



**new-FRANCHISE**  
media

*Film & TV productions based on the novels of Jeffrey Archer*

### ***Private Financiers Acquire for Development a Slate of Novels by Jeffrey Archer***

TORONTO (Sept. 16) – New Franchise Media Inc. (“NFMI”) is pleased to announce during the Toronto International Film Festival that it has just acquired the worldwide film, TV and all interactive rights to a large slate of bestselling novels by leading UK author Jeffrey Archer.

Lord Jeffrey Archer, the popular British author and politician has optioned 10 of his action and drama titles to NFMI, an IP rights-development company based in Toronto, in what is one of the biggest option deals ever made between a bestselling author and private financiers.

“We look forward to developing these exceptional literary properties across film and television to excite Jeffrey Archer’s enormous worldwide fan base and new audiences alike resulting in productions with that must-see factor,” stated Jeffrey Steiner, NFMI’s President and CEO.

The slate includes both action and drama novels which have achieved demonstrated publishing success as reflected on the New York Times Bestsellers list. Most of the properties are in development including an action/crime-caper story at the script stage entitled *False Impression* which is anticipated as an international co-production. An action-spy thriller trilogy is also part of the slate as adaptations of Archer’s page-turning bestsellers *A Matter of Honour*, *Honour Among Thieves* and *The Eleventh Commandment*.

“I’m enthusiastic to see my novels move toward development as film and digital productions. Like any author, I am keen to see my books made into films, giving me the opportunity to reach an even wider audience,” explained Jeffrey Archer about the deal.

“The stories of Jeffrey Archer are hugely popular in both domestic and international markets. His action/spy-thriller trilogy will become a worldwide marketing success. The opportunity is on par with Robert Ludlum’s 1980 novel *Bourne Identity* and we are just now considering A-list producing partners for this Archer venture,” added Mark Romoff, Executive VP of NFMI.

NFMI also plans to develop the newly-published version of Jeffrey Archer’s most famous novel *Kane & Abel* re-written by the author to mark its 30<sup>th</sup> anniversary in 2009. This popular novel has achieved over 85 printings and been published in 37 languages in 97 countries.

Dianne Schwalm (a former topper for Warner Bros in Canada) and now NFMI’s VP of Partnership Development explained that “our company’s business strategy is to partner with co-financiers and established producers experienced in the various genres to bring to life the compelling characters and unique storylines created by Jeffrey Archer and feature on-screen talent popular in markets worldwide.” “Archer’s stories are a natural fit for a range of media platforms, including independent and studio features, television & cable series and mini-series.”

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## **BACKGROUNDER**

### **LORD JEFFREY ARCHER (Author):**

British-born Jeffrey Archer was educated at Oxford University, where as a world-class sprinter he represented Great Britain in international competition.

He became the youngest member of the House of Commons in 1969, was appointed Deputy Chairman of the Conservative Party in 1985, and was elevated to the House of Lords in 1992.

All of his novels -- from 1974's *Not a Penny More, Not a Penny Less* to 1991's *As the Crow Flies* to 2009's *Paths of Glory* -- have been international bestsellers and award winners.

When not writing, Jeffrey Archer devotes much of his spare time to fundraising for charitable causes, the arts and is mad about cricket.

Mr. Archer is married to Dr. Mary Archer, they have two children, and reside in London and Cambridge, England.

### **JEFFREY D. STEINER (NFMI President & CEO):**

Jeffrey Steiner is a Toronto lawyer and business leader who has developed major real estate projects for the film & media industries, including as the driving force behind the new, state-of-the-art film studio on the Toronto waterfront ("Filmport"), now operated by Pinewood-Shepperton Studios (Pinewood Studios Toronto).

In his role from 2002-2009 as President & CEO of the Toronto Economic Development Corporation (TEDCO) he also developed the new Toronto headquarters for the convergence of Corus Entertainment Inc's various TV, animation, publishing and radio operations into a new 500,000 sq. foot LEED-Gold green building also on the waterfront.

Mr. Steiner currently serves on the Board of Directors for the *Ontario Centres of Excellence* (OCE Inc.) which oversees government investment in the commercialization of university R&D and IP through industry collaboration and venture capital in Information, Communication & Telecommunications technology, digital media, energy and environmental innovations. He is an active member of the Young Presidents' Organization (YPO) Toronto Chapter. He is also Senior Advisor to Morguard Investments Limited on infrastructure and strategic initiatives.

In 2010 he and his colleagues established New Franchise Media Inc. to develop and exploit for features & television the bestselling novels of British author Jeffrey Archer.

### **MARK ROMOFF (Executive Vice-President):**

Mark Romoff is a senior business executive based in Toronto who leads an international consulting practice with a focus on global trade, investment and innovation strategy. He serves as an advisor to governments in Canada and abroad and is an active angel investor and mentor to young entrepreneurs.

As Founding President and CEO of the Ontario Centres of Excellence Inc. from 2004 – 2009, he led Canada's premier innovation organization, driving successful commercialization of new technologies, development of next generation entrepreneurs and enabling new company start-ups through seed capital investments in ICT, energy, manufacturing, photonics and environmental technologies.

Mark has also had a distinguished career in the Foreign Service, serving as a senior Canadian diplomat in various countries around the globe including the United States with responsibility for Canada's trade, investment and science & technology relationships. As Consul General in Buffalo, New York, from 1996 – 2001, he helped establish and implement the framework and policies governing cross-border relations between the United States and Canada – the world's largest and most diverse bilateral trade and economic relationship.

He earned a Bachelor of Science from McGill University, a Masters in Applied Science from the University of Waterloo, and is a graduate of the Harvard University Kennedy School of Government's Senior Executives Program and the Institute of Corporate Directors (ICD) Directors' Education Program.

In 2010 along with Jeffrey Steiner he established New Franchise Media Inc. to develop and exploit the bestselling novels of British author Jeffrey Archer for feature film & television.

#### **DIANNE SCHWALM (VP of Partnership Development):**

With more than 25 years of experience as an executive at Warner Bros and 20<sup>th</sup> Century Fox, Dianne Schwalm brings a wealth of industry experience to the New Franchise Media team.

An expert in marketing, advertising and publicity, Dianne was instrumental in promoting the theatrical releases of movies in the Canadian marketplace.

Dianne is an industry pioneer as one of the establishing partners of the Toronto International Film Festival (tiff) and co-founder of Canada's Walk of Fame.

Dianne's talent and expertise earned her seats on many boards of some of Canada's most prestigious entertainment organizations including the Canadian Film Centre, Women in Film & Television (Toronto) and the Canadian Picture Pioneers.

As well as supporting the industry outside of her studio duties, she also devoted many volunteer hours to her community earning her the Women of the Motion Picture Industry Humanitarian Award.

As a government affairs and media expert, Dianne worked closely with industry associations to secure anti-piracy legislation in Canada and served as a government liaison for Time Warner and AOL/Time Warner mergers with Investment Canada and the Ministry of Canadian Heritage.