

For Oversea Distribution

ABN-CBN Entertainment Launches Manila Thriller with Hasselhoff, Steiger

ABS-CBN Entertainment, the international motion picture production arm of the Philippines leading entertainment provider, ABS-CBN, will premier its first movie, *Legacy*, with David Hasselhoff and Rod Steiger, in Manila on July 19. It will roll out to 60 major theatres in 31 key cities in the Philippines from July 23, with international distribution later in the year.

Directed by TJ Scott, written by Kevin Lund based on an original script by James Grady, *Legacy* is an action-adventure story about a disillusioned war photographer, Jack Scott (David Hasselhoff), who becomes involved with a beautiful Amerasian, Lana Cameron (Donita Rose Calvert), returning to the Philippines to find her long-lost father. The search becomes a dangerous cat and mouse game when a sinister mercenary, Martin Sadler (Oscar-winner Rod Steiger), and his two henchmen, Edge (Doug O'Keefe) and Black (Corin Nemec), get on their trail with the help of a corrupt, ambitious police inspector, Santiago (Junix Inocian).

Donita Rose Calvert, in her first foreign language movie, is a well-known screen actress in the Philippines and a host for MTV Asia in Singapore. Chin-Chin Guttierrez is regarded as one of the most beautiful actresses in Philippine cinema. Junix Inocian is best known as The Engineer in the London production of *Ms Saigon*.

The film also features David Hasselhoff's recording of '*Only Words Can Say*', performed with Filipino songstress Regine Velasquez.

Legacy, produced in association with LA-based Quantum Entertainment, was shot entirely on location in the Philippines and features the first Dolby Digital sound mix by a local post production house, Road Runner Network.

ABS-CBN Entertainment is a joint venture between producer Michael Sellers and ABS-CBN, the Philippines' dominant broadcaster which owns several television and radio stations, a domestic film production house, cable networks in the Philippines and overseas and a telecommunications network.

The company is the only Philippine producer creating and wholly-funding the production of English-language films for overseas release.

Bonita Donita Leads Hollywood Legends In Filipino Legacy

Put together one of the internationally best known Filipina faces, the world's best known television star and a Hollywood legend and you've got *Legacy*, ABS-CBN Entertainment's latest international release. Hitting Manila movie theatres in July, *Legacy* features Filipino screen favorite Donita Rose in the lead female role with Baywatch's David Hasselhoff and pits them against a terrifying contrabida played by powerful Hollywood screen legend and Oscar winner Rod Steiger.

Unusually for an international movie, Filipinos will get to see their "Bonita Donita" before anybody else - *Legacy* has its world premier in Manila on July 19 before rolling out to 60 cinemas in 31 key cities around the country. *Legacy* is Donita's first film release since becoming one of MTV Asia's favorite hosts.

Legacy also stars Chin-Chin Guttierrez, in a suspenseful action-adventure story about a beautiful Amerasian, Lana Cameron (Donita Rose), who returns to the Philippines to find her long-lost father. Jack Scott (David Hasselhoff), a disillusioned war photographer, decides to help her, for the sake of headlines. The search becomes a dangerous cat and mouse game when a sinister mercenary, Martin Sadler (Oscar-winner Rod Steiger), and his two henchmen, Edge (Doug O'Keefe) and Black (Corin Nemec), get on their trail with the help of a corrupt, ambitious police inspector, Santiago (Junix Inocian).

The tension and twists lead through the mystery of the Plaza Miranda bombing to a final showdown in the sunken church of Bacolor, where the stunning truth about the Cameron legacy is revealed.

In another twist to the movie's story, *Legacy* producer, Michael Sellers, was the first to introduce Donita to Filipino movie fans in *Class of '91* - seen recently on television - nine years ago - and in her second movie, *Anak ng Dagat*.

Says Donita: «I've always wanted to do another movie with Mike Sellers, but I never thought I'd be working with David Hasselhoff and Rod Steiger, these are some of the biggest names in the international movie world.»

It was David Hasselhoff's first time in the Philippines and, while shooting, he performed songs from the movie at the Hard Rock Café. His hit recording of «Only Words Can Say», with Filipina songstress Regine Velasquez is featured in the movie.

Legacy brings together many familiar names from Seller's previous movie, the highly acclaimed and commercially successful *Goodbye America*. In addition to Corin Nemec, *Legacy* also features Richard Joson from *Goodbye America*, and cinematographer Sharon Meier returned behind the camera. Thierry Notz, who directed *Goodbye America*, co-produced *Legacy*.

Like *Goodbye America*, which received accolades in the film industry press for its world class quality, *Legacy* will have its world premier in the Philippines, which will be sponsored by the National Press Club. Says Jovie Saddul: «We're a global film-maker, but we're a Filipino company first and we want Filipino movie-goers to have a head start on the rest of the world.»

Newly-formed ABS-CBN Entertainment is currently the only Filipino motion picture company wholly funding and creating movies for the global commercial market and is responsible for *Legacy* in its entirety. The movie has already been sold to 50 countries and been enthusiastically received by hundred of film distributors at film markets in Cannes, France, Los Angeles, and Milan, Italy.

Legacy Synopsis

Deported to Manila from a south east Asian warzone, veteran photojournalist Jack Scott (David Hasselhoff), meets Lana Cameron (Donita Rose), a beautiful Amerasian searching for her long-lost father. Sensing a headline story Jack decides to help her.

Lana's ex-special forces father, RW Cameron, has a shady past and his former associate, ruthless mercenary Martin Sadler (Rod Steiger), is after him too. Lana and Jack's search become a deadly dance of death with Sadler and his sinister sidekicks Edge (Doug O'Keefe) and Black (Corin Nemec), helped by a corrupt, ambition police inspector, Santiago (Junix Inocian).

The tension and twists lead Jack and Lana to Grace (Chin-Chin Guttierrez), a restaurant owner with the key to unlock the secrets of Lana's past and the secret of the Plaza Miranda bombing. In a final showdown in the sunken church of Bacolor, the stunning about the Cameron legacy is revealed.

Cast

David Hasselhoff - star of Baywatch, the worlds most popular syndicated television show.

Donita Rose - One of MTV Asia's favorite hosts.

Chin-Chin Guttierrez - renowned as one of the Philippines most beautiful actresses.

Rod Steiger - Oscar winner and Hollywood screen legend.

Junix Inocian - Internationally acclaimed theatre performer (Ms. Saigon)

Corin Nemec - star of Goodbye Americaopetration dumbo drop, drop zone

Doug O'Keefe. Murder at 1600,

ABS-CBN Entertainment - International Movies for Filipinos

Every year hundreds of movie distributors from dozens of countries gather at three major film markets in Los Angeles, France and Italy to select the motion pictures that will appear on the world's commercial cinema and television screens. Only one Filipino production company has been rubbing shoulders with industry giants like Miramax, Summit and Buena Vista and putting Philippine-made international movies in front of major buyers - ABS-CBN Entertainment.

ABS-CBN Entertainment is a first in the Philippine movie industry - a film production company dedicated to funding and producing movies for the global movie marketplace with Filipino technical and creative talent, earning dollars for the country's economy and showcasing the very best actors and technicians the Philippines has to offer.

ABS-CBN Marketing and Distribution manager Jovie Saddul explains: «What usually happens is that a foreign producer hires a Filipino company to make its movie, but the Filipino company doesn't have any say in the script or the casting, or whether it's going to be a good movie or not, and it doesn't own the movie. All the profits go to the US producer and only the production fee comes to the Philippines. That's an important part of the industry, but we feel it's time for Filipinos to be the senior partner in global movies instead of the little brown brother.

«We are producing movies with our own money for the global marketplace. We control the picture and make the decisions. We've formed a strategic link with a Los Angeles-based movie sales company, Quantum Entertainment, so we're selling around the world and the profits benefit the Philippines. We're also mandated to provide technology and knowledge transfer, so we're helping develop state-of-the-art skills in the local industry.»

ABS-CBN Entertainment's birth originated in 1992. ABS-CBN was setting up Star Cinema and American-born producer Michael D. Sellers, who had settled in the Philippines, was making Tagalog movies under the Pacwood banner, such as the highly acclaimed *Umiyak Pati Langit* with Helen Gamboa, Janice de Belen and Dante Rivero, *Class of 91*, starring Aga Mulach, Christina Gonzalez, Rina Reyes and, in her first film, Donita Rose. These were followed by what was then the most expensive Filipino movie up to that time, *Anak ng Dagat*, with Ronnie Ricketts, Donita Rose, Eddie Gutierrez, Conrad Poe and Maritoni Fernandez.

Recalls Sellers: «Star Cinema wanted to establish itself in the Filipino marketplace first so we felt the time wasn't yet right.»

Over the next four years, Star Cinema became the country's leading Tagalog producer with a string of successes, while Sellers went on to co-produce *Rage*, with Richard Norton and Tetchie Agbayani and *Fortunes of War* with Matt Sallinger, Martin Sheen, Michael Ironsides, and Haing S. Ngor. «We were learning our trade making global movies.»

In late 1995, ABS-CBN felt it was ready to expand its movie production to the world commercial movie markets and began discussions with Sellers on a new project that would bring together Filipino talent and skills with international knowhow.

Explains Saddul: «Our target was the ordinary movie-goer in Paris, or Los Angeles or London, rather than the festival circuit. We're weren't trying to make better Tagalog movies but productions that would stand up against those coming out of Hollywood.»

The discussions led to a greenlight for *Goodbye America*, with a script co-written by Mike Sellers and British screenwriter Bob Couttie with the help of top Filipino screenwriter Ricky Lee. With Filipino talents like Raymond Bagatsing, Alma Concepcion, Angel Aquino and Nanette Medved playing against international actors such as James Brolin, Michael York, John Newton, Corin Nemec and Alexis Arquette, the movie broke new ground.

«Before *Goodbye America* it was difficult to get international producers interested in shooting a film in the Philippines, about the Philippines, with Filipino lead actors.,» says Sellers. Usually, Filipinos are merely supporting cast but in *Goodbye America* they were at the same level as the international stars.

Goodbye America was a commercial and critical success worldwide, being seen in 60 countries and soon to be seen on HBO. It made the top ten video releases list in Northern Europe and is being distributed by Disney-owned Buena Vista in the US. In the Philippines, too, the movie performed well, outdistancing other English-language blockbusters on release at the same time in Manila and the provinces. As a movie that was intended to be profitable in the world marketplace, rather than just in the Philippines, it was also a first.

Goodbye America was a co-production between Sellers's Pacific Hollywood Corporation and Star Cinema. With its success, ABS-CBN and Sellers decided to set up a joint venture, ABS-CBN Entertainment to make movies for the global market.

Says Sellers: «More than anybody else in the industry, the top management of ABS-CBN put their trust in Filipino talent and risked significant money to make a movie that measures up against the Hollywood standard. They had the confidence and the vision to put Philippine movie makers into the mainstream. It took a lot of courage.»

Legacy, which brought together David Hasselhoff and Rod Steiger with Donita Rose and Chin-Chin Gutierrez, was the first production of the new company. Says Sellers: «David is one of the world's most popular actors and Rod Steiger is a Hollywood legend. You don't attract people of that caliber to the Philippines unless they're confident in the Filipino ability to make a good movie. «

With the release of *Legacy* in the Philippines, the company's focus is on its next two projects, a high-energy action adventure, *Doomsday*, and a tense thriller, *Blind Faith*.

With a slate of two to three movies a year, the firm backing of ABS-CBN and increasing respect in the international market as a producer of high quality films, ABS-CBN Entertainment looks set to be the Filipino vanguard in the world's mainstream movie industry.