



**EXCLUSIVE MEDIA'S SPITFIRE PICTURES, PRODUCERS OF
OSCAR WINNER UNDEFEATED,
UNLEASH THEIR NEXT BIG FILM**

FORMULA 1 DOCUMENTARY "1"

**INVITED FOR SPECIAL PRESENTATION AT THE 2012 FORMULA
1 UNITED STATES GRAND PRIX™ IN AUSTIN**

Following the Academy Award win for their documentary film UNDEFEATED, Exclusive Media's Spitfire Pictures will unveil their new documentary film "1", the exhilarating and unvarnished true story of the rise of Formula 1, at a red carpet Special Presentation event to kick off the inaugural 2012 FORMULA 1 UNITED STATES GRAND PRIX™ weekend in Austin, TX on November 15th, it was announced today by Exclusive Media co-chairman Nigel Sinclair and fellow producer Michael Shevloff together with director Paul Crowder.

Produced by Spitfire Pictures, Flat-Out Films and Diamond Docs, "1" is an action documentary that brings the glamour, speed, danger, and excitement of Formula One Grand Prix racing to the big screen. The film tells the story of the golden age of Formula 1, when the sport became terrifyingly dangerous and the drivers were like rock stars with charisma and raw talent, but with many of them paying the ultimate price. "1" follows the story of the drivers who raced on the edge and those who stood up to change the sport forever. It is about the greatest show on earth - Formula 1.

"1" is directed by acclaimed documentary filmmaker Paul Crowder, whose credits include Spitfire Pictures' AMAZING JOURNEY: THE STORY OF THE WHO and THE LAST PLAY AT SHEA, and ESPN Films' ONCE IN A LIFETIME. Award winning editor Crowder's credits include the Sundance Film Festival documentary hits RIDING GIANTS, which Crowder received the A.C.E. award for Best Edited documentary, and DOGTOWN & Z BOYS, winner of the Independent Spirit Award for Best Documentary. Both films were released theatrically by Sony Pictures Classics.

The film is written by Mark Monroe, Paul Crowder's long time creative partner, who wrote the Oscar winning documentary THE COVE and THE TILLMAN STORY. Monroe also collaborated

with Sinclair and Crowder on AMAZING JOURNEY: THE STORY OF THE WHO and THE LAST PLAY AT SHEA.

Producer Nigel Sinclair is a noted feature film and documentary filmmaker having won two Grammy's for NO DIRECTION HOME: BOB DYLAN and FOO FIGHTERS: BACK AND FORTH as well as an Emmy Award for GEORGE HARRISON: LIVING IN THE MATERIAL WORLD. He was also nominated for a BAFTA for both BOB DYLAN and GEORGE HARRISON and nominated for a Grammy for AMAZING JOURNEY: THE STORY OF THE WHO.

"The early days of Formula 1 racing was a very different time - the risks were high and the characters were more than larger than life," said Sinclair. "Our film is a big screen experience in which we travel across the world with the glamorous circus surrounding this death defying sport but also experience the tragedy that came with it. It's emotional, frightening and so very, very exciting, but ultimately about humanity and friendship between the drivers."

"We are thrilled to be unveiling our film with CoTA and SXSW during the penultimate round of the [2012](#) Formula 1 racing season. The sneak peak of Paul Crowder and Mark Monroe's bold film is guaranteed to rival the excitement on the track," commented Shevloff. "Nigel, Glen Zipper and the team at Spitfire Pictures are great partners - it's always a good day when you are working with friends as well as excellent filmmakers," he continued.

"Millions of people worldwide watch the Formula One races as the circus travels the globe, but there are many who just don't know the history behind this, at one time, incredibly dangerous sport. Our film conveys the essence of the era while telling this story and giving intimate insight into the life and personality, struggles and triumphs of racing's pivotal characters," added Crowder.

The high octane film includes never-before-seen archive footage, a rich soundtrack and the most impressive list of Formula 1 interviewees ever assembled, including 12 world champions past and present. Their names include: Sir Jackie Stewart, Mario Andretti, Lewis Hamilton, Michael Schumacher, Jenson Button and Sebastien Vettel, Emerson Fittipaldi, Nigel Mansell and Damon Hill. Other notable interviewees are F1 Chief, Bernie Ecclestone, Max Mosley, Formula 1 team doctor Professor Sid Watkins, Jacky Ickx, Eddie Jordan and Martin Brundle.

SXSW Film Festival and The Circuit of The Americas (CoTA), the Austin Grand Prix racing track, have teamed up with producers to present this highly anticipated red carpet Special Presentation event on Thursday November 15th, the first night of the 2012 FORMULA 1 UNITED STATES GRAND PRIX™ weekend, at the Paramount Theatre in the center of Austin.

Spitfire Pictures is Exclusive Media's documentary film production label, based in Los Angeles. In 2011, Spitfire produced the Academy Award winning documentary UNDEFEATED which was released through TWC and Martin Scorsese's acclaimed Emmy winning film GEORGE HARRISON: LIVING IN THE MATERIAL WORLD which also won the 2012 Critics Choice Award for Best Documentary Feature and was nominated for a BAFTA. Spitfire's credits also include the

Grammy Award winning FOO FIGHTERS: BACK AND FORTH, AMAZING JOURNEY: THE STORY OF THE WHO and the award winning NO DIRECTION HOME: BOB DYLAN also directed by Martin Scorsese.

Helmed by Co-Chairmen Nigel Sinclair and Guy East, Exclusive Media is a major force in the production and international distribution arena with recent production credits that include END OF WATCH which opened number one at the US box office last month through Open Road Films, THE IDES OF MARCH starring George Clooney released through Columbia Pictures and the box office hit THE WOMAN IN BLACK starring Daniel Radcliffe released by CBS Films. Exclusive Media is currently in post-production on RUSH, the highly anticipated epic Formula 1 feature film directed by Ron Howard and starring Chris Hemsworth as James Hunt and Daniel Brühl as Niki Lauda. RUSH is produced with Imagine Entertainment, Working Title, Brian Grazer, and Revolution Films with Universal Pictures set to release the film in the US on September 20th, 2013. Also in post-production is SNITCH starring Dwayne Johnson and Susan Sarandon to be released by Lionsgate/Summit Entertainment in February 2013.

Upcoming Exclusive Media productions include A WALK AMONG THE TOMBSTONES starring Liam Neeson, AGENT: CENTURY 21 starring Cameron Diaz and Benicio del Toro, CAN A SONG SAVE YOUR LIFE? starring Keira Knightley and Mark Ruffalo, Hammer's THE QUIET ONES and the follow up to THE WOMAN IN BLACK, THE WOMAN IN BLACK: ANGEL OF DEATH.

ABOUT EXCLUSIVE MEDIA

Exclusive Media is a vertically integrated global filmed entertainment company, founded in May 2008 with the backing of the strategic investment group Cyrte Investments. Exclusive Media develops, finances, produces, markets and distributes prestige and talent driven commercial and documentary feature films on a global basis.

Exclusive Media is run by a four member Executive Board with Nigel Sinclair as Co-Chairman and Chief Executive Officer, Guy East as Co-Chairman, Simon Oakes as Vice Chairman and President of Hammer and Marc Schipper as Chief Operating Officer. Supporting the Executive Board in both the operational management and strategic expansion of the business is a strong team of highly skilled professionals who have a broad range of complementary experience.

Exclusive Media's development and production activities operate through three specialist labels: UK based Hammer for genre titles, Spitfire Pictures for documentary features and the flagship label Exclusive Media for all other feature film production. Exclusive Media also enjoys a co-development and co-production deal with Cross Creek Pictures.

Exclusive Media's international sales & distribution division maintains a strong marketing presence and represents the group's in-house productions plus its growing library of over 600 titles, as well as actively acquiring third party feature films to further strengthen its international distribution slate. Additionally, under a unique and exclusive partnership with

Scott Pictures, Exclusive Media handles the international sales and servicing for the production company's theatrical feature films under a new and separate sales label called Scott Pictures International (SPI).

The company recently launched a US distribution company, Exclusive Releasing and holds a minority stake in Millennium Entertainment.

For further information about the company, our slate of films, library and our experienced management team please visit www.exclusivemedia.com

ABOUT SXSW FILM

Every March, creatives of all stripes gather in Austin to witness, share and inspire the visions that will galvanize the filmmakers and ideas of tomorrow. SXSW Film Conference & Festival champions the vitality, innovation and opportunity that drives the entertainment and media landscape, and boldly tackles the evolution of all aspects of "film" today, down to its very definition.

A nexus of discovery and collaborative energy, SXSW Film celebrates the art and business of the possible.

ABOUT CIRCUIT OF THE AMERICAS

Circuit of The Americas is the first purpose-built, state of the art Grand Prix facility in the United States designed for any and all classes of racing, from motor power to human power, and is home to the 2012 FORMULA 1 UNITED STATES GRAND PRIX™ set for Nov. 16-18. Its signature element is a dynamic 3.4-mile circuit track which has recently been described by Mario Andretti as "phenomenal, with all the features that race car drivers are looking for"

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