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**WELL GO USA ACQUIRES NORTH AMERICAN DISTRIBUTION RIGHTS TO
*HIT SO HARD***

Documentary about Patty Schemel – the Hard Hitting Drummer for Hole

Variance Films to Release in Theatres Early 2012

PLANO, TEXAS. (July 14, 2011) -- Well Go USA announced today that it has licensed all North American rights (except Pay TV in Canada) to ***Hit So Hard***, the documentary feature about Patty Schemel, the hard hitting drummer of Courtney Love's seminal rock band Hole. Well Go USA has partnered with Variance Films, which will release the film in major markets in early 2012. Directed by P. David Ebersole, ***Hit So Hard*** masterfully weaves Patty's Hi8 videos with contemporary interviews of Patty, her band mates (including Love, Melissa Auf der Maur and Eric Erlandson), other musicians, and important figures in Patty's life to craft a story that is as beautiful and inspirational as it is a significant cultural record. Festival highlights for ***Hit So Hard*** include a world premiere at SXSW and sold-out screenings at New Directors/New Films, culminating with its selection as Documentary Centerpiece at Outfest 2011: The Los Angeles Gay & Lesbian Film Festival where it is screening on Thursday, July 14.

Hit So Hard is simply riveting. It captures an amazing and influential period in our musical history, as well as icons like Cobain, Love and Schemel who contributed so much to the music scene," said Doris Pfordrescher, President Well Go USA Entertainment. "We look forward to bringing the film to a broad and appreciative audience next year."

Hit So Hard was directed by P. David Ebersole from a screenplay he wrote with Todd Hughes. The film was produced by Todd Hughes and Christina Soletti. The filmmakers are repped by Ryan Saul of APA. The deal was negotiated by Kevin Iwashina and Christine D'Souza of Preferred Content on behalf of the filmmakers, and by Doris Pfordrescher, President, Well Go USA Entertainment.

Synopsis:

Patty Schemel, the hard hitting drummer of Courtney Love's seminal rock band Hole, is not only a master of the sticks, but a true survivor. After growing up as an outsider near Seattle she shot to stardom in the early 90's and was engulfed by the music scene. Patty casually documented her life as a rock star – at band practice, on the road, backstage and in front of millions of people. She captured rare, precious moments behind the scenes with Hole and Kurt Cobain and the intense highs and lows of these dynamic relationships often shaped by an addiction that consumed her and almost killed her.

About Well Go USA

Well Go USA, Inc. (www.wellgousa.com) is a theatrical and home entertainment distribution company that specializes in bringing top content, including the best in Asian Cinema to North America. As a leader in independent film distribution, Well Go's titles can be seen across a variety of formats and platforms including in theaters, on DVD, Blu-ray, digital (video-on-demand, electronic sell-through and streaming) and broadcast television through cable and satellite. Since 1994, Well Go has acquired and released over 2,000 titles worldwide. In 2005, Well Go expanded its distribution to North America where five to ten titles are released monthly.

Well Go USA's corporate headquarters are in Plano, TX with offices in Taiwan and China.

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