



Contact: Chris Day  
United Talent Agency  
310-860-3723  
dayc@unitedtalent.com

**FOR IMMEDIATE RELEASE:**

**KENNEDY/MARSHALL AND NEW FRANCHISE MEDIA INC TAP WRITER RICHARD REGEN  
TO ADAPT JEFFREY ARCHER'S "A MATTER OF HONOUR"**

LOS ANGELES, CALIFORNIA (May 8, 2012) --- Kennedy/Marshall and New Franchise Media Inc have tapped Richard Regen to adapt the novel *A Matter of Honour*, the international bestseller by acclaimed author Jeffrey Archer. Regen will look to adapt the action/thriller into a multi-film franchise property.

New York-based Regen last wrote the untitled biopic about New York Jets linebacker Bart Scott which he developed with New York City journalist/author Gay Talese for Warner Bros.-based producers Bob Shaye and Michael Lynne. Regen previously wrote *Tehran*, a script that made the Black List before being optioned by Imagine's Brian Grazer. He also wrote *Chasing the Dragon*, a memoir about the Chinese Civil War for Universal and Tribeca's Jane Rosenthal and Robert De Niro.

*A Matter of Honour* will be produced by Frank Marshall and The Kennedy/Marshall Company in association with Toronto-based New Franchise Media, with an eye toward creating an espionage action franchise around its protagonist character Adam Scott.

The Kennedy/Marshall Company has produced commercially successful and critically acclaimed entertainment to audiences worldwide including most recently *War Horse* by director Steven Spielberg. Kennedy/Marshall has successfully re-invented the spy thriller with the Jason Bourne series including the soon-to-be-released *Bourne Legacy*.

In *A Matter of Honour*, a disgraced army colonel bequeaths a mysterious letter to his only son. But the moment Adam Scott opens the yellowing envelope, he sets into motion a deadly chain of events that threatens to shake the very foundations of the free world. When at last he comes to understand what he is in possession of, he's even more determined to protect it, for it's more than a matter of life and death -- it's a matter of honour.

New Franchise Media's CEO Jeffrey Steiner will also produce, and VP Dianne Schwalm will serve as an executive producer.

New Franchise Media Inc is a rights-ownership and development company that partners with established producers, writers and production companies throughout the international marketplace, bringing the literary properties of best-selling author Jeffrey Archer for feature film, TV and transmedia. New Franchise Media Inc is financing the development of the script for *A Matter Of Honour*.

Regen is repped by UTA and attorney Alan Hergott. New Franchise Media was advised by Erik Hyman of Loeb and Loeb LLC.