

SCREEN DAILY

Protagonist Pictures closes further sales on *Wild Target*

16 November, 2009 | By Geoffrey Macnab

UK sales outfit Protagonist Pictures has announced a raft of new sales on Magic Light Pictures' comedy *Wild Target*.

It follows what Protagonist claims was their best American Film Market ever after doing bumper business on musical *Streetdance 3D*.

Jonathan Lynn's *Wild Target* sold to Icon for Australia and New Zealand, Moonlight for Benelux, DDDream for China, Atlas for Germany, Ascot Elite for Switzerland and Leda has taken Latin America. Airline rights were sold to Jaguar. Deals for Scandinavia and Italy are under discussion.

These are in addition to the sales already in place for France (Other Angle/ Studio 37), Portugal (Valentim), Middle East (Phars) and CIS & Baltic (MGN Paradise).

Entertainment Film Distributors will release the film in the UK. Cinetic are handling North America, where E1 Entertainment have taken Canadian rights, and a US deal is reportedly imminent.

Wild Target stars Bill Nighy, Emily Blunt, Rupert Grint and Rupert Everett and is directed by Jonathan Lynn from a screenplay by Lucinda Coxon. It is based on Pierre Salvadori's French hit *Cible Émouvante* and is produced by Martin Pope and Michael Rose of Magic Light Pictures.

The film tells the story of Rose (Emily Blunt), a beautiful, quick-witted con-artist, who making a living selling fake paintings. When she swindles an art loving gangster (Rupert Everett), he sets Europe's most efficient and expensive assassin on her tail.

Wild Target is a CinemaNX and Isle of Man Film Presentation, in association with Entertainment Film Distributors, of a Magic Light Pictures production with Matador Pictures and Cinema Four in association with Regent Capital.

<http://www.screendaily.com/festivals/afm/protagonist-pictures-closes-further-sales-on-wild-target/5008208.article>