



Serendipity Point Films, E1 Entertainment and Frantic Films Announce Start of Production on CBC Television Comedy Series *MEN WITH BROOMS*

Winnipeg, Manitoba (July 7, 2010) -- Cameras are rolling and curling rocks are sliding on the set of ***Men With Brooms***, the CBC Television original comedy series produced by Serendipity Point Films, E1 Entertainment and Frantic Films.

Inspired by the popular Canadian movie, ***Men With Brooms*** celebrates Canadiana in a modern way. It's a fresh and funny half-hour comedy that will hit airwaves as part of CBC Television's fall line-up beginning Monday, October 4, 2010.

ABOUT THE SERIES:

Men With Brooms is about a group of friends in 'small town Canada' who find lots to laugh about on and off the ice at the curling rink that brings them all together. It features an ensemble cast that includes: **Brendan Gall** as Gary, the charismatic yet hapless skip; **William Vaughan** as Matt, the dim-witted best friend; **Joel Keller** as Bill, the curling club manager; and **Anand Rajaram** as Pramesh, eccentric novice curler and local donut shop owner.

Rounding out the cast is **Aliyah O'Brien** as Tannis, the bartender at the curling lounge; **Glenda Braganza** as Rani, wife of Pramesh and co-owner of the donut shop; and **Siobhan Murphy** as April, who works as an accountant at the local furniture factory where Gary and Matt are also employed. **Paul Gross** narrates each episode and makes guest appearances as local curling legend Chris Cutter.

ABOUT PRODUCTION:

Men With Brooms is being shot in Winnipeg this summer, from June 21 to August 27. Winnipeg's Fort Rouge Curling Club will set the stage for nine days of curling rink action within the production schedule. The rest of the shooting will take place in-studio, along with some exterior Winnipeg locations.

Men With Brooms is a Serendipity Point Films, E1 Entertainment and Frantic Films production. The series was created by Paul Mather, who is also executive producer along with Laszlo Barna, Ari Lantos, Mark Musselman, Paul Gross and Jamie Brown. Paula Devonshire is line producer, and Shawn Watson is co-producer. Directors are Jeff Beesley, Brian Roberts and Kelly Makin. ***Men With Brooms*** is being produced in association with the Canadian Broadcasting Corporation, and the participation of the Canadian Media Fund, Manitoba Film and Music, the Canadian Film or Video Production Tax Credit, and The Ontario Film and Television Tax Credit Program.

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ABOUT SERENDIPITY POINT FILMS:

Serendipity Point Films is a motion picture production company formed in 1998 by Robert Lantos. Select feature film credits include the Golden Globe and Academy Award nominated *Eastern Promises*, Academy Award nominated and Golden Globe winner *Being Julia* and the Golden Globe nominated *Sunshine*. Television credits include *G-Spot*, *Power Play* and *Cover Me*. www.serendipitypoint.com

ABOUT E1 ENTERTAINMENT:

E1 Entertainment (AIM: ETO) is a leading independent entertainment content owner that acquires film, television and music rights and exploits these rights in all media in more than 190 countries. The company operates in Canada, the U.S., the UK, Holland and Belgium through four primary businesses units: E1 Television, E1 Films, E1 Music and E1 Distribution. These businesses collectively represent E1's extensive expertise in film distribution, television and music production/distribution, Kids content, Licensing and Distribution. E1 Entertainment is the largest distributor of entertainment content on the Canadian market. Since the acquisition of Seville Entertainment in 2007, E1 has held a leading position in the market for theatrical releases in Canada via E1 Entertainment Canada and Seville Pictures in Quebec, and International Sales via E1 Films International. E1's content library includes more than 3,700 feature films, 2,700 hours of original television programming and 15,000 music tracks. www.e1ent.com

ABOUT FRANTIC FILMS:

Frantic Films' award-winning series, features and documentaries have been sold to more than 180 countries worldwide. In addition to Gemini, Rockie, Accolade and other awards, its unscripted programs have set ratings records and become established hits on many channels. Frantic's scripted projects include series (*Todd and the Book of Pure Evil* for SPACE), TV movies (*Zeyda and the Hitman* for CTV), mini-series (*The Don Cherry Story* for CBC) and feature films *Faces In The Crowd* and *Lucid*. Frantic currently has a number of projects in development with top networks and specialty channels continuing its track record of significant growth. www.franticfilms.com

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