



STX ENTERTAINMENT, BLACK BEAR PICTURES AND ELEVATION PICTURES ANNOUNCE STRATEGIC PARTNERSHIP

Los Angeles, CA (February 19, 2020) — Robert Simonds' STX Entertainment, Teddy Schwarzman's Black Bear Pictures and leading Canadian distributor Elevation Pictures have announced a wide-ranging strategic distribution partnership that includes an exclusive output deal for STXinternational to sell and distribute all Black Bear productions internationally, and for Elevation Pictures, in which Black Bear is a major investor, to distribute all STX productions in Canada.

STX's smash hit *Hustlers* recently passed \$100 million at the domestic box office, the company's second film of 2019 to do so, following the success of *The Upside* (\$108 million) in January. STXinternational, the company's international distribution arm, has also had notable recent success in the international sales marketplace with projects including the upcoming thriller *Greenland*, starring Gerard Butler, and *Violence of Action*, starring Chris Pine and Ben Foster.

As part of the deal, STXinternational will directly distribute Black Bear's films in the UK and Ireland, where the studio has seen significant recent success on films such as *Hustlers*, *I Feel Pretty* and *Den of Thieves*. The Black Bear production slate will be a key component of STX's local distribution slate, complementing the studio's strong in-house productions and other international acquisitions.

The deal further solidifies and expands on the close relationship the three companies have developed over the years, with STXinternational already handling the international rights on a number of high-profile films, including the upcoming *The Marsh King's Daughter*, J Blakeson's original thriller *I Care a Lot*, starring Rosamund Pike, Peter Dinklage, Eiza Gonzalez, and Dianne Wiest; *The Rental*, a high-concept thriller directed by Dave Franco and starring Allison Brie and Dan Stevens; and the prestige drama *The Friend* starring Jason Segel, Dakota Johnson, and Casey Affleck.

Additionally, Laurie May and Noah Segal's Elevation Pictures is set to distribute the STXfilms production and acquisition slate in Canada. Elevation and STX have already successfully collaborated in the territory, with Elevation having distributed hit films for STX including *Hustlers* and *The Upside*, both with impressive box office results. Adding the full STX slate will further confirm the Canadian distributor as a leading player in the local marketplace.

"Black Bear is thrilled to formalize our relationship with STXinternational," said Teddy Schwarzman, Black Bear's President & CEO. "Bob Simonds, Adam Fogelson, John Friedberg and the entire STX team are excellent partners who understand and appreciate the slate Black Bear is curating: director-driven, star-packaged, best-in-breed content across genres aimed at a global audience. We are thrilled to have STXinternational's substantial commitment in the UK and beyond and are excited that this relationship will allow Black Bear to continue working with so many of our international partners across the world, who have supported Black Bear since inception."

"Elevation is excited to be partnering with STXfilms whose impressive roster of commercially driven films have been and will continue to be a key aspect of our slate," said Laurie May and Noah Segal, adding, "We

have had great success with STXfilms and look forward to solidifying our relationship with the international and domestic teams to work on many more critically acclaimed and commercial box office successes together.”

“We are thrilled to further develop what has already been a highly successful partnership with Teddy, Black Bear, and Elevation Pictures,” said John Friedberg, President of STXinternational. “Teddy’s filmmaker and star-driven approach and proven track record for delivering both prestigious and commercial films make him a perfect fit for STX and our partners around the world. We are also delighted to be formalizing our relationship with Laurie and Noah from Elevation, who have delivered fantastic results for us on our films in Canada, and we look forward to a long and successful relationship.”

###

About STX Entertainment

STX Entertainment is a global, next-generation media company whose mission is to unlock the value of the direct connection stars have with their fans through the development, financing, production, marketing and distribution of film, television, digital video, music and live entertainment content. It is the industry leader in transforming beyond traditional platform-driven content to creating talent-driven enterprises.

The company is led by accomplished businessman and entrepreneur Robert Simonds. Investors include the global private investment firm TPG Growth; Hony Capital, a leading private equity firm in China; PCCW, Southeast Asia's largest Internet and cable services provider; Tencent Holdings, China's leading provider of online products and services; Liberty Global, the world's largest distribution platform; Dominic Ng, Chairman of East West Bank; New Enterprise Associates (NEA); DNS Capital (representing the business interests of Gigi Pritzker and her immediate family); and Beau Wrigley, former Chairman and CEO of the Wm. Wrigley Jr. Company, among others. With these strategic relationships, the company is uniquely positioned to maximize the impact of content worldwide, with direct passage into the China market.

About Black Bear Pictures

Black Bear Pictures is a boutique media company that develops, produces and finances original and engaging content for film and television. Since its 2011 launch, Black Bear's slate has grossed over \$325,000,000 worldwide, been nominated for thirteen Academy Awards, nine Golden Globes, ten BAFTAs, and premiered at such prestigious festivals as Cannes, Sundance, Venice, Telluride, Toronto, New York, and London. Black Bear's library includes such films as *The Imitation Game*, *Mudbound*, *All Is Lost*, *Suburbicon* and *Ben Is Back*. Upcoming films including Gabriela Cowperthwaite's *The Friend*, starring Jason Segel, Dakota Johnson and Casey Affleck, J Blakeson's thriller *I Care A Lot*, starring Rosamund Pike, Peter Dinklage, Eiza Gonzalez, and Dianne Wiest, Dave Franco's *The Rental* starring Dan Stevens and Alison Brie, and Heidi Ewing's *I Carry You With Me*, which won the Audience Award and Innovator Award in the Next section of this year's Sundance Film Festival. In addition, Black Bear is a major investor in [Elevation Pictures Corp](#), the leading independent film and TV distribution company in Canada.

For more information: www.blackbearpictures.com, Instagram: [@blackbearpics](#), Twitter: [@blackbearpics](#)

About Elevation Pictures

Founded in 2013 with finance partner Teddy Schwarzman of Black Bear Pictures, Elevation Pictures is one of Canada's leading film and television companies. Elevation's team of seasoned executives are committed to bringing an elevated and robust film and television slate to audiences.

Elevation is known for releasing critically acclaimed, commercially successful, and award-winning films, including Academy Best Screenplay winner *The Imitation Game*; Academy Best Actress winner Brie Larson for *Room*; and Academy Best Picture winner *Moonlight*. Elevation recent films include *Hustlers* starring Jennifer Lopez with STX, and Academy nominated *The Missing Link* from Laika. Elevation's upcoming slate includes *Brahams: The Boy II* starring Katie Holmes with STX, *My Spy* starring Dave Bautista with STX, and A24's upcoming release, *Saint Maud* directed by Rose Glass.

Elevation is also a premiere production company, with recent projects including Canada-Irish co-production *The Nest* starring Jude Law and Carrie Coon which premiered at Sundance, and Canadian-Irish co-production *French Exit* starring Michelle Pfeiffer and Lucas Hedges acquired by Sony.

For more information, please visit <http://www.elevationpictures.com>

Press Contacts

STX Entertainment Contact
Steve Elzer
steve@elzerassociates.com
Tel: 213-392-4660

STXinternational Contact:
Maxine Leonard PR
maxine@maxineleonard.com
Tel: 323-930-2345

Black Bear Pictures Contact:
info@blackbearpictures.com
Tel: 424-291-6000

Elevation Pictures Contact:
Catherine Simmonds
csimmonds@elevationpictures.com
Tel: 416-583-5800 x2003