

# SCREEN DAILY

## Inferno launches new sales label, Ember Films

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Specialist sales outfit will be headed up by Inferno's president of international sales Kimberly Fox and vice president of international sales Jana Toepfer.

Bill Johnson and Jim Seibel's LA-based production and sales outfit Inferno Entertainment has launched a new sales label Ember Films which will focus on specialist titles. It will be headed up by Inferno's president of international sales Kimberly Fox and vice president of international sales Jana Toepfer.

Being pre-sold at Cannes is the latest project from *Tennessee* director Aaron Woodley called *Entitled*. Kevin Zegers and Ray Liotta are attached to star in the thriller about a young man who decides to kidnap three young socialites and hold them to ransom.

Ember's first acquisitions include Oliver Stone's documentary *South Of The Border* in which Stone talks to seven elected leaders in South America. It had its world premiere at Venice last year.

Ember made four acquisitions at the recent Tribeca Film Festival – Dana Adam Shapiro's relationship thriller *Monogamy* starring Chris Messina, Josh Sternfeld's murder mystery *Meskada* starring Nick Stahl and Kellan Lutz, Bobby Sheehan's documentary *Arias With A Twist* about the relationship between drag artist Joey Arias and master puppeteer Basil Twist and Brian Hill's global warming documentary *Climate Of Change*.

Also on the slate is David Byrne concert film *Ride, Rise, Roar* acquired out of South By Southwest and skiing adventure documentary *Mt St Elias*, which was financed by Red Bull.

"We wanted to differentiate our specialist product from our other titles by developing a sales arm that can focus on quality and marketable projects at a more moderate budget range," said Johnson and Siebel in a statement.