

FINAL November 5th, 2009



EXCLUSIVE MEDIA GROUP

Exclusive Media Group to Acquire Indie Distributor Newmarket

(Los Angeles, CA) November 5th, 2009 - It was announced today jointly by Exclusive Media Group's (EMG) CEO Nigel Sinclair and Newmarket's Co-Founder Chris Ball, that EMG will acquire Newmarket Films, the highly regarded Los Angeles based film production and distribution company founded by William Tyrer and Chris Ball in 1994, creating an ideal pairing of two leading independent film companies.

EMG will now comprise Newmarket Films, Spitfire Pictures, Hammer and Exclusive Film Distribution with offices in both Los Angeles and London.

The acquisition of Newmarket will add a first-class library of over 250 titles to EMG's already existing 300+ title library, which includes the legendary Hammer Films and Spitfire Pictures catalogue. Newmarket's production credits include "Memento," "The Mexican," "Cruel Intentions," and "The Prestige", while its distribution arm has such critical and box office successes on its roster as, "Donnie Darko," "Monster", "Whale Rider" and "The Passion of the Christ."

EMG will substantially expand and recapitalise Newmarket's US theatrical distribution operation with plans to acquire and release 4-6 films a year; typically acquisitions will be director driven films, in keeping with the Newmarket tradition. Newmarket and EMG recently combined at the Toronto International Film Festival to acquire domestic distribution rights to Jon Amiel's "Creation" starring Paul Bettany and Jennifer Connelly, which tells the story of Charles Darwin's struggle to reconcile his love for his deeply religious wife with his own growing belief in evolution. Newmarket will theatrically release the film in the US in January 2010.

Chris Ball and the Newmarket executive team – comprising Chris Calhoon, Rene Cogan, John Crye and Robert Fyvolent – will become integrated into EMG’s US Operations. Newmarket Co-Founder Will Tyrer will continue to have a close informal relationship with the team.

The management of the enlarged group will see Nigel Sinclair, Guy East and Newmarket’s Chris Ball serve jointly as Co-Chairmen of EMG, with Sinclair serving as group CEO.

As well as being Co-Chairman, Chris Ball will be President of EMG USA, in which capacity he will play a leading role in all of EMG’s US operations, including overseeing US distribution and additionally leading the group’s worldwide acquisition strategy working closely with East.

Guy East will also serve as Chairman of Exclusive Film Distribution – the sales, distribution and marketing operation established a year ago.

EMG’s Simon Oakes, will serve as President and CEO of Hammer, as well as being Vice-Chairman of the EMG Board.

EMG’s Marc Schipper and Andy Mayson will also continue to serve on the group’s Executive Board, as COO and Managing Director/CFO respectively, overseeing the operations, finance and strategic development of the worldwide group.

EMG STRATEGY

EMG and its strategic investor Cyrte Investments are committed to building a vertically integrated global filmed entertainment company that develops and controls its own intellectual property and exploits it on a cross-media basis in the digitally converged era of entertainment platforms. These fundamental changes in the industry demand new approaches to creativity and storytelling, which EMG’s management will seek to grow and build in the coming years while continuing to produce feature films. EMG’s strategy to revitalise the Hammer brand is at the forefront of this initiative.

In addition to this strategic emphasis, 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, in addition to the Newmarket US theatrical distribution plans discussed above.

Currently in production for EMG is the hotly anticipated, “Let Me In” for Hammer Films and Overture Films, which is directed by Matt Reeves (“Cloverfield”) and stars Kodi Smit-McPhee (“The Road”), Chloe Moretz (“(500) Days of Summer”), and Academy Award nominee Richard Jenkins, “The Visitor.” Peter Weir’s “The Way Back,” starring Jim Sturgess (“21”), Academy Award nominee Ed Harris (“A Beautiful Mind”), Academy Award nominee Saoirse Ronan (“Atonement,”) and Golden Globe winner Colin Farrell (“In Bruges”) is in post production for Spitfire Pictures. Also in post production is Hammer Films’ “The Resident,” starring two-time Academy Award winner Hilary Swank (“Million Dollar Baby”), Jeffrey Dean Morgan (“Watchmen”), and is directed by Antti Jokinen.

EMG continues to actively explore strategic expansion through M&A transactions and joint ventures – specific areas of focus in this regard are the acquisition of further high-quality film libraries, and local territory distribution.

QUOTES

Chris Ball Quote: Newmarket’s tight knit executive team has been together for over a decade. Now we feel that we have found kindred sensibilities in EMG. I have known Nigel and Guy for years, and have always respected their business philosophy. The undoubted business acumen of EMG’s management team coupled with their powerful strategic investor, Cyte Investments, provide Newmarket with a perfect partner to take advantage of the extraordinary changes that we are witnessing in the distribution marketplace.

Nigel Sinclair Quote: For all of us at Exclusive Media Group, the chance to get into business with Chris Ball and his team is a huge opportunity and a natural fit. We have known Chris for years and admired Newmarket’s extraordinary journey. We are also proud to join in representing their tremendous library of pictures. I should add, Chris Ball also has a first class executive team in Chris Calhoon, Rene Cogan, John Crye and Robert Fyvolent, and this is going to make an enormous difference to our capacity to execute, expand and grow across our businesses.

Simon Oakes Quote: From a European point of view, Newmarket has always been one of those companies that appears to have great taste, to be an incredibly effective maker and distributor of pictures, and who have great people. I am very excited, and I am sure that this team can be a great platform for Hammer in the United States, and for EMG in general.

Guy East quote: For our international partners this deal strengthens our presence and effectiveness and gives us more choices in the US market place; the combined company now has a substantial library for an independent just when digital delivery is again making content king.

Will Tyrer quote: Newmarket's success fulfilled my ambitions for the company. I am pleased it is in the capable hands of Nigel, Guy, Chris and their team as they take it to new heights, and I look forward to maintaining a close relationship with them.

ABOUT CYRTE

Cyrte Investments (“Cyrte”) is a Netherlands based investment firm and manages several private investment funds, with investments in both listed and non-listed companies and has traditionally focused on companies in the media, entertainment, telecom and technology sectors. Cyrte is part of Delta Lloyd Asset Management, one of the Netherlands major asset managers.

ABOUT NEWMARKET FILMS

Newmarket was founded in 1994 by William Tyrer and Chris Ball and has been engaged ever since in the financing, production, distribution and ownership of independent motion pictures. Newmarket’s daring taste and handcrafted distribution approach set an industry standard with the production and theatrical distribution of Christopher Nolan’s MEMENTO in 2000. The company followed up the release of MEMENTO with a surprising string of critical and box office successes that that include: DONNIE DARKO, WHALE RIDER, MONSTER, DOWNFALL and THE PASSION OF THE CHRIST. In addition to MEMENTO, Newmarket has produced such films as CRUEL INTENTIONS, THE MEXICAN and THE PRESTIGE. The company owns a library of that consists of interests in more than 250 titles.

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

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