

"The independent film "What the #S*! Do We Know?" asks such weighty questions as "What is reality?" and "Who am I?" . . . To which some people in Hollywood have added a third query: How did this little film, out of nowhere and ignored by the big studios, sell \$7.4 million in tickets?"

JOHN LIPPMAN,
The Wall Street Journal

"Makes a strong case that quantum physics will impact our future in ways that are now almost unimaginable . . . puts a positive spin on the jolt to the intuition that is quantum physics, and suggests that a man's fate could be an enlightened new paradigm . . . The sum of all this is very powerful."

WILLIAM ARNOLD,
Seattle Post - Intelligencer

"A serious inquiry, steeped in the mysteries of quantum physics, molecular biology and their deeper implications, into who we are, where we are going, why we bother with the trip and what might be available in the heightened-consciousness department to help us along."

BILL GALLO,
Denver Westword

"The film's explanations, through the live interviews and narrative story, are simple enough to grasp, but are complex enough to inspire many hours of thought and conversation afterward. The film's ideas are so powerful, if taken literally, they may provoke change in the way you perceive your own reality."

CASSIE PENCE,
Vail (Colorado) Daily

"Not afraid to show off its IQ. . . . shakes the foundations of perception."

BILL MULLER,
The Arizona Republic

"The experience this picture has to offer is not only educative, but rather life-changing . . . There is true intelligence to be found in the movie, and one would have to be a fool to ignore the insightful-ness of the experience."

DANNY BALDWIN,
Bucket Reviews

"Mind-bending."

KEVIN CRUST,
Los Angeles Times

What the BLEEP Do We Know!?

THE PHENOMENON:

"The most bizarrely intriguing movie I've seen in a long while . . . I couldn't turn it off. In fact, as soon as I finished watching it the first time, I immediately started up the DVD screener again to give it a second go . . . "What the Bleep Do We Know?" is a film about quantum physics, spirituality — and the meaning of life . . . It's full of head-scratchers, and the kind of talk I'm not used to hearing from scientists and other academics. The ambitious film attempts to answer existential conundrums such as: What is God? What are emotions? What is the soul? And the ever-popular why are we here?"

CATHLEEN FALSANI,
Chicago Sun-Times

"A film that is often dazzling. The best parts of this movie are the interconnecting collage of interviews with physicists, doctors, theologians, a molecular engineer and the 35,000-year-old warrior named Ramtha . . . They discuss with wit, wisdom and passion the possibilities encountered when one starts asking questions such as, "Who are we?," "Why are we here?," "What divides and connects mind and brain, body and soul?," "What is the nature of love?" and "What is real?" It's reminiscent of the late-night dorm room discussions, but instead of a bunch of bleary-eyed undergraduates, the participants are people who have devoted their lives to such questions . . . A deeply spiritual work that takes for granted that most people are hungry to break out of the sleep-walking existence of our consumer culture . . . Another reason it seems so different and has stirred such powerful reactions among viewers: This is a film that dares to treat people as smart and deeply curious rather than dumb and deeply cynical."

TOM MAURSTAD,
The Dallas Morning News

"A documentary with a story flowing through it, the film turns reality as we know it into a kaleidoscope of possibilities . . . Other films may be more cinematically compelling, but this film's message seems to be creating the buzz . . . There's something about it, something that gives hope or encouragement that you have the power to change your life."

SUSAN PALMER,
The Register Guard (Eugene, OR)

"I have spent thousands of dollars and a good many hours over the past 25 years learning how consciousness creates experience and exploring the quantum physics connection to mind. Now, for less than \$30 and an hour-and-a-half of your time, you can accomplish about the same thing. Well, you'll still have to go through all that trial and error stuff to prove to yourself that things really do work this way. But even so — you'll still be way ahead in the game if you do two things: buy "What the Bleep" and watch it . . . It's a visually exciting film with a mind-expanding dialogue."

PATRICIA HARE,
Consciousness Commentary Newsletter

"A movie about the possibility of possibilities. The subject is quantum physics, the subatomic realm where science meets philosophy and spirituality . . . the conclusion is pretty much what the title suggests: the Answer is that there is no answer . . . "What the Bleep Do We Know?" is the kind of movie that instigates conversation."

CATHERINE GRAHAM,
Santa Cruz Sentinel

"Most movies make their money on the first weekend. When [Bleep] opened in Santa Monica, the best weekend was eight weeks into the run. It's all been by word of mouth. Which perhaps isn't so much proof that "What the Bleep" has all the answers, but that there are droves of people out there asking the same questions."

DESIREE COOPER,
Detroit Free Press

"What do you know about "What the #S*! Do We Know!?" . . . For anyone who answers "not a lot," that could change as the under-the-radar indie gains momentum at theaters across the country. The film offers a theory that you create your own reality, you are in ultimate control of your reality and you must take responsibility for it . . . Calling the film unique is somewhat of an understatement."

THE HOLLYWOOD REPORTER

"There's a bit of marketing genius behind the low-budget indie movie, "What the Bleep Do We Know?" Because: You see the movie. You come out dying to talk about it with friends, but you can't unless they've seen it, so you urge them to go. They repeat the process: seeing, dying, urging . . . Bleeping brilliant."

KIM ODE,
Minneapolis Star Tribune

"A movie that examines the compelling interface between spirituality, neurochemistry and quantum physics, and outlines a new model for thinking about the universe and man's role in it . . . What the (Bleep) 's success was due almost entirely to word of mouth, and its run in theaters around the country turned the Hollywood model of success — opening strong, then a short run of dwindling returns — on its head, opening quietly and building slowly over unusually long engagements as audiences spread the word about it and attended in ever-increasing numbers."

MARK SATOLA,
The Cleveland Free Times

"It's hardly the only recent movie to actively question the existence of God (even Bruce Almighty did that). But it's certainly the first to conclude that our common notion of a god — as a higher power who created us in his image, and whose approval we must seek in order to gain entry into heaven — is preposterous . . . The movie argues that we control our emotional, spiritual and physical destinies . . . What the Bleep has tapped into an underserved niche market. And that market may not be such a "niche" after all."

CHRISTOPHER KELLY,
Fort Worth Star Telegram

"What the Bleep?!" has developed into a word-of-mouth hit following a gradual nationwide rollout that began nine months ago in a small Washington town. As it's opened in more and more theaters, it's garnered repeat business from many moviegoers. Some have even formed discussion groups to talk about the film's attempt to create a unified theory of reality by combining ideas from quantum physics, neural science, and mystical philosophy . . . But the movie's longevity in theaters among some segments of American society is the connections between mind, body, and spirituality."

STEPHEN HUMPHRIES,
The Christian Science Monitor

"It had its world premiere in the little town of Yelm WA. (pop 3,289). It's an odd hybrid of science documentary and spiritual revelation, featuring a Greek chorus of Ph.D.s and mystics talking about quantum physics . . . Yet this idiosyncratic indie film has become a sleeper hit . . . The explanations of physics are so visual — and yes, understandable — that even moviegoers who struggled with high school math are enthralled."

DAN CRAY,
Time Magazine

VARIETY.com
**Reports on Outstanding Numbers for
What the BLEEP Do We Know!? DVD Sales!**
Many buyers purchasing multiple copies!

"Fox's DVD release of "What the Bleep Do We Know?" seems to be benefiting from the same kind of intense interest among a small group of fans that kept the movie in theaters for more than a year. Those rabid followers appear to be spreading the word about the hybrid pic, which features mystical, philosophical, theoretical, physics-related and documentary elements and stars Marlee Matlin, by buying multiple copies of the DVD and giving it to friends and family. A Fox spokeswoman says 11% of the online consumer pre-orders for "Bleep" at Foxstore.com have been for multiple copies. That's far more than the 3% for "The Passion of the Christ," which was considered unusually high. Fox has shipped 1 million copies of "Bleep" to retailers, where it took a year to inch its way to nearly \$11 million in stores that it had in theaters, where it took a year to gross between \$40 million and \$200 million. After a month in release, the movie remains among the top 20 DVD sellers amid a group dominated by films that grossed between \$40 million and \$200 million in theaters."

"Forget what you think you know about yourself and the world around you. This is the most fun you will ever have learning about quantum physics."

CHARLES TATUM,
eFilm Critic.com

"What the #S*! Do We Know?!" is a movie that attempts to explain quantum physics in terms anyone can understand. It succeeds, up to a point . . . charming, intelligent, articulate and by definition baffled."

ROGER EBERT

"What the #S*! Do We Know?" A small film that mixes quantum physics, animation and documentary filmmaking is spreading across the country like a New Age fad diet."

SCOTT BOWLES,
USA TODAY

"A lively exploration . . . captivating and creative."

ROBERT DENERSTEIN,
Denver Rocky Mountain News

"We don't know anything about quantum physics but we know what we like - and we like "What the #S*! Do We Know?!", a film about creating one's own reality via thought."

LIZ BRAUM,
Winnipeg Sun

"It's the film's premise — that we, not a separate, judging God, create reality — that's spinning the strongest reverberations . . . Even mainstream Christians [have] e-mailed their compliments."

ROBIN EVANS,
San Jose Mercury News

"You find yourself delighted and intellectually stimulated continuously . . . Do not expect to be welcome in smart groups anymore if you haven't seen this."

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