



## **SPORTSBRANDEDMEDIA PARTNERS WITH CHINA VENTURE FILMS**

Feature to Shoot in Shanghai in Wake of the Olympics

**Shanghai, China (April 3, 2008)** – Jay Rothstein, President of China Venture Films, LLC and producer of “Distance Runners,” announced today that sports specialist, John Meindl, has joined the production. “Distance Runner” is a Chinese language film featuring a multi-cultural cast of Chinese, Americans, French, and Japanese actors. Meindl’s company, SPORTSBRANDEDMEDIA, will produce sports elements, as well as product placement and brand integration. Principal photography is set for September 18<sup>th</sup> in Shanghai.

According to Rothstein, “In light of China’s hosting of the Olympics, China’s youth has become increasingly more aware of the value of sports as it relates to a healthy lifestyle. The opportunities for, and value of brand integration in “Distance Runners” is significant as multi-national corporations and emerging domestic brands jockey for position in China. John’s knowledge and experience in sports production and branding is an asset to our team.”

Storyline: *“To reach the goal you are running to, you must face what you are running from...”*

“Distance Runners” tells the story of athletes from different countries who travel to China to compete in the Shangri-La Endurance Race Pan-Asia, an endurance race across 100 miles high in the mountains of Yunnan, China, running the race of their lives in one of the most arduous courses ever conceived.

### **ABOUT SPORTSBRANDEDMEDIA INC.:**

The company is a convergence of sport and entertainment, creating ideas and solutions to meet the challenges of today’s changing sports landscape. John Meindl, the company’s founder & president, is the creator of “sports” product placement and the first to combine that specialty with expertise in sport marketing, branding and coordination to provide total sports solutions in motion pictures and television. John has worked in different sports capacities on movies such as “Failure to Launch,” “Bridge to Terabithia,” “Night at the Museum,” “Pride,” “AVP2” and more. Mr. Meindl is currently producing two feature films, and a documentary. His company also represents the sponsorship interests of “The Contender-Muay Thai,” “Big Shots – Titans at the Tee” on SPEED.

### **ABOUT CHINA VENTURE FILMS, LLC:**

China Venture Films, LLC was established based on the philosophy that there is an important need for Chinese language films which motivate and inspire people through stories that transcend cultures, boundaries and languages. The mission is producing films with an international cast and crew that contain and achieve these objectives with high artistic and production quality. CVF is uniquely situated to the extent it is authorized to produce and distribute films throughout China.

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