



GALE ANNE HURD'S VALHALLA ENTERTAINMENT AND NEW FRANCHISE MEDIA TO DEVELOP JEFFREY ARCHER'S ELEVENTH COMMANDMENT FOR TELEVISION

Los Angeles, CA (Sept. 19: For Immediate Release) - New Franchise Media Inc. ("NFMI") announces the development deal for the first TV adaptation from their slate of Jeffrey Archer bestselling novels: The Eleventh Commandment, a number 1 bestseller from the renowned UK author. The Eleventh Commandment, a CIA Action/thriller will be developed as an ongoing TV series by Gale Anne Hurd, executive producer of "The Walking Dead" and the upcoming "Port Royal," and her Valhalla Entertainment shingle.

In The Eleventh Commandment, Connor Fitzgerald is the CIA's most deadly assassin, hiding the details of his career from his family. Only days from his retirement from the Agency, he comes across an enemy he cannot handle, the Director of the CIA, bent on making Connor the fall guy for a phony assassination on a Russian presidential candidate that could inadvertently trigger World War III.

"Jeffrey Archer's storytelling is compelling, character driven and perfect for television-full of fast-paced, high-stakes danger." said Hurd. "I'm thrilled to bring his books and the adventures of Connor Fitzgerald to life for audiences." Valhalla executive Ben Roberts brought the project into the company.

"Like Jeffrey Archer's page-turning novels, which are always a guaranteed good read, this TV series will entertain with its unexpected twists and compelling characters that will keep you hooked," said NFMI CEO Jeffrey Steiner. "We plan for event television with that must-see factor." Sales of Jeffrey Archer's books exceed 300 million copies worldwide.

"Gale Anne Hurd's amazing pedigree in bringing action-oriented entertainment to the screen puts her among the best in the business. I am delighted to be working with her," Lord Archer said from his home in London.

"Our company's business plan is to develop our Archer properties in collaboration with experienced and respected producers, like Gale Anne Hurd. Together with Archer's worldwide fan base this new spy-action series will have great appeal in both domestic and international markets," observed Dianne Schwalm, NFMI's Vice-President of Partnership Development.

NFMI is repped for TV projects by CAA's Kevin Cooper.

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About Valhalla Entertainment

CEO Gale Anne Hurd led Valhalla's first foray into series television, developing and producing AMC's hit drama, *The Walking Dead*, with filmmaker Frank Darabont. *The Walking Dead* garnered outstanding reviews across the board, quickly breaking ratings records to become the most watched drama in basic cable history, and debuted internationally in over 120 countries in 33 different languages. *The Walking Dead* will return for a second season in 2011, and earned a Golden Globe nomination for Best Drama Series, a Directors Guild of America nomination, Writers Guild of America nomination for Best New Series, and recognition as one of AFI's Ten Best Television Programs of the Year.

Valhalla has developed and produced a range of projects, including the Bruce Willis blockbuster *Armageddon*, the futuristic sci-fi thriller *Aeon Flux*, Marvel's *The Punisher* and *The Punisher: War Zone* based on the classic comic, and the smash hits *Hulk* and *The Incredible Hulk*. Gale Anne Hurd is a respected and innovative film and television producer who first rose to prominence producing iconic cultural touchstones, including *Aliens* and *The Terminator*.

Hurd and Valhalla produced the recent original Lifetime movie *Last Man Standing*, and are developing a rich slate of future projects, including the anticipated contemporary action thriller *The Nameless* with writer Chris Bullett and the upcoming television series *Port Royal* with GK-tv and FX.

About New Franchise Media Inc.

NFMI is an Intellectual Property (IP) rights-development company based in Toronto, Canada. Last year Mr. Steiner 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.