

Jason Blum Launches Foreign Sales Division at Blumhouse Productions

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With a distribution and servicing deal with IM Global, it will offer Joe Carnahan's "Stretch" and "Sinister 2" at the upcoming Cannes Film Market.

Jason Blum's Blumhouse Productions is launching new division Blumhouse International to oversee foreign sales of the company's movies. The new BHI, which has a worldwide distribution and servicing deal with IM Global, will be introduced to foreign distributors at the upcoming Cannes Film Market.

The first two projects that Blumhouse International will be offering to foreign buyers are *Sinister 2*, a sequel to the 2012 movie, which was budgeted at \$3 million and went on to gross \$87 million worldwide, and *Stretch*, a comedy thriller to be directed by Joe Carnahan.

Blum and Carnahan will produce *Stretch*, with Tracy Falco serving as executive producer and Leon Corcos as co-producer. Both projects will begin production later in 2013.

The new division will handle sales of films outside Blumhouse's first-look deal with Universal. An executive announcement is expected shortly.

"We are excited to expand our company's international presence as the success of our micro-budget films continues to grow across the world," Blum said.

Six of the company's recent films have grossed a combined \$450 million foreign on combined budgets of under \$25 million.

Blumhouse currently has four micro-budget wide-release movies scheduled for release including its first film for Universal -- *The Purge*, with Michael Bay's Platinum Dunes, which opens June 7. *Insidious Chapter 2*, the sequel to *Insidious*, produced with FilmDistrict, is set for Sept. 13; *Paranormal Activity 5* for Paramount Pictures for Oct. 25; and *Ghosts* for Lionsgate on Jan. 10, 2014.