

Press Release



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For immediate release

EM Media announces new appointments

EM Media, the Regional Screen Agency for the East Midlands, has announced two new appointments to its Nottingham-based team: Anna Seifert-Stock joins as Development Executive, Film and Mike Kelly and his associate Laura Hypponen from Northern Alliance have been contracted to deliver Consultant Business Affairs services.

Anna Seifert-Stock joins EM Media with a remit to find, nurture, retain and develop film talent within the East Midlands and build on EM Media's reputation for investing in innovative and distinctive film production and development projects. Anna joins EM Media from Medienboard Berlin-Brandenburg where she was in charge of advising new talent on all aspects of funding (shorts, script-development, production and pre-production funding). Before Medienboard Anna worked as a cinema programmer and film publicist and then went on to train as a screen-writer at the Deutsche Film und Fernsehakademie (dfffb) in Berlin.

Anna comments, "I am delighted to be joining EM Media and am excited about working with the region's new and emerging talent. The East Midlands already has a notable reputation as the home of some of the UK's most original filmmakers and I hope that the work I do here will ensure that talent are given opportunities to thrive within this most creative of regions. "

Mike Kelly and Laura Hypponen will deliver Consultant Business Affairs services on behalf of EM Media, optimising the speed and effectiveness of EM Media's business transactions and ensuring the best possible deal for the agency in relation to its investments. Mike and Laura will focus on the business affairs side of the agency's investment portfolio back catalogue and all future investments.

Mike Kelly has been Director of Northern Alliance - a boutique chartered accountancy firm offering accounting and consulting services to clients in the media and entertainment sector - since 2006. Clients of Northern Alliance include the UK Film Council and Regional Screen Agency, Film London.

Before Northern Alliance Mike was Vice President of Finance – Film Production, EMEA and Asia at Warner Bros, where he was responsible for the finance and physical production of Warner Bros' local language films in Europe and Asia and was directly involved in the appraisal, negotiation, and acquisition of rights to over 60 films including Jean Pierre Jeunet's *A Very Long Engagement*, Pedro Almodóvar's *Bad Education* and David MacKenzie's *Young Adam*, starring Ewan McGregor.

Laura Hypponen has been a consultant for Northern Alliance since completing an Msc in Management with Specialisation in Film Business from the Cass Business School in 2007. Before this Laura was a freelance business consultant and research associate for clients including Stereoscope Oy in Finland and Birmingham Business School.

Commenting on the appointments, Debbie Williams, Chief Executive of EM Media said, "*We are thrilled to announce these new appointments to EM Media and very much look forward to working with Anna to develop the region's burgeoning talent pool, and with Mike and Laura to ensure the very best deal for all our investments.*"

For further information please contact Emily Lappin, Head of Communications or Emma Hewitt, Communications Coordinator, EM Media on 0115 934 9090 or via email at emma.hewitt@em-media.org.uk.

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Notes to editors

EM Media is the Regional Screen Agency for England's East Midlands. From its Nottingham base the agency invests RIFE Lottery and Treasury Finance in film activity and European Regional Development Funds (ERDF) in the development, production, distribution, exhibition, prototyping and publishing of Film (long and short form), Television (corporate broadcast, internet TV), Games (for console, PC, hand held, mobile phone) and Interactive (internet, mobile phone and TV software).

EM Media is a partner in Warp X, the pioneering digital film studio established to revitalise low-budget British film-making, an initiative of UK Film Council, Film4, Screen Yorkshire, Optimum Releasing and EM Media.

EM Media has to date co-financed 18 feature films with ERDF finance. EM Media's slate of films in production, forthcoming and current releases include: *Unmade Beds* (The Bureau 2008), *Crack Willow* (Perfume Films 2008), *Summer* (Sixteen Films 2007), *Hush* (Warp X 2007), *Donkey Punch* (Warp X 2007), *A Complete History of My Sexual Failures* (Warp X 2007), *Mum and Dad* (2AM Films 2007), *Better Things* (Third Films 2008), *And When Did You Last See Your Father?* (Number 9 Films 2007), *Magicians* (Intermedia Films 2007), *Control* (NorthSee 2007), *This is England* (Warp Films 2007). Other feature investments include *Brothers of the Head* (Potboiler Productions 2006), *A Cock and Bull Story* (Revolution Films 2006), *Dead Man's Shoes* (Warp Films 2005), *One For the Road* (One for the Road Productions 2004), *Once Upon a Time in the Midlands* (Slate Films 2003) and *Anita and Me* (Starfield Productions 2002).

For further information, visit www.em-media.org.uk.

