



newFRANCHISE
media

Film & TV productions based on the novels of Jeffrey Archer

NEW FRANCHISE MEDIA ANNOUNCES DEVELOPMENT PACT FOR JEFFREY ARCHER'S "A MATTER OF HONOR" WITH "BOURNE" ACTION PRODUCER FRANK MARSHALL

Toronto (Sept. 13, 2011) - New Franchise Media Inc. ("NFMI") announced during the Toronto International Film Festival the development deal for the first feature film adaptation from their slate of Jeffrey Archer bestselling novels, *A Matter of Honor*, the number 1 bestseller by the famous author.

A Matter of Honor, an espionage action/thriller will be developed as the first feature in the potential franchise to be produced by Frank Marshall and The Kennedy/Marshall Company in association with NFMI.

"Jeffrey Archer is a master storyteller whose suspenseful plots and compelling characters have the potential for a multi-feature film franchise with both domestic and international appeal," stated Marshall.

A Matter of Honor is an action-packed international spy thriller based on a young ex-military officer character, Adam Scott, who unwittingly comes between rival intelligence agencies in pursuit of an object that can change the global balance of power forever.

"Our company's business plan is to develop our Archer properties in collaboration with experienced and respected producers. Frank Marshall's talent, integrity and track record of success in the action genre is second to none in Hollywood," said Jeffrey Steiner, NFMI's President and CEO.

Jeffrey Archer, commenting from his home in London, England said "I am delighted to be working alongside Frank Marshall, one of Hollywood's most respected producers. Frank is a perfect partner to help translate my work from the written page to the big screen, and I congratulate Jeff Steiner on pulling off this great collaboration."

Dianne Schwalm (a former helmer for Warner Bros in Canada) and now NFMI's VP of Partnership Development explained that "Jeffrey Archer's stories are terrific source material for a range of modern media platforms, including independent and studio features, broadcast television & cable series." Sales of Jeffrey Archer's books exceed 300 million copies worldwide.

NFMI is an Intellectual Property (IP) rights-development company based in Toronto, Canada. Mr. Steiner has optioned from Lord Jeffrey Archer, the popular British author and politician, ten (10) of his action and drama novels in what is one of the biggest option deals ever made between a bestselling author and private financiers.

The Kennedy/Marshall Company is an American film-production company based in Santa Monica, California and formed in 1992 by Kathleen Kennedy and Frank Marshall. The Kennedy/Marshall Company's feature film credits include *The Bourne Identity*, *The Bourne Supremacy*, *The Bourne Ultimatum*, the *Indiana Jones* film franchise, the *Back to the Future* trilogy, *Munich*, *Seabiscuit*, *Hereafter*, *War Horse*, *The Last Airbender* and *The Curious Case of Benjamin Button* to name just some successes. Frank Marshall is currently in principal photography of *The Bourne Legacy*, the fourth film in that global action franchise based on the literary works of Robert Ludlum.

Craig Emanuel and Erik Hyman of Loeb & Loeb LLP advised NFMI and Eric M. Brooks of Bloom, Hergott, Diemer, Rosenthal & LaViolette represented The Kennedy/Marshall Company.

Jeffrey Archer continues to publish bestsellers. His latest novel, *Only Time Will Tell*, is part of a new book series collectively entitled "The Clifton Chronicles" and has achieved number 1 bestseller status in the United Kingdom, India, Australia, New Zealand and Hong Kong. It was just released for publication in the United States and Canada and is already on the New York Times Best Sellers list.

Further television and feature film projects will be announced by NFMI in the coming weeks and months.

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