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Inferno gets new topper

Edell brought in to help grow the company

By SHARON SWART, PAMELA MCCLINTOCK

Business maverick Jeffrey Edell has been brought aboard as prexy-CEO of Inferno Entertainment to help grow the company into a broad-based media enterprise. Until now, Inferno has focused on independent production, finance and international sales.

Bill Johnson and Jim Seibel, Inferno's co-founders and co-chairman, sought out Edell because of his expertise in marrying new media and technology with entertainment, as well as his acumen in dealmaking.

Edell is former chair of Intermix Media, parent company of social network giant MySpace, which News Corp. acquired for \$580 million in 2005. Edell said he is eager "to leverage my financial, operational, new media experience and personal relationships to help Bill and Jim build Inferno into a studio of the future."

Most recently, Edell was prexy-chief operating officer of kidvid producer DIC Entertainment. In 2008, DIC was sold to Cookie Jar Ent., creating a multinational entertainment and educational brand.

Earlier in his career, Edell was prexy-CEO of Soundelux Entertainment Group when it was sold to Liberty Media in a deal valued at more than \$125 million.

"We're looking to have Inferno go from operating not only in the film and TV world, but also in mobile, social networking and new media," Johnson told Daily Variety.

Launched in 2002, Inferno's projects include: Chuck Russell's "Arabian Nights" in 3D; Joe Carnahan's "The Grey," produced by Tony and Ridley Scott and to star Bradley Cooper; Jason Statham action-thriller "The Killer Elite"; and Sundance fave "The Kids Are All Right," on which it handled foreign sales.



Edell

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