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**ACADEMY AWARD<sup>®</sup>-WINNING SCRIBE  
FRANK PIERSON TO PEN 3-D KOREAN WAR EPIC  
"17 DAYS OF WINTER"**

LOS ANGELES (April 23, 2010) – MADMEDIA Entertainment has tapped Academy Award-winning screenwriter, Frank Pierson (*Dog Day Afternoon*, *Cool Hand Luke*, *Presumed Innocent*) to pen their epic Korean War drama, *17 DAYS OF WINTER*, helmed by veteran 3-D director, Eric Brevig (*Journey to the Center of the Earth*).

*17 DAYS OF WINTER* is a story 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.

Academy Award winner Frank Pierson (*Dog Day Afternoon*) comes to the project having most recently won a WGA award for the Emmy<sup>®</sup> Award-winning AMC series, *Mad Men*. Mr. Pierson is also a two-time Peabody Award winner for direction (*Truman*, *Soldier's Girl*), a former president of the Writers Guild of America and former president of the Academy of Motion Pictures, Arts and Sciences.

"War is such a part of a nation's experience," said Pierson. "With each generation that passes, people need to be reminded of the sacrifices made both abroad and at home. This particular battle was unique because it was fought by an unlikely combination of seasoned WWII vets and callow teenage boys...and then largely forgotten."

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“We’re honored to have Frank on our team,” said Brevig. “As both a gifted writer and an Army veteran who knows all too well the realities of war, Frank’s unique sensibility and perspective is perfectly suited to bring this important, epic drama to life with all the gravity, honesty and humanity it so richly deserves.”

17 DAYS OF WINTER has garnered unprecedented support from the Korean Minister of Culture and the Korean Veterans Association and will be filmed on location in Korea. The film is set for a 2012 release date and will be produced by Charlotte Huggins and executive produced by MADMEDIA Entertainment president, Jayson Won and 14-year combat-decorated Marine Captain, Brian Iglesias.

**About MADMEDIA Entertainment**

MADMEDIA Entertainment is dedicated to high-quality stereoscopic 3D experiences and emerging technologies that stretch the boundaries of imagination and entertainment across all digital platforms. Current focus includes theatrical, branded entertainment, special venue entertainment and home entertainment.

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