

**FOR IMMEDIATE RELEASE:**

**Official Selection: San Francisco Documentary Film Festival**

*“A sublime document ... a wonderful, all-too-brief journey of the unsung jewel of arcade culture, and [a] delightful homegrown documentary feature that puts its more sophisticated brothers to shame.”*

- Brian Orndorf, *DVD Talk*

**From Filmmaker Greg Maletic Comes the Critically-Acclaimed  
Documentary on the Decline of an American Pastime**

***TILT:  
THE BATTLE TO SAVE PINBALL***

**DVD Features Almost Seven Hours of Bonus Materials,  
Including Director’s Commentary, Deleted Scenes and  
Never-Before-Seen Interviews with Industry Legends**

**2-Disc Collector’s Edition DVD Debuts April 8**

---

SAN FRANCISCO, CALIF. (February 4, 2008) – *TILT: The Battle to Save Pinball*, the acclaimed documentary by first-time filmmaker Greg Maletic, debuts on 2-disc DVD April 8 from C3 Images. *TILT* tells the story of Pinball 2000, a breakthrough attempt at resuscitating pinball that failed just at the moment many thought it might succeed. Not just for pinball fans, *TILT* is a compendium of interviews with legends of the pinball industry, photos, and film of the best games the industry has produced. Though nominally about pinball, the film is many things: a story of innovation, a business case study, a nostalgia trip, a story about personality and passion, of unlikely teamwork and cooperation in a workplace traditionally driven by ego. It's a story of a bold success dizzyingly followed by stunning failure.

In addition, the DVD features nearly seven hours of bonus materials, including a director's commentary track, three hours of extra interview footage, a video tour of the Williams pinball factory just weeks before its closure, an audio panel discussion with Pinball 2000 team members, exclusive video footage of unreleased prototype pinball games, an extended interview with industry legend Steve Kordek--the man who in 1948 first put the flippers at the bottom of a pinball machine--and a host of Williams marketing and promotional videos. From its nostalgic

- more -

***TILT: The Battle to Save Pinball – Page 2***

opening jaunt through pinball history to its heartbreaking ending, employing remarkable animation throughout, ***TILT: The Battle to Save Pinball*** is a fascinating case study for anyone interested not just in pinball, but in the march of technology and the intersection of art and commerce. The 2-Disc DVD will be available for \$29.95 SRP.

**Synopsis:**

The situation facing the pinball designers at Williams Electronic Games in 1998: come up with something new, or see the world's largest pinball manufacturer be shut down forever. And Williams' designers did come up with something amazing: a brand new kind of pinball machine — "Pinball 2000" — that fused video with classic pinball gameplay, preserving what was great about pinball, yet opening up all-new possibilities for a product thought to be on its last legs. But soon after its successful and highly-profitable launch, Williams pulled the plug, leaving behind unanswered questions and abandoning one of the world's great design organizations.

***TILT: The Battle to Save Pinball*** has a running time of 60 minutes and is not rated. Artwork and additional information is available at [www.tilt-movie.com/press](http://www.tilt-movie.com/press).

<b><i>TILT: The Battle to Save Pinball</i></b>
Catalog #36039
UPC: 7-37885-36039-3
Order Date: 3/10/08
DVD SLP: \$29.95

**CONTACT:** Leif Helland  
mPRm Public Relations  
323-933-3399  
[lhelland@mprm.com](mailto:lhelland@mprm.com)

###