/movies/14festbox.html>

Film Festival in a Box

In Fall 2010, IndieFlix launched Film Festival in a Box, a new interactive movie game.

Mission:

**Connecting People
Through Movies**

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Additional information including high resolution photos available





IndieFlix | Film Festival in a Box

Film Festival in a Box is a new interactive movie game. It was featured in a New York Times article on November 14th, 2010 and had an exclusive premiere in New York's Times Square on September 26th, 2010

Retail Price | \$14.99

Family-Friendly: Suitable for ages 10 & up unless otherwise noted.

Game Features

DVD of four short films (total run time between 25-45 minutes)

Instructions

Suggested discussion topics

IndieFlix sticker

Access to online community to vote for Best Actor & Actress, Best Picture and Best Story and interact with filmmakers and other jurors

Ten Games

Comedies

Pottymouth Comedies

Powered by Girls

Fantastic

Chillers

Zombies

Dark Comedies

LOVE

Deluxe: Family Edition

Deluxe: Mature Audiences

Releases

Four Games will be released to consumers each quarter

Available Online at

Drugstore.com and at Uncommon Goods

Independent Retailers

Annie's Blue Ribbon Store
Brooklyn

Fred Segal's Minus Plus
Santa Monica

NuBe Green
Seattle

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