



Here we are again with another newsletter - sorry it's been so long since the last one! However, since the UK theatrical release on 2nd October, quite a lot has happened, and not just with The Spell but more of that later.

## BAFTA Campaign



Having secured a theatrical release for The Spell, it became eligible for the BAFTAs so we decided, after a little thought, that we would mount a BAFTA campaign. Whilst the likelihood of a tiny budget film from outside of the British film industry establishment actually winning anything being distinctly unlikely despite, as one BAFTA member wrote to tell us, "excellent performances and effects", it would be good publicity for everyone involved.

So, we offered a DVD screener on request to all 4,300 film voting members and amazingly a quarter of them, including some very famous people, wrote back asking for a DVD.

## Distribution Deal for the UK

Moving on, I'm delighted to tell you that, as a result of The Spell's nationwide theatrical release, we have secured a UK distribution deal for the film with Kaleidoscope Home Entertainment, a dynamic up and coming UK distributor with a strong track record of successful releases since it expanded from its base of music video distribution to take in film distribution as well.

The Spell will now be released on DVD in the UK on Monday 22nd February. Initially, the DVD will be available in HMV stores and from most online retailers such as Amazon and LoveFilm.

The film will also be available for download from iTunes from 22nd February and will then be released on Video on Demand through Virgin Media's FilmFlex channel in March.

## New Sleeve for DVD Release

As part of their preparations for the release of The Spell on DVD, Kaleidoscope have had the DVD sleeve redesigned and come up with what we think is an amazing design (see below). If that doesn't help the DVDs to fly off the shelves in HMV, nothing will!



## GoreZone Magazine Review



### The Spell

**RELEASED:** February 22  
**DIRECTORS:** Owen Carey Jones  
**DETAILS:** Horror / Thriller

**THE SPELL** is a chilling release from Kaleidoscope, and whilst not gory in any sense of the word, this film does offer intense viewing and probably falls more into the thriller genre than horror. The film is based on a true story, telling the tale of a young girl who at first glance appears to have everything going for her. As the story unfolds though her need for attention becomes more and more visible, and when she meets a newcomer with a penchant for the occult he acts as the catalyst for a new world of witchcraft and black magic to open up. There's no doubt if you like films laced with suspense and psychological horror then you will enjoy this title from director Owen Carey Jones. **DB**



## The American Film Market

As part of our efforts to secure distribution for The Spell, Neil and I went to the American Film Market in Santa Monica in November and, in amongst having a good time down by the beach and at parties (more of that later!) we worked hard having meetings with international sales agents and distributors. Several of these people showed interest in the film, especially when we told them we had achieved a nationwide theatrical release in the UK and had also signed with a UK distributor to handle DVD and all other rights.



Neil outside the Loews Hotel

Owen on the Santa Monica pier

Although no deal has yet been done with an international sales agent for international rights to The Spell, we have every expectation that one will be secured following the UK release on DVD. We were offered an international sales deal by one company but decided it would be better to wait and see what else might surface before making a decision.

## Rough Cut

OK, so this bit has nothing to do with The Spell but we thought you would be interested. Basically, at one of those parties in Santa Monica, Neil and I met a well established Hollywood producer with experience of producing multi-national co-productions.

We had a meeting with her the next day to discuss Rough Cut and, wait for it!, having since read the script for this, our \$10m action adventure film set 70% in Port Grimaud in the South of France and 30% in the UK, and having seen all of our previous films, she has decided to produce Rough Cut!

So, as a result of that serendipitous meeting, we are now working hard with Rose-Marie to try and get this project into production in 2011.

Port Grimaud in the Bay of St Tropez

