

'Waiting To Exhale' is now on home video

By Winfred B. Cross
THE CHARLOTTE POST

Black women start exhaling again Tuesday.

That's the home video release date for "Waiting To Exhale," (☆☆☆ 1/2 out of five stars) the film that had a lot of African American women cheering while black men were crying foul.

Someone may be crying all the way to the bank. Twentieth Century Fox was so pleased with the success of the theatrical release, it pushed the video's release date up by two months. Fox Video is spending more than \$8 million on advertising the release in several major magazines, radio networks, cable and each major television network.

Significant. Yes, but even more so when you consider the film is going straight to retail, not rental. No other African American film has ever done this.

It's also priced right. Retail list price is \$19.98, but some major retailers have advertised prices as low as \$12.99, a bargain for a successful film.

Labeled as male-bashing by some, a triumph for women by others, the film grossed more than \$70 million last fall, much to the surprise of many critics and Hollywood watchers.

"Exhale" continued to astound folks by grossing more overseas than at home (as did the Will Smith/Martin Lawrence buddy flick "Bad Boys"). Black films don't do that, according to Hollywood big wigs. That's why such films get lousy production budgets that are fractions of what goes to a non-ethnic feature.

Reviews were mixed, however, ranging from one to four stars. Those who liked it, really liked it. Sneak Previews' Jeffery Lyons said: "This is one satisfying savvy movie."

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