



CANNES: Inferno creates a new Ember

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By Jay A. Fernandez

L.A.-based Inferno Entertainment has created a new sales label called Ember Films on the eve of the 2010 Festival de Cannes to handle the company's specialty titles.

Ember will be run by Inferno's president and vp international sales, Kimberly Fox and Jana Toepfer.



Among Ember's first acquisitions are Oliver Stone's documentary about South American political movements, "South of the Border"; the 2010 Tribeca Film Festival titles "Monogamy," "Climate of Change" and "Meskada"; and the Cannes presale thriller "Entitled," to be directed by Aaron Woodley.

"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 Inferno co-chairmen Bill Johnson and Jim Seibel.



Fox added: "Tribeca has proven to be a great festival for us to identify and acquire commercial films and strong documentaries with international appeal. These first titles are a perfect start to our slate and we are excited to be able to bring them to the international marketplace under Ember Films."

Ember will also handle sales for the Tribeca documentary "Arias With a Twist," the Red Bull-financed doc "Mt. St. Elias" and the SXSW acquisition doc "Ride, Rise, Roar."

Launched in 2002, Inferno is a production, sales and distribution company with a slate that includes Lisa Cholodenko's comedy "The Kids Are All Right," the 3D live-action adventure "Arabian Nights," the actioner "The Killer Elite," the thriller "The Experiment," the Dustin Lance Black-directed drama "What's Wrong With Virginia" and the Joe Carnahan-directed actioner "The Grey," shooting later this year.

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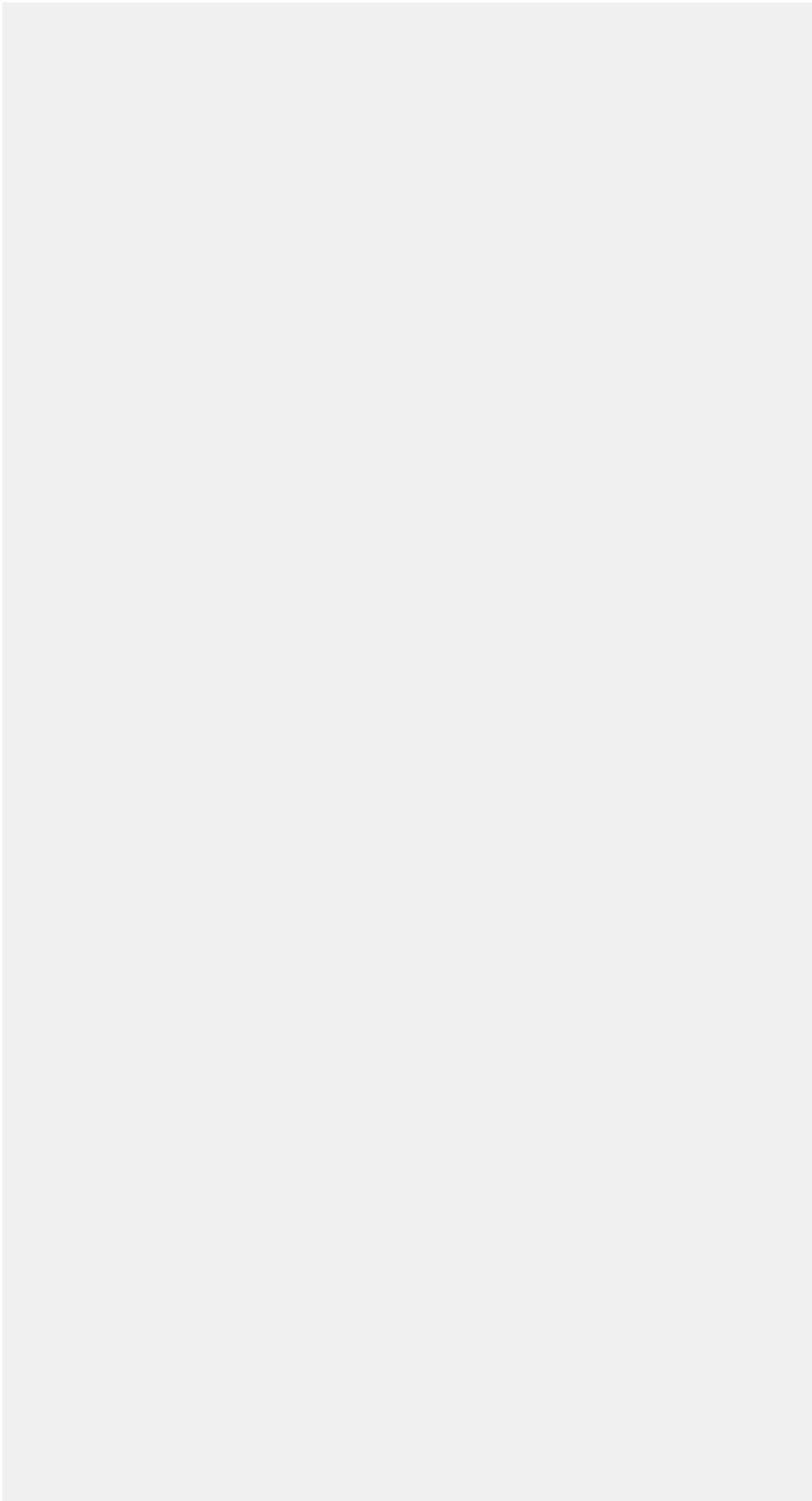
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