

CRAIG, FABER TEAM

Veteran marketing execs Joseph Craig and Gary Faber have joined to launch Entertainment Research & Marketing. The New York-based consultancy will offer media planning and creative services to film, television, Broadway, video game, publishing and music companies.

'BUDDHA' BREWING

Ashutosh Gowariker is set to direct "Buddha," an English-language tale of how Prince Siddhartha Gautama sought enlightenment and founded a religion. The film marks the production debut of Beverly Hills-based Indian telecoms billionaire Bhupendra Kumar Modi and his

Spice Entertainment. David S. Ward wrote the screenplay.

SHANGHAI SETS SKED

Shanghai International Film Festival organizers unveiled the films that will compete for its Jin Jue, or Golden Goblet, awards at this year's June 13-21 edition. The 17 films

chosen from 16 territories include Giulio Manfredonia's "We Can Do That" from Italy and Andre Techine's "The Girl on the Train" from France. For a full lineup, go to THR.com/film.

'DEAD' TO RIGHTS

IFC Films has acquired U.S. rights to the Submarine-

repped horror film "I Sell the Dead" on undisclosed terms. Directed by Glenn McQuaid, "Dead" stars Larry Fessenden and **Dominic Monaghan** and is produced by Fessenden and Peter Phok through Fessenden's New York-based Glass Eye Pix.



FILM

Shadow has a fervor for Ndour doc

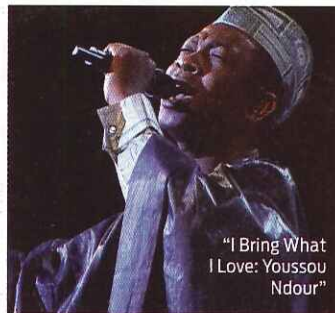
By **Carl DiOrio**

LOS ANGELES — Shadow Distribution has acquired North American rights to Chai Vasarhelyi's "I Bring What I Love: Youssou Ndour," a music-filled documentary about the Senegalese musician.

A devout Muslim, Ndour is shown working on his "deeply personal and religious" album, "Egypt," which he hoped would help promote a more benign portrait of Islam.

But "Love" also chronicles the album's disappointing reception among Muslims in Senegal, where it is denounced as blasphemous.

Vasarhelyi followed Ndour for



"I Bring What I Love: Youssou Ndour"

more than two years in shooting the pic, with filming in Africa, Europe and the U.S. The helmer lauded the distribution deal with Shadow.

"Their enthusiasm for the film and their belief in the film's broad potential make them a perfect partner," Vasarhelyi said.

The film's original score was composed by Martin Davich and James Newton Howard.

Exec producers included Edward Tyler Nahem, Jennifer Millstone, Patrick Morris, Jack Turner, Kathryn Tucker and Miklos Vasarhelyi, with Sarah Price, Scott Duncan and Hugo Berkeley as co-producers. **THR**

Brenner to Relativity as exec vp

By **Borys Kit**

LOS ANGELES — Reflecting a growing production slate, Relativity Media has hired Robbie Brenner as executive vp production.

Brenner, who made a name for herself as an exec at Miramax during the Weinstein era, will work on Relativity's single-picture business, including the newly acquired Rogue slate and the company's upcoming independently produced



Brenner

pics. (Relativity recently signed an output deal with Lionsgate.)

Brenner spent eight years at Miramax as a production and development executive, reaching the rank of senior vp. She did a two-year stint at Fox before running the classics division at David Entertainment.

Brenner also has been a producer in various capacities with credits including "Serendipity," "Deception" and the upcoming Rogue thriller "A Perfect Getaway."

She reports to Relativity president of production Tucker Tooley and CEO Ryan Kavanaugh. **THR**

Star of 'Mentalist' joins 'Killer' lineup

By **Borys Kit**

LOS ANGELES — Simon Baker, star of CBS hit "The Mentalist," is playing an attorney on the trail of a murderer in "The Killer Inside Me," Michael Winterbottom's adaptation of the Jim Thompson noir classic that stars Casey Affleck.

The story centers on a West Texas sheriff (Affleck) and his downward spiral from a boring small-town cop into a ruthless, sociopathic murderer. The cast also includes Jessica Alba as a prostitute and Kate Hudson as the sheriff's schoolteacher girlfriend.

Filming begins this week.

Baker plays a county attorney looking to expose the sheriff as

the killer.

MuseFilm's Chris Hanley, Cyclone Prods' Robert Weinbach, Revolution Films' Andrew Eaton and Bradford Schlei are producing



Baker

the latest adaptation, written by Weinbach and John Curran.

Oklahoma-based Idion Entertainment Group is financing, as are Barbarian Films and OceaniaMedia Finance.

"Mentalist" is the breakout hit of the 2008-09 television season. The Australian actor, repped by CAA and Untitled Entertainment, most recently appeared in the indie drama "The Lodger." **THR**

Shoreline puts some English on foreign pics

By **Carl DiOrio**

LOS ANGELES — Shoreline Entertainment has teamed with German film scout and finance specialist Bjorn Puckler to create Shoreline Management, which will specialize in offering English-speaking writers and directors to foreign producers.

Puckler will supervise daily operations of the unit and oversee deals negotiated between individuals and companies in the U.S. and abroad.

"There are many international production companies producing English-language films that require English-speaking writers

and directors," Shoreline Entertainment chief Morris Ruskin said. "Shoreline Management is determined to fill that need."

The company also will work on a nonexclusive basis to guide regional and international talent into regional and Hollywood projects, officials said.

Initial clients at Shoreline Management include writer-director Jim Kouf, whose screenplay credits include "Rush Hour" and the "National Treasure" films. British writer-director Ray Gower ("Dark Corners") and multihyphenate Peter Koller ("On Evil Grounds") also have signed up for representation. **THR**