



Sensori AB
Pressmeddelande

Paradox Entertainment announces first project in new multi-picture deal

Stockholm, 2012-03-13 06:06 CET (GLOBE NEWSWIRE) -- Paradox Entertainment, Bavariapool GmbH and South Creek Pictures have entered a multi-picture co-financing and co-production deal. Casting has commenced on the first project, the "The Good Samaritan", which is written by Peter Dowling ("Flight Plan") and will be directed by Peter Howitt ("Sliding Doors"). Production is expected to commence early this summer in Canada and Germany.

"These projects have great creative elements", says Fredrik Malmberg, President and CEO of Paradox. "We are excited to begin looking at sales companies and continuing the casting process."

Daniel Wagner, President of Production at Paradox Entertainment, adds, "Financing these projects is a no-brainer for Paradox, given the strength of the scripts. We can't wait to see how these projects develop".

"We are very excited about this deal and this project", comments Dave Valleau, President of South Creek Pictures. "Peter is an extremely talented director with many successful films under him, and he is working from an excellent script. Silvio, Daniel and Fredrik all have a thorough understanding of how to put together commercially viable projects under an independent structure and I am very fortunate to be working with them."

Silvio Muraglia of Bavariapool adds, "We will use the strength of this co-production and co-financing arrangement to bring back quality and originality of story to genre movies."

This deal is in addition to Paradox Entertainment's previously announced multi-picture deal with Bavariapool.

About Paradox Entertainment Inc.

Paradox Entertainment manages and develops its rights library by generating revenue from all forms of entertainment, including motion picture, television, gaming, publishing and toy industries. The Company's library consists of such well-known brands as Conan the Barbarian, Kull of Atlantis, Solomon Kane, Mutant Chronicles, and the works of Robert E. Howard. Paradox Entertainment also represents third-party property owners expanding their IP into a variety of licensing categories. In addition, the company produces, co-produces and co-finances motion pictures aimed at the global market. The business is mainly carried out by Paradox Entertainment Inc., based in Los Angeles, California, USA. The shares of parent company Paradox Entertainment AB (PDXE, SE0000598054) are quoted on NASDAQ OMX, in the First North Premier segment. Erik Penser Bankaktiebolag acts as Certified Adviser. Read more about Paradox Entertainment on <http://www.paradoxent.com>.

About South Creek Pictures

Internationally established producer Dave Valleau ("The Imaginarium of Dr. Parnassus")

founded South Creek Pictures in April of 2011 with a primary focus to develop and produce high quality feature film and television production for the global marketplace. South Creek Pictures is a vertically integrated company able to develop, finance, produce and deliver feature film and television productions to compete at an international level.

About Bavariapool GmbH/Telepool GmbH

Based on the tradition of a studio company founded in 1919, Bavaria Film has steadily grown to become a group of presently more than 30 subsidiaries and shareholding companies in important media locations in the German speaking part of the world. Today Bavaria Film is a worldwide operating production and service group encompassing all sectors of the audio-visual industry. Telepool GmbH is one of the leading European distribution companies in the fields of cinema and television. Our years of experience, perfectly complementary business divisions and our innovative approach to international customer relations have been the building blocks of our success. Telepool GmbH has over 40 years of experience distributing film and television.

Fredrik Malmberg

President & CEO

Tel: +1 (323) 655-1700, Mob: +1 (310) 663-3214

E-mail: fmalmberg@paradoxent.com

Joakim Zetterberg

Director of Publishing / Investor Relations

Tel: +1 (323) 655-1708, Mob: +1 (310) 623-2918

E-mail: jzetterberg@paradoxent.com

This news release was distributed by GlobeNewswire, www.globenewswire.com – a Nasdaq company