

# WOLF • KASTELER & ASSOCIATES

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P U B L I C R E L A T I O N S

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## **INTERMEDIA + MEDIA 3 = \$100 Million**

*Hollywood Production Companies Team to Develop a New Slate of Multi-Cultural Genre Films*

(April 4, 2007, **Hollywood, CA**): Intermedia and Media 3 Films are announcing today that together they have secured \$100 million to develop and co-produce up to 10 multi-cultural genre films with international appeal over the next three years. Intermedia, a global, independent entertainment company with offices in Los Angeles, London and Munich, has been responsible for a variety of acclaimed theatrical films. Media 3 is a new independent production company formed by Brian White (actor, “*Stomp the Yard*” and “*The Family Stone*”), Boris Kodjoe (actor, “*Madea’s Family Reunion*” and “*Brown Sugar*”), Sylvain White (director, “*Stomp the Yard*”) and finance executive, Darius Kirksey. This new venture will focus on producing films in the \$5 -\$15 million range that appeal to broad, multicultural audiences.

“I am very excited about the potential of this venture,” stated Martin Schuermann, CEO of Intermedia. “With this deal we have an additional opportunity to build upon our current slate of movies that address audiences who are traditionally underserved by the major studios.”

Intermedia and Media 3 Films will serve as co-producers on all of the films while Intermedia will also handle the worldwide distribution of the projects. The two companies are actively working toward their first release projecting completion by the spring of 2008.

“With the infusion of this funding for our collaboration, we can now produce a slate of eclectic and high quality genre films that both national and international audiences are craving,” said Sylvain White, Media 3 Films partner/spokesperson.

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The \$100 million of investment capital was arranged by Darius Kirksey (on behalf of White, LLC) and is banked by UBS. The deal was negotiated for Media 3 Films by Attorney Adam W. Rosen of Rosen Feig Golland & Lunn LLP with Intermedia's Linda Benjamin, EVP of Business Affairs and Noel Lohr, General Counsel.

"Our company is confident that Intermedia and Media 3 Films have the depth of experience and the creative drive to produce highly successful films over the next few years," said Brian White Media 3 Films partner/spokesperson. "We are excited to be partnering with a company that has demonstrated their ability and commitment to produce and release quality films across the world."

Intermedia consists of IM Internationalmedia AG and its affiliates - a global, independent media enterprise with offices in Munich, London and Los Angeles. Recent Intermedia projects include "Breach" distributed by Universal, which recently opened to stellar reviews and box office numbers, "Spring Break in Bosnia," starring Richard Gere and Terrence Howard and "One Missed Call," starring Edward Burns and Shannyn Sossamon. IM Internationalmedia AG is listed on the Prime Standard Segment of the Frankfurt stock exchange (securities identification number 548880). The core business of the International media group consists of the development, financing and distribution of high-quality theatrical films.

Media 3 Films was formed in 2006 by actor Brian White, actor Boris Kodjoe, director Sylvain White, and media entrepreneur/finance executive Darius Kirksey. Media 3 Films is a feature film production company based in Beverly Hills, CA. The company develops and produces independent feature, television and animation films for distribution in both the domestic and international marketplace. Brian White is represented by Eric Feig of Rosen Feig Golland and Lunn LLP, Lena Roklin at Roklin Management and Josh Katz at United Talent Agency. Boris Kodjoe is represented by Stuart Rosenthal of Bloom, Hergott, Diemer, Rosenthal and LaViolette, Maani Golesorkhi at Blue Stone Entertainment and Jennifer Craig at the Gersh Agency. Sylvain White is represented by Jeff Endlich of Barnes Morris Klein Mark Yorn Barnes & Levine, Allen Fischer and Brian Dobbins of Principato-Young Entertainment and Mike Sheresky of the William Morris Agency.

**Note to the Editor: For photos and/or to arrange for an interview with a Media 3 Films representative, please contact K. Forrest Beanum (323) 244-6520/ [Forrest@cerrell.com](mailto:Forrest@cerrell.com)**