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## Inferno lights up EFM with The Grey, The Kids Are All Right

17 February, 2010 | By [Jeremy Kay](#)

Inferno Entertainment is close to selling out its marquee survival title *The Grey* from Joe Carnahan and has reported a roaring trade on Lisa Cholodenko's Sundance hit *The Kids Are All Right* (pictured).

*The Grey*, which will star Bradley Cooper as a plane crash survivor stranded with his co-workers in Alaska, has sold to Entertainment in the UK, Metropolitan in France, Universum/RTL in Germany, Icon in Australia and New Zealand, and Swen in Latin America.

Further deals closed with Central Partnership (CIS), Dutch Film Works (Benelux), Ascot Elite (Switzerland), Myndform (Iceland), and Blue Sky (Eastern Europe). More announcements are expected in the next few days.

In a slew of deals between Sundance and now, *The Kids Are All Right* with Annette Bening and Julianne Moore has gone to Lucky Red in Italy, Hopscotch in Australia and New Zealand, and Scanbox in Scandinavia.

Swen took the drama for Latin America, Seven Films for Greece, A-Film for Benelux, Castelo Lopes for Portugal, and Lev Films for Israel.

Spain and Switzerland are also expected to close at EFM. Focus Features paid approximately \$4.5m in Sundance for North America, the UK, South Africa and



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Inferno hosted a private screening for existing buyers and open territories of *The Experiment*, Paul Scheuring's remake of the Oliver Hirschbiegel German thriller *Das Experiment*.

France is expected to close within days and Dutch Film Works has taken Benelux rights. Deals are already in place with Constantin in Germany, Swen in Latin America, Sungwon I Com in South Korea, Lusomundo in Portugal, and Seven in Greece.

Adrien Brody stars in *The Experiment*, which will be released by E1 in Canada, Jaguar in the Middle East, Medyavision in Turkey, Five Stars in Israel, Ablo/Freeman in Eastern Europe, and Myndform in Iceland.

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- 3 The Wolfman (\$53.3m)
- 4 Valentine's Day (\$88.8m)
- 5 Dear John (\$16.1m)
- 6 My Name Is Khan (\$14.5m)
- 7 The Princess And The Frog (\$11.9m)
- 8 Sherlock Holmes (\$11m)
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