

For Immediate Release



EXCLUSIVE MEDIA GROUP

## ***Formula One Fast Tracked to Big Screen***

**February 8th, 2010** - Exclusive Media Group's (EMG) documentary unit, Spitfire Documentary Films, is teaming with Flat-Out Films and Diamond Docs to produce the definitive feature documentary on Formula One motor racing, the highest class of auto racing sanctioned by the FIA and the richest, most glamorous sport in the world. The announcement was made today by EMG's Co-Chairman & CEO Nigel Sinclair.

The creative team comes from Diamond Docs, who recently helped craft the 2010 Academy Award nominated documentary, "The Cove." Paul Crowder, whose credits include the Spitfire documentary, "Amazing Journey: The Story of The Who" and "Once in a Lifetime: The Extraordinary Story of the New York Cosmos," has been tapped to direct. Mark Monroe, writer of "The Cove," "Amazing Journey," and the 2010 Sundance sensation "The Tillman Story," has been commissioned to write.

Producing the film are Emmy award winning producer, Michael Shevloff of Flat-Out Films and Spitfire Pictures' Nigel Sinclair, who produced the company's Grammy Award-winning documentary "No Direction Home: Bob Dylan," directed by Martin Scorsese. Jake Eberts, Executive Producer of Spitfire's "The Way Back," will serve as Executive Producer on the Project. The film is produced with the support of Bernie Ecclestone and Formula One Management.

Exclusive Film Distribution is handling worldwide sales and distribution, and will be representing the film at the forthcoming EFM in Berlin.

The film tells the story of the golden age of grand prix motor racing when the cars were sleek, fast and dangerous; a time when the drivers became rock stars and money poured into the sport from television and sponsorship deals. From the late 1960s through the 1970s Formula One witnessed a staggering number of deaths on the track as the circuit became a playground for daredevils and playboys. Those who survived began a revolution that saved countless lives and fought for innovations in safety and engineering that launched Formula One in to the modern era.

Today, Formula One is the most watched annual sports championship with a global television reach of almost 600 million people. 2010 will see 19 events in 18 different countries with 110 different T V channels broadcasting over 14,500 hours of coverage in almost 200 countries, of which almost 7,000 hours will be broadcast live.

Production is currently underway with a projected release in spring 2011. Interviews with all of the leading personalities and top drivers, designers and engineers will be featured as well as visits to the most iconic racing locations, from historic Monaco to the futuristic Yas Marina Circuit in Abu Dhabi.

Sinclair said, "We are truly honored to make this film, to tell this story which has never been told. The heyday of Formula One racing was a very different time, when the risks were high and the characters were larger than life."

"Our goal is to achieve a big screen 'Action Documentary' experience with all of the style and charisma of the era. With Paul Crowder and Mark Monroe's bold style we plan to tell a great story as well as transport the audience on to the track and in to the car," Shevloff stated.

Crowder commented, "Mark and I are thrilled to partner again with Spitfire and to team up with Flat-Out Films. This is a fantastic opportunity to take the history of these men and the grandeur of Formula One and translate that into a cinematic experience."

### **ABOUT FLAT-OUT FILMS**

Flat-Out Films is a television and film production company started by Michael Shevloff in 2008 to produce bold and innovative projects. Flat-Out is currently in production on 'Transporters,' for MTV News and Docs. Shevloff is an Emmy Award winning producer who served as an Executive Producer on network television hits such as the critically acclaimed "Expedition Africa," "Nanny 911" and "Temptation Island."

### **ABOUT DIAMOND DOCS**

Diamond Docs was formed in 2007 by Paul Crowder, Mark Monroe and producer Morgan Sackett. Titles made in association with Diamond Docs include the 2010 Oscar nominee "The Cove," 2009 Sundance Grand Jury Winner "We Live in Public" and the 2010 Sundance selection "The Tillman Story." Upcoming releases made in association with Diamond Docs include the Spitfire documentary "Last Play at Shea," "Chasing Ice," a climate change documentary about photographer James Balog and his Extreme Ice Survey and "The Real Revolutionaries" about Robert Noyce, William Shockley and the birth of Silicon Valley.

### **ABOUT SPITFIRE DOCUMENTARY FILMS**

Spitfire Documentary Films is a division of Spitfire Pictures, the Los Angeles based production subsidiary of Exclusive Media Group (EMG) with specialized feature film and documentary divisions.

This acclaimed documentary division has produced several heralded films including "Amazing Journey: The Story of The Who" and the award-winning "No Direction Home: Bob Dylan" directed by Martin Scorsese, and aims to deliver three-four documentaries per year. The company recently teamed with music legend Billy Joel and Maritime Pictures to produce the feature documentary film "The Last Play at Shea," documenting Joel's historic concerts at Shea Stadium on July 16 and 18, 2008. Barry Blaustein's "Guys N' Divas: Battle of the High School Musicals" was released by Lionsgate and Showtime in 2009. Spitfire has teamed again with Martin Scorsese, who will direct "The Untitled George Harrison Project" documentary.

### **ABOUT EXCLUSIVE MEDIA GROUP (EMG)**

Formed by strategic investment group Cyte Investments in May 2008, Exclusive Media Group (EMG) is the parent company of Spitfire Pictures, Hammer Films and the newly acquired Newmarket Films. The company is run by Co-Chairmen Nigel Sinclair, Chris Ball and Guy East, with Sinclair serving as group CEO. East is also Chairman of Exclusive Film Distribution (EFD). Simon Oakes serves as Vice-Chairman of the EMG Board as well as President and CEO of Hammer.

Under EMG, Spitfire and Hammer operate as two separate production entities with offices both in London and Los Angeles. EMG has an active development slate and intends to produce and finance 3-4 motion pictures a year under its production brands, Hammer Films and Spitfire Pictures, together with producing approximately 2 iconic titles through its Spitfire Documentary Films label. Furthermore, EMG plans to acquire further films for international distribution via its London based subsidiary Exclusive Film Distribution, and for US theatrical distribution via its Newmarket Films subsidiary. The group also develops projects for

television and digital platforms.

EMG has over 500 titles in the combined Hammer, Spitfire and Newmarket libraries and pursues an aggressive library acquisition policy. The Hammer library is noted for its remake potential and the company is in discussions with A-list writers and directors to revive and re-imagine some of its highly touted titles.

For more information, visit <http://www.exclusivemedia.com>

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Contact:

Exclusive Media

Cynthia Swartz

42 West

m. 917.213.9850

[cynthia.swartz@42west.net](mailto:cynthia.swartz@42west.net)