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33 Hope, LLC Signs Feature Film Production/Distribution Deal with Spice Factory, Prominent UK Film Company

Film will be based on new book “Thirty Three, The Story of Hope”

ST. PETERSBURG, FL (September 14, 2010) – 33 Hope, LLC, a faith-based multimedia company, has signed a co-production and distribution deal with Spice Factory (UK) LTD for its feature film “Thirty Three, The Story of Hope,” planned to be filmed in Israel next year.

This past January, the company launched its website, www.33hope.com, and released its first book, “Thirty Three, The Story of Hope,” a captivating story of the critical 18-month time period following the crucifixion of Jesus Christ. The film will be based on the book.

Producers Jason Piette and Michael Cowan have built Spice Factory into the leading independent film production business in the United Kingdom. Included in their accomplishments are the films “The Merchant of Venice” directed by Michael Radford with Al Pacino, Joseph Fiennes and Jeremy Irons, “Head in the Clouds” starring Charlize Theron and Penelope Cruz, and a diverse slate of other feature films with principal international talent.

The screenplay for “Thirty Three, The Story of Hope” was written by Cristobal Krusen of Messenger Films, whose credits include the award-winning drama “Final Solution” about apartheid in South Africa. Krusen, a native of Tampa, FL, will also direct.

“We are finalizing the budget and beginning to look at talent options,” said Producer William L. Whitacre of 33 Hope, LLC, who estimates that the film budget will be approximately \$25 million. “Financing is anticipated to be in place by year’s end, after which a production schedule will be set and casting will be completed with principal talent.” Distribution will be through Stealth Media, the sister company of Spice Factory.

33 Hope, LLC was formed with St. Petersburg businessman and Managing Partner Kirk Berendes and Tampa native Eddie Flom after Berendes took his children to see “The Passion of The Christ” and one of his kids, aptly named Christian, asked “What happened next, Daddy?”

Flom is the author of the book, which was published by Sound Enterprises, Inc. founded by actor Jim Caviezel, who portrayed Jesus in “The Passion of the Christ.” 33 Hope, LLC’s efforts also involve a social media site, and music written by Nashville producer Dale Oliver and performed by the popular Christian band Jupiter Wind.

33 Hope, LLC's other founder, Richard W. Hayes, is the CEO of Digital Lightbridge, a full-service marketing firm located in New Port Richey, FL which created the 33 Hope cross mosaic and brand.

For more information on 33 Hope, LLC, please see www.33hope.com or contact Leah Saunders of Bayview Public Relations at Leah@BayviewPR.com or 727-895-5030 ext 104.

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