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SCREENDAILY

CMG closes sales for Canadian 3D animation Sarila

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Cinema Management Group chief Edward Noeltner announced the deals on Wednesday (29) heading into Toronto.

Rights to the 3D action adventure has gone to Front Row Entertainment for the Middle East, Associated Euromedia for Turkey, Talent Epitome for China and Jonon Source for Mongolia.

The first theatrical release is set for Canada where Alliance will distribute in February 2013.

Sarila follows three young Inuits as they embark on a perilous journey to save their clan from a scheming shaman. Christopher Plummer, singer Elisapie Isaac and Rachele Lefevre are among the voice cast.

Nancy Florence Savard of 10th Ave Productions directed and produced with CarpeDiem's production team of Marie-Claude Beauchamp, Paul Risacher and Normand Thauvette. Pierre Tremblay and Roger Harvey co-wrote the screenplay.

Production was completed at Modus FX studios, which handled special effects work on such titles as *The Avengers*, *Mirror Mirror*, and *Source Code*.

"After the successes of *Hoodwinked* (which CMG pre-sold in over a dozen int'l territories prior to TWC coming on board) and *Zambezia* 3D (pre-sold by CMG in over 40 international territories including to Sony Pictures Entertainment who will be releasing the film in February 2013) we're thrilled to be involved with this exciting new 3D animated feature film, which doubles as an engrossing action and adventure feature," Noeltner said.

- *Zambezia* opened in the CIS in fourth place on \$1.4m at the weekend through All Media Content And Licensing. The animation was the top grossing independent animation in Israel this summer through Film House and drew more than 72,000 admissions from 16 prints. It opens in Germany this week through Splendid and Switzerland through Praesens Film.

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