



World's Largest Satellite-based Digital Cinema Network

## **Salman Khan's 'Bodyguard' is the biggest ever release on UFO Digital Cinema Network this year**

**'Bodyguard' set to hit over 1,300 UFO digital screens across India**

**August 31, 2011:** Bollywood superstar Salman Khan is on the verge of creating history again by breaking his own record. Salman Khan's 'Bodyguard' is poised to become the largest ever digital release on UFO Moviez, the world's largest satellite delivered digital cinema platform. 'Bodyguard', produced by Alvira & Atul Agnohotri, and Reliance Entertainment, is all set to screen in **over 1,300 UFO digital theatres across India** starting August 31, 2011.

Eid has been lucky for Salman since the release of 'Wanted' in 2009, followed by 'Dabangg' in 2010. Earlier this year, Salman Khan starrer 'Ready' had created a record of sorts by being screened in 943 UFO digital theatres in its first week (June 3, 2011) and has been screened in 1,108 UFO digital theatres till date. 'Dabangg' opened to audiences in 881 UFO digital theatres in the first week (September 10, 2010) and has screened in 1065 UFO digital theatres till date. On 18th September 2009, 'Wanted' was released in 576 UFO digital theatres in its first week and has screened in 821 UFO digital theatres till date. Salman Khan's films are thus being screened in an increasingly larger number of digital theatres, with every new release garnering better numbers than the earlier one.

**Kapil Agarwal, Joint Managing Director, UFO Moviez India Ltd.**, adds, "We are very proud of the fact that superstar Salman Khan's upcoming release 'Bodyguard' is on its way to becoming the biggest release yet on UFO Moviez' digital cinema platform. Audiences across India will get to see his film first-day-first-show in over a 1300 UFO digital theatres, a win-win situation for everyone involved in the film production-exhibition chain and especially for Salman's fans across the country!"

**Sanjeev Lamba, CEO, Reliance Entertainment**, adds, “Digital screens are fast becoming a crucial and large component of any film’s domestic release strategy. We are very pleased to partner UFO Moviez in releasing Bodyguard in an unprecedented 1300 plus UFO screens in India and look forward to the film’s success.”

Source: [www.ufomoviez.com](http://www.ufomoviez.com)