

V1 ENTERTAINMENT FILMS

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“BREAKING BAD” STAR GIANCARLO ESPOSITO TO DIRECT PILOT OF V1 ENTERTAINMENT FILMS’ PROFESSIONAL MOTORSPORTS-THEMED TV SERIES, “THE RIDE”

Mooresville, NC (August 1, 2010) – Acclaimed film and television actor/director Giancarlo Esposito has agreed to direct the pilot of V1 Entertainment Films’ new professional motorsports-themed television series, “The Ride.” Esposito, who currently stars in the award-winning AMC television series “Breaking Bad,” has been seeking more opportunities to direct since producing and directing the 2009 independent film, “Gospel Hill.”

“The Ride” is a character-driven story written by veteran screenwriter Tony Sommo about the exploits of a tight-knit group of drivers from different worlds set in the Lake Norman area of North Carolina, often called Race City USA. The project is being targeted as a Spring 2011 network replacement series and, if it is picked up, Esposito will likely continue to take the director’s reins.

Esposito studied his craft under some of filmmaking’s most honored directors, including John Landis, Michael Mann, independent filmmaker Jim Jarmusch and Oscar-nominated Spike Lee. Esposito has appeared in four of Lee’s films – “School Daze,” “Do the Right Thing,” “Mo’ Better Blues” and “Malcolm X” – and it is Lee’s influence that is reflected in “Gospel Hill,” a contemplative story of racial tension and redemption in a small town in the South.

Despite its small budget, “Gospel Hill” afforded Esposito a chance to direct such Hollywood talents as Angela Bassett, Danny Glover, Adam Baldwin and an uncredited Samuel L. Jackson.

“We’re delighted that Giancarlo Esposito has agreed to direct ‘The Ride’,” said Aspen Hughes, CEO of V1 Entertainment Films. “Giancarlo is a thoughtful, expository director who knows the nuances of working in the Carolinas. Everything about ‘The Ride’ has to be absolutely authentic, and he’s the perfect guy to convey what we want. He was our first choice, and I can’t tell you how pleased we are to have him in the director’s chair.”

With the selection of its director and writer finally accomplished, Hughes has turned to lining up product sponsors for “The Ride.” “Professional motorsports is unique in that the advertising sponsors are an integral part of the sport, so they also play an important role in the storyline of ‘The Ride’,” he noted. “The product sponsorship opportunities are diverse and will give the right partners a terrific return on their investment.”

(more)

Hughes added that product sponsors who join "The Ride" will be working directly with all key decision-makers on every aspect of production, right from the start. He has hand-picked a well-connected team of racing consultants to be on board from script development to final edits to soundtrack to promotion. V1 Entertainment Films' personal and professional relationships with professional motorsports, drivers, teams, tracks and off-track locations assure the kind of authenticity that both sponsors and viewers demand.

For more information on product sponsorships and other opportunities with "The Ride," please visit www.V1EntertainmentFilms.com.

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About V1 Entertainment Films

V1 Entertainment Films is a worldwide film fund actively engaged in bringing unique, compelling stories to movie theatres and television. The company is committed to discovering properties propelled by compelling characters and original situations that demand to be projected and offer the potential for profit. In an industry that has earned a reputation for sometimes questionable business practices, V1 Entertainment Films offers unprecedented transparency. Because they offer personal service at all levels of the organization, they safeguard that all projects are conducted with complete clarity and integrity. For more information, visit www.V1EntertainmentFilms.com