

# SCREENDAILY

## CMG to commence sales in Toronto on horror title Creature

15 August, 2011 | By [Jeremy Kay](#)

Ed Noeltner's Beverly Hills-based international sales company Cinema Management Group will introduce the project to buyers in Canada following the deal with Sid, Bill and Jon Sheinberg's Bubble Factory.

Bubble will self-release in the US on 1,500 screens on Sept 9. Fred Andrews co-wrote *Creature* with Tracy Morse and directed the story about an ex-Navy SEAL and his friends who encounter a fabled monster while on a camping trip in Louisiana. Mehcad Brooks, Serinda Swan and Sid Haig star.

"My sons / partners and I believe we have made a quality, character-driven film with a number of surprises scares and a story of broad appeal," Sid Sheinberg, who produced with his sons, said.

"We wanted to self distribute the film in the United States and have our film distributed internationally by an organisation that shared our view of the film. We believe Edward Noeltner and his CMG colleagues fit the bill."

"Of the current limited slate of independently made and self-distributed genre pictures in the marketplace, I've been very impressed by the breadth and scope of the domestic marketing campaign that the Sheinberg's have put together," Noeltner said.

"This is the first major 1,500-plus print wide-released horror film of the fall. Foreign distributors should be able to ride the wave of the Sheinberg's domestic campaign and be able to successfully market the film in their territories."

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