

IM Global's Octane to shake up EFM with Red State, Salem

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Stuart Ford's IM Global will kick off sales in Berlin through its Octane genre division on the hot pair of *Lords of Salem* from Rob Zombie and Kevin Smith's horror debut and Sundance premiere *Red State*.

Smith will attend the EFM to present a private screening of his unsettling portrait of religious fanaticism in the US heartland (pictured) that was produced by Ford's former Miramax colleague Jon Gordon.

Ford brokered the *Red State* deal with Smith's distribution consultant David Dinnerstein and Alan Sacks of Schreck, Rose, Dapello. Smith announced immediately after the Park City premiere that he will self-release the film in the US through a mini-tour followed by a targeted theatrical release in October.

Zombie's *Lords Of Salem* continues Octane's relationship with Haunted Movies, the Alliance Films / Jason Blum production venture that also produced Toronto hit *Insidious* and Barry Levinson's zombie eco-thriller *The Bay*.

The story follows a DJ in Salem who unleashes a horde of demonic minions after she plays a cursed record.

"I've been a Kevin Smith acolyte since my Miramax days and we're very excited Kevin's now bringing his very sharp eye to the genre world," Ford said. "*Red State* is the perfect edgy, controversial genre material for our Octane label.

"Rob Zombie is one of the kings of the contemporary horror arena. We know he has a huge worldwide following, and it's a pleasure to be continuing our relationship with the Haunted Movies team."

Octane head Tatyana Joffe will also show buyers first footage from *The Bay* and the label will host a private screening for the worldwide distributors of *Insidious*, which Sony and FilmDistrict will release in the US in April.

The Octane slate includes Jean Claude Van Damme action title *Dragon Eyes* and the Jim Caviezel action film *Transit*, both produced under Octane's partnership with Courtney Solomon's Action Package; and Dark Castle's *Dungeons And Dragons 3*.

Ford and his president of sales and distribution Jonathan Deckter will also be looking to lead discussions on Madonna's *W.E.* and Jose Padilha's Panorama entry and Brazilian box office sensation *Elite Squad 2*, which has amassed around \$70m in Brazil to become the biggest hit of all time in Latin America. Recent slate highlights include the Reliance-financed *Walking With Dinosaurs 3D*, which Fox will release across most of the world, and the \$45m *Dredd* in 3D.