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CMG gets Tribeca favourite *The Treatment* for Cannes

Jeremy Kay in Los Angeles

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Edward Noeltner's Cinema Management Group (CMG) has acquired all international rights to Oren Rudavsky's romantic comedy *The Treatment* starring Chris Eigeman, Ian Holm and Famke Janssen.

The story of a nerdy schoolteacher who falls for a sensuous Manhattan socialite was one of the most talked about titles at the recent Tribeca Film Festival and won the Made in New York – Best Narrative Feature award.

"It's the perfect New York City-set movie: a little neurotic, very attaching, and in the end you just can't get enough of the characters," Noeltner, who will introduce the picture to buyers at Cannes, said.

"With its universal themes of love and relationships, it will play to audiences the world over."

Rudavsky co-wrote *The Treatment* with Daniel Housman based on the novel by Daniel Menaker, and produced with Jonathan Shoemaker.

Roxanne Bok and Scott Bok served as executive producers.

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