



LOVE & TREACHERY IN ANCIENT CHINA COMING TO THE BIG SCREEN IN A *UNIQUE* CHINA-UK COLLABORATION

LONDON. February 27, 2009. Under the watchful eye of **Chen Deming**, Minister of Commerce of the People's Republic of China and **The Right Honorable Lord Mandelson**, Secretary of State for Business, Enterprise & Regulatory Reform, an ancient Chinese love story was given new life with the signing today of a letter of intent to co-produce a motion picture of *The Sacrifice of Yang GuiFei* between Chinese and British partners.

The Sacrifice of Yang GuiFei is the story of Emperor Xuanzong (of the prosperous Tang dynasty 618-907 AD) who brings Yang Guifei, one of China's most beautiful women, into his court as a concubine. When they adopt China's greatest villain, the barbarian An Lushan, their fateful triumvirate creates China's greatest love story.

Liu Rong of Dadi Media and **Liu Yan** of ESA Cultural Investment Ltd., part of a Chinese trade delegation in London promoting China-UK cultural relations jointly signed a letter of intent to co-produce a motion picture with UK expat, Broadway/West End producer and rights holder **Toby Simkin**, and the British authors, Captive Theatre & Music (**Kenneth Clarke**, **Richard Daniels** and **Mark Troop**).

Producer Toby Simkin optioned the worldwide rights almost immediately after hearing the score in early 2008 "it's a powerful, sometimes shocking story, filled with a roller coaster of emotions from brutality to sweet and innocent love, building to a climax with *The Emperor's agonizing decision: save the woman he loves, or sacrifice her to save his dynasty* – Richard Daniel's remarkable score carries the audience through this cavalcade with a fabulous mix of Chinese and Western instruments."



The true story of Yang GuiFei, one of the Four Ancient Beauties of China, is famous for her role in the demise of the Tang dynasty.

Principal writer Kenneth Clarke, who has spent years studying Yang GuiFei, explains: *“Ultimately the message is simple; true love means **sacrifice**. The great Tang Emperor Xuanzong is faced with an impossible choice - saving the woman he loves or preserving his crumbling dynasty.”*

Composer Richard Daniels adds *“Her immortal beauty ended a dynasty and gave birth to new era in Chinese history. Writing the score for this timeless story has been exhilarating – an emotional musical journey told through Western and Chinese instruments.”*

Co-Composer and Arranger Mark Troop, discussing the **Sacrifice** teams journey said *“This great story has enticed three western authors to China, intoxicated by its exoticism. What we found is the perfect vehicle for drawing west and east together; a transcendent love story that is, in fact, universal.”*

Under the terms of the letter of intent, Toby Simkin, Dada Media and ESA Cultural Investment Ltd., will be meeting in Shanghai in the next 60 days to develop the production agreement and set the goals of the motion picture. It is expected that another announcement will occur shortly thereafter.

The motion picture is slated to undertake principal shooting in mainland China. It will be intended for international release with English as its primary language. Casting has not been announced.

The Sacrifice of Yang GuiFei is a great story, but that a most famous Chinese story is written so beautifully by a western team gives this project a very unique production and marketing perspective.

TOBY SIMKIN (Producer) is a theatrical producer who has over 25 years of 1st-class producing or managing experience of entertainment projects with over 120 Broadway/West End shows and tours from *Annie* to *Victor/Victoria* in the USA, Canada, UK, Russia, Australia, China and oceans between. From many Tony Award winning productions on Broadway to Olivier Award winning productions on London’s West, Mr. Simkin is a leader in the field of theatrical producing, management and marketing. Mr. Simkin is additionally credited with leading the theatre industry into cyberspace in the early 90's. Mr. Simkin maintains a residence in Shanghai, developing new opportunities for global entertainment where he owns a Chinese corporation. Online at www.TobySimkin.com.

ESA CULTURAL INVESTMENT LIMITED COMPANY (Producer) was founded in December 2005. In 2006, ESA invested in the TV series of Women’s Choice with 30 episodes; and invested in Stephen Chow’s annual grand works of CJ7; in 2007, ESA invested in the most expensive Asian movie - *Red Cliff*; in 2008, it invested in The First Quarter of China’s First One Hundred Episodes Spy Game Quarterly Broadcast Drama - *Die Ying Chong Chong* in Shanghai, planning to be broadcast within two years. In 2009, it will shoot a TV drama of “Zai Guo Ba Yin”. Today, ESA has entered into investment contracts of nearly 80 million Yuan (RMB) in TV plays and movies, and expecting will exceed 100 million Yuan (RMB) in 2009.



DADI MEDIA (Producer) is composed of a corporate group of Media and Technology companies. The group's businesses focus on motion pictures releases, the digital cinema construction and the development of new media. In 2008 Dadi Cinema invested in more than 100 movie theatres, 300 screens and 100,000 seats throughout Guangdong, Zhejiang, Shandong, Jiangsu, Beijing, Shanghai and Anhui provinces.

CAPTIVE THEATRE & MUSIC (Authors) was founded by writer **Kenneth Clarke** and composer **Richard Daniels**. Kenneth's plays have been read in theatres. Richard toured with many successful pop artists, and has composed music for TV and radio. For 20 years Kenneth and Richard have composed songs that have been recorded by numerous artists. In 2004 Kenneth and Richard received a gold disc award for very successful #1 pop song. This is their fourth major musical. Pianist, broadcaster, writer and founder of The Chamber Music Company **Mark Troop** joined Captive in 2007 to enhance and shape the work. Mark has worked with BBC Radio, in cabaret and runs various London-based music events and festivals. Mark additionally runs the Yin Yang Collective: London's first Chinese-Western fusion group and *Shanghai Dreamhearts* – the cabaret of China.

For further information visit the official site:
<http://www.SacrificeWorldwide.com>