

## Max Steel sells for Dolphin, IM Global

8 May, 2014 | By Jeremy Kay

**Dolphin Films International and IM Global have announced sales for *Max Steel*, the live-action feature based on Mattel's superhero property that launched at the EFM in Berlin.**

Rights have gone to France (Metropolitan Film Export), Germany (Universum Film), Italy (Lucky Red), Latin America (Leda Films), Russia/CIS (Central Partnership), Greece (Feel Good Entertainment), Turkey (Media Max) and Bosnia and Herzegovina, Kosovo, Croatia, Macedonia, Slovenia, Serbia and Montenegro (Pa Dora).

Further deals have closed in Poland (Polsat), Hong Kong, Malaysia, Brunei, Singapore, Taiwan and Vietnam (MVP Entertainment), Indonesia (Cinema 21), Philippines (Pioneer Films), South Korea (Focus & Company), Israel (United King Video), Middle East (Selim Ramia) and South Africa (Ster-Kinekor).

*Max Steel* is currently shooting in Wilmington, North Carolina, and stars Andy Garcia, Ben Winchell in the lead and Ana Villafañe.

Stewart Hendler directs from a screenplay by Marvel Studios veteran Christopher Yost. O'Dowd is producing alongside Julia Pistor for Mattel's Playground Productions.

"We couldn't be more thrilled with the response from international distributors, media and the overall market," said Dolphin Films CEO Bill O'Dowd, who recently launched Dolphin Films International headed by Christine Perrin-Stocco and struck the strategic sales deal with IM Global CEO Stuart Ford.

"We're very fortunate to have a superb partner in Stuart and his entire team at IM Global, and that distributors worldwide are reacting so positively to the global marketing power of Mattel, our guaranteed wide theatrical release in the US through Open Road, and to the action-packed script by Marvel Studios veteran Christopher Yost.

"We're looking forward to working with our partners to make *Max Steel* the start of a blockbuster franchise all over the world."

"*Max Steel* is a great property that delivers some unique commercial opportunities, and it's been an exciting challenge to spend the past few months educating the distribution community to its potential," said Ford. "We're delighted with the results so far."

