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'Brotherhood' pledges rights

Cinema Management Group to sell outside North America

By DAVE MCNARY

Cinema Management Group has picked up sales rights outside North America for director Will Canon's college fraternity thriller "Brotherhood."

Pic has its world premiere at South by Southwest on Saturday. "Brotherhood" started a decade ago as a short film Canon made while at NYU under the title "Roslyn."

"Brotherhood" was co-written by Canon and Doug Simon and produced by Chris Pollack, Jason Croft, Steven Hein and Tim O'Hair. Exec producers are Jamie Patricof, Kevin Iwashina, Darryn Welch and Chris Ouwinga.

"Brotherhood" centers on a freshman fraternity pledge who has to rob a convenience store on the last night of his pledging ritual for the fraternity only to see the ritual go horribly wrong.

Film stars Jon Foster, Trevor Morgan, Lou Taylor Pucci and Arlen Escarpeta.

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