

## **MEDIA RELEASE**

*For Immediate Release*

### **INFINITY MEDIA, BENDERSPINK AND NEW LINE CINEMA IN PRODUCTION WITH JUST FRIENDS IN SASKATCHEWAN**

*Romantic comedy stars Ryan Reynolds (Blade: Trinity), Amy Smart  
(The Butterfly Effect), Anna Faris (Scary Movie) and Chris Klein (American Pie)*

**February 4, 2005 (Regina, SK, Canada)** – The Saskatchewan Film and Video Development Corporation (SaskFilm) is pleased to announce that Los Angeles/Vancouver-based Infinity Media and Los Angeles based Benderspink in partnership with New Line Cinema has commenced principal photography on the romantic comedy **Just Friends** in Saskatchewan, Canada. Directed by Roger Kumble (*Cruel Intentions, The Sweetest Thing*), *Just Friends* is in production until March 3, 2005 on location in the cities of Regina and Moose Jaw.

“*Just Friends* rounds out what has proven to be Saskatchewan’s most successful year in domestic and foreign production,” says Valerie Creighton, C.E.O and Film Commissioner of SaskFilm. “Our competitive incentives have been critical in attracting off-shore producers to our province. We are delighted that Infinity Media, Benderspink and New Line Cinema have selected Saskatchewan to film their latest project.”

When a successful music executive returns home 10 years after being rejected by his high school best friend, he discovers his feelings for her rekindled. Now a confident ladies man, he discovers he must revert back to his old sweet self before his love for her is reciprocated.

**Ryan Reynolds** (*Blade: Trinity, National Lampoon’s Van Wilder, The Alarmist*) plays the smooth-talking exec whose frenetic attempts to woo his old friend portrayed by **Amy Smart** (*The Butterfly Effect, Road Trip, Rat Race*), meets with innumerable obstacles, one being his client and troublemaker, **Anna Faris** (*Scary Movie, Lost in Translation, Brokeback Mountain*). **Chris Klein** (*Election, American Pie 2*) plays a musician who competes with Reynolds in trying to win Smart’s heart, and **Chris Marquette** (*Alpha Dog, Freddy vs. Jason*) plays Reynolds’ younger brother who lusts after Faris. **Julie Hagerty** (*Airplane!*) plays Reynolds’ mother and **Stephen Root** (*The Ladykillers*), his boss at the record company.

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**Just Friends** is produced by Chris Bender and JC Spink, BenderSpink; Michael Ohoven and William Vince, Infinity Media Inc.; and Bill Johnson, Inferno Distribution. Marco Mehlitz, Cinerenta and Jim Seibel, Inferno Distribution, serve as Executive Producers. Eberhard Kayser of Cinerenta and Jake Weiner, Benderspink, are the Co-producers. The picture is being distributed domestically by New Line Cinema and sold internationally by Inferno Distribution.

**SaskFilm and Video Development Corporation (SaskFilm)** enables the film, television and interactive industry in Saskatchewan to continually enhance the quality, quantity and marketability of its products and resources. SaskFilm was established to stimulate and foster the development of an indigenous film, video and new media industry through the administration of the Saskatchewan Film Employment Tax Credit Program; management of the state of the art Canada/Saskatchewan Production Studios; and by providing financial assistance to qualified production companies for purposes of developing, producing and distributing film, video and interactive products. Visit [www.saskfilm.com](http://www.saskfilm.com) and [www.saskstudios.com](http://www.saskstudios.com).

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