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## **ERIC BREVIG TO DIRECT 3-D KOREAN WAR EPIC, "17 DAYS OF WINTER"**

*Project Gains Support from South Korean Government as well as  
Decorated Combat Veteran and Chosin Historian, Brian Iglesias*

**LOS ANGELES** (February 15, 2010) – MADMEDIA Entertainment has tapped director Eric Brevig to helm their epic Korean war drama, "17 Days of Winter," about the heroic 1950 Chosin Reservoir battle. Veteran 3-D producer, Charlotte Huggins, is set to produce the film.

The film is one of personal triumph, courage and universal humanity set against the backdrop of the brutal, 17 day battle where 12,000 U.S. Marines and soldiers, known today as "The Chosin Few," faced overwhelming odds and deadly sub-zero temperatures, while outnumbered by 120,000 Chinese troops behind enemy lines in a battle for the soul of a nation.

Director and visual effects Academy Award-winner Eric Brevig comes to the project having directed the 2008 box office hit, "Journey to the Center of the Earth" (3-D) for New Line Cinema/Walden Media and most recently, "Yogi Bear" (3-D) for Warner Bros. Brevig returns to the epic war genre having served as second unit director and visual effects supervisor on "Pearl Harbor."

"The story of this forgotten war needs to be told," said Brevig. "We now have the ability to tell it in an immersive, compelling way that does justice to the humanity exhibited under such inhumane circumstances."

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Jayson Won, executive producer and founder of MADMEDIA Entertainment adds, “The state of technology, the unprecedented popularity of the 3-D medium and the 60<sup>th</sup> anniversary of the Korean War have aligned to make this the perfect time to tell this incredible story of salvation.”

In an unprecedented move, the Minister of Culture, In Chon Yu, and the Chairman of the Korean Veterans Association, Se Hwan Park, have committed fully to the project. “We pledge our unconditional support, including making use of equipment, weapons, shooting sites and military assistants in Korea,” said Se Hwan Park. “It is our wish to be part of the process to educate and raise awareness throughout the world on the noble achievements and honorable sacrifice made by all Korean War veterans.”

14-year combat-decorated Marine Captain, documentary filmmaker (“*Chosin*”) and honorary member of “The Chosin Few,” Brian Iglesias, has signed on as executive producer and military advisor to the project. “Given the integrity of this project, I feel privileged to be able to provide the personal stories of the heroic few who lived to tell the tale of this historic and iconic battle.”

“17 Days of Winter” will be filmed on location in Korea. Producers are in discussions with screenwriters and the release date is expected for 2012.

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